

Sponsorship & Exhibiting Prospectus

CAG2017 Evidence for Action in an Aging World

October 19-21, 2017

Winnipeg, Manitoba, Canada

Canadian
Association
on Gerontology



Association
canadienne
de g erontologie

Centre on Aging



UNIVERSITY
of MANITOBA

Join us for CAG2017: Evidence for Action in an Aging World

The Canadian Association on Gerontology (CAG) is the **preeminent multi-disciplinary association** in Canada for persons who work with or on behalf of Canada's aging population.

CAG will hold its 46th Annual Scientific and Educational Meeting in Winnipeg, Manitoba, Canada from **Thursday, October 19 to Saturday, October 21, 2017** at the Fairmont Winnipeg. The theme of CAG2017 is **Evidence for Action in an Aging World**.

Through this annual conference, you have the opportunity to **showcase your organization, products, services, research and other information to more than 500** professional decision-makers including physicians, health care professionals, researchers, academics, health and community service administrators, government representatives, national organization executives, students, and seniors. For more information about the conference, please visit <http://CAG2017.ca>.

Sponsorship & Exhibiting Opportunities

Pre-Conference Events | Consider hosting a pre-conference event at CAG2017. Pre-conference events may be half- or full-day in duration and you control the content. They will take place on Thursday, October 19, 2017 before CAG2017 gets underway. You will benefit from the large audience that CAG2017 will attract and you may advertise the workshop as your own event; participants can register separately for pre-conference events if they don't wish to attend CAG2017.

Symposia & Workshops | Consider hosting your own sponsored symposium or workshop during CAG2017. These sessions take place during the CAG2017 conference days (October 20 & 21, 2017). You control the content of the session and you'll benefit from the diverse spectrum of delegates attending CAG2017. Sponsored symposia and workshop sessions are offered preferred rooms and program times.

Sponsorship | CAG2017 offers numerous opportunities to profile your organization as a CAG2017 sponsor. You may become a Gold, Silver or Bronze conference sponsor, or you may sponsor individual keynote addresses, specific sessions, meals and nutrition breaks, and more.

Exhibits | CAG2017 features an Exhibit Hall highlighting the latest technology, publications, products and services in the field of gerontology. Exhibitors include educational, commercial, government and non-profit organizations.

Advertising | Full, half and quarter page ads may be placed in the CAG2017 program. Delegate bag inserts are also available.



Receive a 10% discount for taking advantage of two or more promotional opportunities.

For more information or a custom package, contact us:

Toll-Free Telephone: 1-855-CAG-ACG0 (224-2240)

E-Mail: asem@cagacg.ca

Conference Sponsorship

<i>Benefits</i>	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Exhibit Booth	Preferred Location	Preferred Location	Yes
Program Advertisement	Full Page	Half-Page	Quarter-Page
Complimentary Full Conference Registrations	Three	Two	One
Logo & Link on CAG2017 website	Yes (Preferred)	Yes	Yes
Logo on keynote backdrop slides	Yes (Preferred)	Yes	Yes
Acknowledgement in conference promotions	Yes (Preferred)	Yes	Yes

Session Sponsorship

<p>Pre-Conference Event[†]: \$2,500/\$5,000</p> <ul style="list-style-type: none"> ▪ Full (\$5,000) or half-day (\$2,500), Thursday, October 19, 2017 ▪ Sponsor sets the agenda ▪ Sponsor can brand as own event ▪ Benefit from 500+ CAG2017 delegates ▪ Delegates pay separate registration fees <ul style="list-style-type: none"> ○ CAG2017 registration not required ▪ Sponsorship fee includes room, audiovisual, online registration, and assistance with logistics ▪ Dedicated page on CAG2017 website ▪ Recognition of sponsorship on CAG2017 website, program and all conference promotions 	<p>Symposium or Workshop[†]: \$2,500</p> <ul style="list-style-type: none"> ▪ Takes place during CAG2017 (October 20 or 21, 2017) ▪ Preferred rooms & program times ▪ Sponsor sets the agenda ▪ Benefit from 500+ CAG2017 delegates ▪ Participants must register for CAG2017 <ul style="list-style-type: none"> ○ One day registrations are available ▪ Sponsorship fee includes room, audiovisual and assistance with logistics ▪ Dedicated page on CAG2017 website ▪ Recognition of sponsorship on CAG2017 website, program and all conference promotions
<p>Opening Ceremonies: \$7,000</p> <ul style="list-style-type: none"> ▪ Keynote address by leading speaker ▪ CAG President's Reception ▪ Recognition of sponsorship on CAG2017 website, program and all conference promotions 	<p>Keynote Address: \$2,500</p> <ul style="list-style-type: none"> ▪ Keynote address by leading speaker (2 available) ▪ Recognition of sponsorship on CAG2017 website, program and all conference promotions

[†] Please note, pre-conference event and symposium/workshop sponsorship fees do not include speakers' travel, accommodation or conference registration fees.

Other Opportunities

Lunch Breaks: \$7,500

- Acknowledgement in lunch area
- Logo & link on CAG2017 website
- Recognition of sponsorship on CAG2017 website, program and all conference promotions

Refreshment Break: \$1,500/break

- Acknowledgement in break area for one break (October 20 or 21, 2017)
- Logo & link on CAG2017 website
- Recognition of sponsorship on CAG2017 website, program and all conference promotions

Poster Presentation Area: \$1,500

- Acknowledgement in poster presentation area for full conference
- Logo & link on CAG2017 website
- Recognition of sponsorship on CAG2017 website, program and all conference promotions

Program Book: \$5,000

- Sponsorship acknowledgement in program book
- Logo & link on CAG2017 website
- Recognition of sponsorship on CAG2017 website, program and all conference promotions

Advertising Opportunities

Delegate Bag Inserts: \$500/insert

- One insert in each delegate bag (estimated attendance of 500 delegates)

Program Advertisement

- Advertisement in CAG2017 program book (black & white only)
- Full Page: \$1,000
- Half Page: \$500
- Quarter Page: \$250

Sponsorship implies no control of content or endorsement of product. The Canadian Association on Gerontology retains and is responsible for exercising full control of the program which is for scientific and/or educational purposes.



Exhibiting Opportunities

Exhibit Type	Fee	Complimentary Registration
Corporate	\$4,000	One (1)
Small Business (<10 employees) or Government	\$1,500	Not applicable
Educational or Non-profit Organization	\$700	Not applicable

EXHIBIT HOURS

Thursday, October 19, 2017 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 20, 2017 7:30 am - 4:30 pm

Saturday, October 21, 2017 7:30 am - 4:30 pm

All exhibit hours are subject to change.

EXHIBIT AREA EVENTS AND TRAFFIC BUILDERS

- Opening Reception
- Nutrition Breaks

WHO SHOULD EXHIBIT

- Educational institutions
- Fitness equipment and services
- Government agencies
- Health care products and services
- Home care companies
- Housing corporations, retirement communities, assisted and supportive living projects
- Long term care facilities
- Medical, diagnostic, imaging, health monitoring and assistive devices companies
- Personal emergency response system providers
- Pharmaceutical companies
- Publishers
- Vision and hearing enhancement services
- Voluntary and professional organizations

WHY YOU SHOULD BE AT CAG2017

In a study by Deloitte and Touche Consulting Group, 81% of respondents said they use exhibits in marketing their products. That puts exhibitions second only to direct/field sales, which were named by 85%. This means if you are not at CAG2017 promoting your products or services you can be sure your competition will be there!

Exhibit Information

CAG2017: Evidence for Action in an Aging World | Fairmont Winnipeg, Winnipeg, Manitoba

Booth size: 8' x 8'

Booths include:

- Draped back and side walls
- One table and one chair
- Organizational description in program book
- Link from conference website to your organizational website
- One copy of conference program book
- Two (2) exhibitor-only staff passes
- **Corporate Exhibits** include one (1) complimentary full conference registration.

Booths do not include:

- Access to conference sessions or meals (Corporate Exhibits excepted for one complimentary conference registration)
- Exhibit freight/shipping costs
- Electricity
- Shipping / receiving charges through the loading dock
- Any additional equipment or services which are not listed above

Exhibit Hours (subject to change):

Set Up: Thursday, October 19, 2017 3:00 pm - 7:00 pm

Exhibit Hours: Thursday, October 19, 2017 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 20, 2017 7:30 am - 4:30 pm

Saturday, October 21, 2017 7:30 am - 4:30 pm

Tear Down: Saturday, October 21, 2017 after 4:00 pm



Cancellation Policy

Cancellations for all of the above must be submitted in writing. Cancellations postmarked prior to August 31, 2017 will receive a 50% refund. Cancellations postmarked after August 31, 2017 are non-refundable.

Sponsors Contract

CAG2017: Evidence for Action in an Aging World | Fairmont Winnipeg, Winnipeg, Manitoba

Organizational Information

Official Company/Organization Name: _____

Address: _____

City: _____ Province : _____ Postal Code: _____

Contact Person: _____ Title: _____

Telephone: (____) _____

Fax: (____) _____ E-mail: _____

Sponsorship Types

- | | | | |
|---|----------------------|---|---------|
| <input type="checkbox"/> Gold Sponsorship Package | \$10,000 | <input type="checkbox"/> Sponsored Symposium | \$2,500 |
| <input type="checkbox"/> Silver Sponsorship Package | \$7,500 | <input type="checkbox"/> Sponsored Workshop | \$2,500 |
| <input type="checkbox"/> Bronze Sponsorship Package | \$5,000 | <input type="checkbox"/> Poster Presentation Area | \$1,500 |
| <input type="checkbox"/> Pre-Conference Workshop
(1/2 day, \$2,500; Full day, \$5,000) | \$2,500 /
\$5,000 | <input type="checkbox"/> Lunch Break | \$7,500 |
| <input type="checkbox"/> Opening Ceremonies/Keynote Address | \$7,000 | <input type="checkbox"/> Refreshment Break | \$1,500 |
| <input type="checkbox"/> Keynote Address
(Oct 20/21; 2 available) | \$2,500 | <input type="checkbox"/> Program Book | \$5,000 |

Information to include

Please provide a clear electronic copy of your organizational logo in both JPG and high-resolution formats.

Note: In order to secure your request, payments must be received in advance. The deadline for acknowledgement in the Final Program Book is September 15, 2017.

Payment Information

Total amount due: \$ _____

Cheque enclosed (**Payable to “Canadian Association on Gerontology”**)

Charge to: VISA or MasterCard

Card No. _____ Expiry Date _____

Name of Cardholder _____ Signature _____

Please send payment to:

Canadian Association on Gerontology
c/o Department of OS/OT
University of Toronto
160 – 500 University Avenue
Toronto, ON M5G 1V7

Telephone: 1-855-CAG-ACG0 (224-2240)

Fax: 1-855-CAG-ACG0 (224-2240)

E-Mail: asem@cagacg.ca

Exhibitor Contract

CAG2017: Evidence for Action in an Aging World | Fairmont Winnipeg, Winnipeg, Manitoba

Step 1 - Organizational Information

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Person: _____ Title: _____

Telephone: (____) _____

Fax: (____) _____ E-mail: _____

Step 2 - Exhibit Booth Selections

Booths are available on a first-come, first-served basis. Payments must be received in advance. The deadline for acknowledgement in the Final Program Book is September 15, 2017.

	Fee	Conference Registration
<input type="checkbox"/> Corporate	\$ 4,000.00	1 complimentary
<input type="checkbox"/> Small Business/Government	\$ 1,500.00	Not applicable
<input type="checkbox"/> Educational & Non-Profit	\$ 700.00	Not applicable

Total Amount Due = \$ _____

Step 3 - Information to include

When registering, please send the following information:

a brief 75 word description of your organization a clear copy of your organizational logo
(.doc format) (both JPG and high-resolution formats)

the name of the individual to receive your complimentary conference registration
(Corporate Exhibits **only**):

1. _____

Step 4 - Payment

Cheque enclosed (**Payable to "Canadian Association on Gerontology"**)

Charge to: VISA or MasterCard

Card No. _____ Expiry Date _____

Name of Cardholder _____ Signature _____

Please send payment to:

Canadian Association on Gerontology
c/o Dept of OS/OT, University of Toronto
160 – 500 University Avenue
Toronto, ON M5G 1V7

Telephone: 1-855-CAG-ACG0 (224-2240)

Fax: 1-855-CAG-ACG0 (224-2240)

E-Mail: asem@cagacg.ca

Advertiser Contract

CAG2017: Evidence for Action in an Aging World | Fairmont Winnipeg, Winnipeg, Manitoba

Step 1 - Organizational Information

Organization: _____

Address: _____

City: _____ Province _____ Postal Code: _____

Contact Person: _____ Title: _____

Telephone: (____) _____

Fax: (____) _____ E-mail: _____

Step 2 - Promotional Selection

Space

- | | |
|--|--------------|
| <input type="checkbox"/> Full Page | \$ 1000 each |
| <input type="checkbox"/> Half Page | \$ 500 each |
| <input type="checkbox"/> Quarter Page | \$ 250 each |
| <input type="checkbox"/> Delegate Bag Insert | \$ 500 each |

This ad will be:

- English only
- French only
- Both English and French (separate)

Step 3 - Payment

Note: In order to secure your request, payments must be received in advance. The deadline for acknowledgement in the Final Program Book is September 15, 2017.

Total amount due: \$_____

Cheque enclosed (**Payable to "Canadian Association on Gerontology"**)

Charge to: VISA or MasterCard

Card No. _____ Expiry Date _____

Name of Cardholder _____ Signature _____

Please send payment to:

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c/o Dept of OS/OT
University of Toronto
160 – 500 University Avenue
Toronto, ON M5G 1V7

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