



From the New Product & Technology Awards: *The Senior Tech Showcase*

FAQs

What is the New Product & Technology Awards?

The *New Product & Technology Awards* (NPTA) is a 10-year-old competition that recognizes the nation's best new products, services, and technologies for older adults and their families. It is organized by the *Mature Market Resource Center* (MMRC), a 35-year-old national clearinghouse for professionals working in the older adult market. Other MMRC programs include the 34-year-old *National Mature Media Awards*, the largest competition of its kind, and the 32-year-old *National Senior Health & Fitness Day*, the nation's largest older adult health and wellness event.

What is the New Senior Tech Showcase?

The *Senior Tech Showcase* is a new addition to the NPTA competition. Selected 2025 award entrants will be invited to feature their products, services, and technologies at this first-ever consumer event open to the public. Older adults and their families will have this free opportunity to experience and interact with the latest innovations.

When and Where Will the 2025 Showcase Be Held?

The inaugural Senior Tech Showcase will be held over two days this fall in the Chicago area. The dates and location will be announced this summer. In future years, the Showcase will move across the country to give older adults and caregivers in other markets the opportunity to see the latest "senior tech" innovations.

How Can My Organization Participate?

There are two ways to participate in the 2025 *Senior Tech Showcase*:

1. *Competition Entry*: All organizations that enter the 2025 *New Product & Technology Awards* will automatically be considered for selection to exhibit at the Showcase. The online entry form is available at agingawards.com.
2. *Showcase Sponsorship*: A limited number of category-exclusive sponsorship opportunities are available. Sponsors will receive national recognition of their Showcase support, along with a number of other unique marketing benefits. Contact Gary W. Ford at the *Mature Market Resource Center* for sponsorship details: gford@agingawards.com, 800-828-8225.

Where Can I Get More Information?

For details on the *New Product & Technology Awards*, the *Senior Tech Showcase*, and how to participate, please visit agingawards.com or contact the *Mature Market Resource Center*: