

# Sponsorship & Exhibiting Opportunities



Photo © Tourism Vancouver/ Franz Mezzo Photography

**Making it Matter:  
Mobilizing Aging Research,  
Practice & Policy**

**CAG2018  
VANCOUVER**

**47th Annual Scientific &  
Educational Meeting**  
Canadian Association on  
Gerontology  
**October 18-20, 2018**

Canadian Association on Gerontology  Association canadienne de gérontologie

 **GERONTOLOGY  
RESEARCH CENTRE**

 **SFU** SIMON FRASER UNIVERSITY  
ENGAGING THE WORLD

<http://CAG2018.ca>

## Join us for CAG2018: Making It Matter: Mobilizing Aging Research, Practice & Policy

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 47th Annual Scientific and Educational Meeting in Vancouver, British Columbia, Canada from **Thursday, October 18 to Saturday, October 20, 2018** at the Sheraton Vancouver Wall Centre. The theme of CAG2018 is **Making It Matter: Mobilizing Aging Research, Practice & Policy**.

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://CAG2018.ca>.

### Sponsorship & Exhibiting Opportunities

**Pre-Conference Events** | Consider hosting a pre-conference event at CAG2018. Pre-conference events may be half- or full-day in duration and you control the content. They will take place on Thursday, October 18, 2018 before CAG2018 gets underway. You will benefit from the large audience that CAG2018 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 CAG2018.

**Symposia & Workshops** | Consider hosting your own sponsored symposium or workshop during CAG2018. These sessions take place during the CAG2018 conference days (October 19 & 20, 2018). You control the content of the session and you'll benefit from the diverse spectrum of delegates attending CAG2018. Sponsored symposia and workshop sessions are offered preferred rooms and program times.

**Sponsorship** | CAG2018 offers numerous opportunities to profile your organization as a CAG2018 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** | CAG2018 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 CAG2018 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](mailto:asem@cagacg.ca)

## Other Opportunities

### Lunch Breaks: \$7,500

- Acknowledgement in lunch area
- Logo & link on CAG2018 website
- Recognition of sponsorship on CAG2018 website, program and all conference promotions

### Refreshment Break: \$1,500/break

- Acknowledgement in break area for one break (October 19 or 20, 2018)
- Logo & link on CAG2018 website
- Recognition of sponsorship on CAG2018 website, program and all conference promotions

### Poster Presentation Area: \$1,500

- Acknowledgement in poster presentation area for full conference
- Logo & link on CAG2018 website
- Recognition of sponsorship on CAG2018 website, program and all conference promotions

### Program Book: \$5,000

- Sponsorship acknowledgement in program book
- Logo & link on CAG2018 website
- Recognition of sponsorship on CAG2018 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 CAG2018 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.*



## Conference Sponsorship

<i>Benefits</i>	<b>Gold \$10,000</b>	<b>Silver \$7,500</b>	<b>Bronze \$5,000</b>
<b>Exhibit Booth</b>	<b>Preferred Location</b>	Preferred Location	Yes
<b>Program Advertisement</b>	<b>Full Page</b>	Half-Page	Quarter-Page
<b>Complimentary Full Conference Registrations</b>	<b>Three</b>	Two	One
<b>Logo &amp; Link on CAG2018 website</b>	<b>Yes (Preferred)</b>	Yes	Yes
<b>Logo on keynote backdrop slides</b>	<b>Yes (Preferred)</b>	Yes	Yes
<b>Acknowledgement in conference promotions</b>	<b>Yes (Preferred)</b>	Yes	Yes

## Session Sponsorship

<b>Pre-Conference Event<sup>†</sup>: \$2,500/\$5,000</b> <ul style="list-style-type: none"> <li>▪ Full (\$5,000) or half-day (\$2,500), Thursday, October 18, 2018</li> <li>▪ Sponsor sets the agenda</li> <li>▪ Sponsor can brand as own event</li> <li>▪ Benefit from 500+ CAG2018 delegates</li> <li>▪ Delegates pay separate registration fees               <ul style="list-style-type: none"> <li>○ CAG2018 registration not required</li> </ul> </li> <li>▪ Sponsorship fee includes room, audiovisual, online registration, and assistance with logistics</li> <li>▪ Dedicated page on CAG2018 website</li> <li>▪ Recognition of sponsorship on CAG2018 website, program and all conference promotions</li> </ul>	<b>Symposium or Workshop<sup>†</sup>: \$2,500</b> <ul style="list-style-type: none"> <li>▪ Takes place during CAG2018 (October 19 or 20, 2018)</li> <li>▪ Preferred rooms &amp; program times</li> <li>▪ Sponsor sets the agenda</li> <li>▪ Benefit from 500+ CAG2018 delegates</li> <li>▪ Participants must register for CAG2018               <ul style="list-style-type: none"> <li>○ One day registrations are available</li> </ul> </li> <li>▪ Sponsorship fee includes room, audiovisual and assistance with logistics</li> <li>▪ Dedicated page on CAG2018 website</li> <li>▪ Recognition of sponsorship on CAG2018 website, program and all conference promotions</li> </ul>
<b>Opening Ceremonies: \$7,000</b> <ul style="list-style-type: none"> <li>▪ Keynote address by leading speaker</li> <li>▪ CAG President's Reception</li> <li>▪ Recognition of sponsorship on CAG2018 website, program and all conference promotions</li> </ul>	<b>Keynote Address: \$2,500</b> <ul style="list-style-type: none"> <li>▪ Keynote address by leading speaker (2 available)</li> <li>▪ Recognition of sponsorship on CAG2018 website, program and all conference promotions</li> </ul>

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

## 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 18, 2018.....8:30 pm - 11:00 pm (Opening Reception)

Friday, October 19, 2018 .....7:30 am - 4:30 pm

Saturday, October 20, 2018 .....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 CAG2018

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 CAG2018 promoting your products or services you can be sure your competition will be there!

## Exhibit Information

CAG2018: Making It Matter | Sheraton Vancouver Wall Centre, Vancouver, BC

**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):

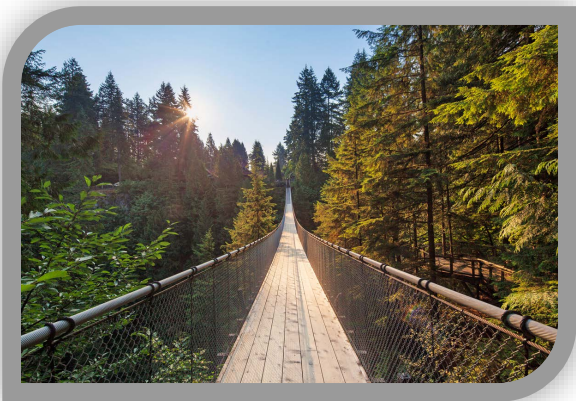
*Set Up:* Thursday, October 18, 2018..... 3:00 pm - 7:00 pm

*Exhibit Hours:* Thursday, October 18, 2018..... 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 19, 2018..... 7:30 am - 4:30 pm

Saturday, October 20, 2018 ..... 7:30 am - 4:30 pm

*Tear Down:* Saturday, October 20, 2018 ..... after 4:00 pm



### Cancellation Policy

Cancellations for all of the above must be submitted in writing. Cancellations postmarked prior to August 31, 2018 will receive a 50% refund. Cancellations postmarked after August 31, 2018 are non-refundable.

## Sponsors Contract

CAG2018: Making It Matter | Sheraton Vancouver Wall Centre, Vancouver, BC

### 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<br>(1/2 day, \$2,500; Full day, \$5,000) | \$2,500 /<br>\$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<br>(Oct 19/20; 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 14, 2018.

### 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](mailto:asem@cagacg.ca)

## Exhibitor Contract

CAG2018: Making It Matter | Sheraton Vancouver Wall Centre, Vancouver, BC

### 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 14, 2018.

	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:*

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

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

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**E-Mail:** [asem@cagacg.ca](mailto:asem@cagacg.ca)



## Advertiser Contract

CAG2018: Making It Matter | Sheraton Vancouver Wall Centre, Vancouver, BC

### Step 1 - Organizational Information

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

### Step 2 - Promotional Selection

Space	Fee	This ad will be:
<input type="checkbox"/> Full Page	\$ 1000 each	<input type="checkbox"/> English only
<input type="checkbox"/> Half Page	\$ 500 each	<input type="checkbox"/> French only
<input type="checkbox"/> Quarter Page	\$ 250 each	<input type="checkbox"/> Both English and French (separate)
<input type="checkbox"/> Delegate Bag Insert	\$ 500 each	

### 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 14, 2018.

Total amount due: \$\_\_\_\_\_

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

Charge to:  VISA or  MasterCard

Card No. \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Signature \_\_\_\_\_

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