



19th Biennial DSA Conference

August 20–27, 2027 • Baltimore, Maryland

Retired, Rewired, and Crabby—With Purpose!

www.deafseniors.us/2027-conference



DSA 2027 National Conference Sponsorship & Exhibitor Opportunities

Partner With Deaf Seniors of America

The DSA 2027 National Conference offers sponsors a unique opportunity to engage with one of the largest gatherings of Deaf, DeafBlind, and Hard of Hearing older adults, caregivers, healthcare professionals, accessibility leaders, technology innovators, and community organizations from across the United States and Canada. Through year-round engagement opportunities and the inaugural AgeTech Forum, developed through the collaboration of DSA and TDIforAccess (TDI), sponsors can showcase their commitment to accessibility, innovation, healthy aging, and technology while building meaningful relationships with an engaged and growing community.

Expected Attendance

More than 800 attendees from across the United States and Canada, including Deaf, DeafBlind, and Hard of Hearing older adults, family members, caregivers, healthcare professionals, accessibility leaders, technology innovators, researchers, service providers, advocates, and community organizations.

This diverse audience represents a unique opportunity for sponsors to build relationships, showcase innovative products and services, gather valuable insights, and demonstrate their commitment to accessibility, healthy aging, and community engagement.

Featured AgeTech Forum

DSA recently launched its new AgeTech brand and logo, reflecting a growing commitment to advancing technology, accessibility, innovation, and healthy aging within the Deaf

community.

To support that vision, DSA is collaborating with TDI to develop the inaugural AgeTech Forum, bringing together DSA's trusted relationships within the Deaf senior community with TDI's national expertise across accessibility, technology, telecommunications, healthcare, aging, artificial intelligence (AI), and public policy. Together, the Forum will highlight innovative technologies, accessibility solutions, healthcare advancements, communication access tools, and emerging products that support aging, independence, connection, and quality of life for Deaf, DeafBlind, and Hard of Hearing older adults.

The AgeTech Forum will provide sponsors and exhibitors with unique opportunities to showcase products, services, AI-powered solutions, and innovations while engaging directly with consumers, family members, caregivers, healthcare professionals, accessibility leaders, technology innovators, researchers, advocates, service providers, and community organizations. This collaboration creates meaningful opportunities to build relationships, demonstrate thought leadership, gather valuable insights, and showcase innovations that advance accessibility, healthy aging, and quality of life.



DSA AgeTech Initiative

*Advancing Aging, Accessibility, Innovation, and Technology
for Deaf Older Adults*

Sponsorship Opportunities

Legacy Sponsor — Exclusive

\$50,000

Premier year-round visibility and executive engagement opportunities for organizations seeking maximum exposure and a strategic partnership with the Deaf senior community.

Includes:

- Exclusive Presenting Sponsor recognition
- Premier Exhibit Experience included
- Premier logo placement on conference materials and signage
- Recognition as lead sponsor on conference website
- Featured recognition during Opening Ceremony and major events
- Featured recognition during AgeTech Forum
- Sponsor recognition for the AgeTech & Accessibility Conversations Coffee Chat Series
- Opportunity to participate in a featured AgeTech & Accessibility Conversation session
- Opportunity for branded activation or engagement experience
- Two (2) social media spotlight promotions
- Recognition in conference newsletters and marketing materials
- Full-page conference program advertisement
- Opportunity to provide branded attendee item or bag insert
- Eight (8) complimentary full conference registrations and VIP Reception access
- Priority exhibit hall placement
- Recognition on conference mobile app and digital signage

Additional Year-Round Sponsor Benefits

- One-year full-page advertisement in New Horizons magazine
- Featured recognition in DSA Connect monthly newsletter for one year
- Opportunity to co-host two (2) DSA Monthly Webinar Series programs
- Website recognition
- AgeTech Forum
- AgeTech & Accessibility Conversations
- Social Media
- Educational initiatives
- Community engagement opportunities

Ideal For

National corporations, healthcare systems, telecommunications companies, technology companies, insurance organizations, and major accessibility partners.

Heritage Sponsor

\$35,000

Designed for organizations seeking significant visibility, meaningful engagement, and year-round recognition while supporting DSA's mission and the AgeTech Forum.

Includes:

- Premier Exhibit Experience included
- Featured sponsor recognition on conference signage
- Recognition during featured conference programming
- Sponsor recognition for the AgeTech & Accessibility Conversations Coffee Chat Series
- Opportunity to participate in select AgeTech & Accessibility Conversation sessions
- Recognition on conference website
- One (1) social media spotlight promotion
- Recognition in conference newsletters
- Full-page conference program advertisement
- Opportunity for sponsored attendee engagement activity
- Six (6) complimentary full conference registrations and VIP Reception access
- Priority exhibit hall placement
- Recognition on mobile app and digital signage

Additional Year-Round Sponsor Benefits

- One-year half-page advertisement in New Horizons magazine
- Recognition in DSA Connect monthly newsletter for one year
- Opportunity to co-host one (1) DSA Monthly Webinar Series program
- Website recognition
- AgeTech Forum
- AgeTech & Accessibility Conversations
- Social Media
- Educational initiatives
- Community engagement opportunities

Ideal For

Organizations seeking high visibility and strong attendee engagement throughout the conference week.

Community Sponsor

\$25,000

Ideal for organizations looking to build meaningful year-round relationships within the Deaf senior community while supporting education, accessibility, and community engagement.

Includes:

- Premier Exhibit Experience included
- Recognition during featured conference programming
- Sponsor logo on conference signage
- Recognition on conference website
- Half-page conference program advertisement
- Recognition in conference newsletters
- Four (4) complimentary full conference registrations and VIP Reception access

- Recognition on conference mobile app

Additional Year-Round Sponsor Benefits

- Website recognition
- AgeTech Forum
- AgeTech & Accessibility Conversations
- Social Media
- Educational initiatives

Ideal For

Organizations focused on healthcare, technology, accessibility, education, and community engagement.

Connection Sponsor

\$15,000

Targeted year-round visibility and networking opportunities for organizations seeking to build meaningful connections with conference attendees, community leaders, and industry professionals.

Includes:

- Standard exhibit booth included (20x10 - 2 booths)
- Conference signage recognition
- Recognition on conference website
- Half-page conference program advertisement
- Three (3) complimentary full conference registrations and VIP Reception access
- Recognition on conference mobile app

Ideal For

Community organizations, universities, nonprofits, healthcare providers, and regional partners.

Advocate Sponsor

\$10,000

A valuable sponsorship opportunity for organizations seeking year-round recognition, a visible conference presence, and the opportunity to demonstrate their commitment to accessibility, community engagement, and positive social impact.

Includes

- Tabletop exhibit space included (10x10)
- Sponsor recognition on conference signage
- Recognition on conference website
- Quarter-page conference program advertisement
- Two (2) complimentary full conference registrations and VIP Reception access

Ideal For

Small businesses, community partners, service providers, and advocacy organizations.

Friends of DSA Sponsor

\$5,000

A meaningful year-round recognition opportunity for organizations and community partners to support DSA's mission while gaining visibility and demonstrating their commitment to accessibility and the Deaf community.

Includes

- Sponsor recognition on conference website
- Recognition in conference program
- Sponsor signage recognition
- One (1) complimentary full conference registration and VIP Reception access

Ideal For

Small organizations, startups, nonprofits, and local community supporters.

Sponsorship Benefits Comparison

Benefits	Legacy	Heritage	Community	Connect ion	Advocate	Friends of DSA
Exhibit Space	Premier	Premier	Premier	10x10 (2)	10x10	—
Complimentary Registrations	8	6	4	3	2	1
VIP Reception Access	✓	✓	✓	✓	✓	✓
Program Advertisement	Full Page	Full Page	Half Page	Half Page	Quarter Page	Recogni tion
Website Recognition	✓	✓	✓	✓	✓	✓
Conference Signage Recognition	✓	✓	✓	✓	✓	✓
Mobile App Recognition	✓	✓	✓	✓	—	—
Social Media Spotlight	2	1	—	—	—	—
Newsletter Recognition	✓	✓	✓	—	—	—
Webinar Co-Host Opportunity	2	1	—	—	—	—
New Horizons Advertising	Full Page (1 Year)	Half Page (1 Year)	—	—	—	—
AgeTech Forum Recognition	Featured	Featured	—	—	—	—

Customized Sponsorship Opportunities

Additional sponsorship opportunities may include:

- AgeTech Forum
- Artificial Intelligence Showcase
- AI & Accessibility Demonstrations
- Emerging Technology Pavilion
- Wellness and movement activities
- Charging lounges
- Coffee and refreshment stations
- Networking receptions
- Entertainment sponsorships
- Family Feud Night
- Do You Think You Can STILL Dance?
- Accessibility and technology experiences
- Community engagement activations

Customized sponsorship packages may be developed to align with sponsor goals, visibility priorities, and attendee engagement interests.

Founding AgeTech Sponsorship Opportunities Available

A limited number of organizations may have the opportunity to support and help shape the launch of the broader AgeTech initiative connected to DSA 2027 and future educational, community, accessibility, artificial intelligence, and technology engagement efforts.

For additional information, contact:

AnnMarie Killian

Email: amkillian@tdiforaccess.org

Exhibitor Opportunities

Standard Booth

\$500

10x10 Exhibit Booth

Ideal For

Organizations primarily interested in exhibit hall presence, product demonstrations, community outreach, attendee engagement, resource sharing, or networking opportunities without a broader conference sponsorship commitment.

Exhibitor & Sponsorship Interest Form:

Sponsorship: [Sponsorship form](#)

Exhibitor: [Exhibitor Form](#)

Contact Us:

For sponsorship, exhibitor, or conference questions, please contact:

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For AgeTech Founding Sponsorship Opportunities, please contact:

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