

The Mature Market Resource Center's



Recognizing Innovative Products & Services  
for Older Adults and Their Families.



## FOR IMMEDIATE RELEASE

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# New Senior Tech Showcase is First-Ever Public Exhibition of Technology Products & Services Designed for Older Adults

## Two-Day Chicago Area Showcase Debuts in Early June at the Patty Turner Center, Deerfield, IL

Libertyville, IL -- As part of its 10th anniversary, the *New Product & Technology Awards (NPTA)—Recognizing Innovative Products, Services & Technologies for Older Adults and Their Families*—will introduce the *Senior Tech Showcase*. Selected companies entering the 2025 awards will be invited to display their products and services for public viewing at the inaugural *Senior Tech Showcase* in early June. The Showcase will be open Friday, June 6 and Saturday, June 7, 2025, at the Patty Turner Center in Deerfield, Illinois, a nationally recognized Chicago area senior center. The Showcase is free and open to the public. For more about the NPTA competition and the *Senior Tech Showcase*, please visit [agingawards.com](http://agingawards.com).

“*The Senior Tech Showcase* is the first-of-its-kind exhibition that will give consumers the opportunity to review and experience new senior-focused technology,” adds Pat Henze, executive director of the *Mature Market Resource Center*, organizer of the NPTA competition. She adds, “Prior to our new *Senior Tech Showcase*, these new “age tech” products and services were only available for review at professional conferences.” Companies invited to display their entries at the Showcase will include the latest in technology-driven healthcare, communication tools, mobility solutions, robots and much more.

### How Organizations Can Participate

**Competition Entry:** Companies that submit products/services/technologies for the 2025 *New Product & Technology Awards* will be automatically considered for selection to display at the early April *Senior Tech Showcase*. Visit [agingawards.com](http://agingawards.com) for entry details. *The awards entry deadline is May 9, 2025, and the fee is \$75 per entry. There is no additional cost if a company is invited to display their entry at the Showcase.*

**Sponsorship:** A limited number of category-exclusive sponsorships are available, for both the 2025 NPTA awards and the new *Senior Tech Showcase*. For details on sponsorship benefits and fees, contact **Gary W. Ford, managing director**, [gford@agingawards.com](mailto:gford@agingawards.com) or call 800-828-8225.

The *Mature Market Resource Center (MMRC)*, organizer of the *New Product & Technology Awards* and the *Senior Tech Showcase*, is a national clearinghouse for professionals working in older adult markets. Other well-known MMRC programs include the 34-year-old *National Mature Media Awards* ([seniorawards.com](http://seniorawards.com)) and the 32-year-old *National Senior Health & Fitness Day*<sup>®</sup>, the nation’s largest annual older adult health and fitness event, always held the last Wednesday in May ([fitnessday.com](http://fitnessday.com)).

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