

Sponsorship & Exhibiting Prospectus

CAG2021

Hindsight 20/20:
*Looking Back for a
Vision Forward
in Gerontology*



Images © Destination Toronto

21-23
OCTOBER
2021

Toronto, Ontario
(or virtual!)



Join us for CAG2021: Hindsight 20/20: Looking Back for a Vision Forward in Gerontology

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 50th Annual Scientific and Educational Meeting in Toronto, Ontario, Canada from **Thursday, October 21 to Saturday, October 23, 2021** at the Hilton Toronto. The theme of CAG2021 is **Hindsight 20/20: Looking Back for a Vision Forward in Gerontology**. We hope to be able to meet in person; if that is not possible, we have contingency plans for a virtual conference which will continue to offer unique and exciting opportunities for our sponsors, exhibitors and advertisers!

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 <https://CAG2021.ca>.

Sponsorship & Exhibiting Opportunities

Pre-Conference Events | Consider hosting a pre-conference event at CAG2021. Pre-conference events may be half- or full-day in duration and you control the content. They will take place on Thursday, October 21, 2021 before CAG2021 gets underway. You will benefit from the large audience that CAG2021 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 CAG2021.

Symposia & Workshops | Consider hosting your own sponsored symposium or workshop during CAG2021. These sessions take place during the CAG2021 conference days (October 22 & 23, 2021). You control the content of the session and you'll benefit from the diverse spectrum of delegates attending CAG2021. Sponsored symposia and workshop sessions are offered preferred rooms and program times.

Sponsorship | CAG2021 offers numerous opportunities to profile your organization as a CAG2021 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 | CAG2021 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 CAG2021 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](#).



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 CAG2021 website	Yes (Preferred)	Yes	Yes
Logo on keynote backdrop slides	Yes (Preferred)	Yes	Yes
Acknowledgement in conference promotions	Yes (Preferred)	Yes	Yes

Session Sponsorship

Pre-Conference Event[†] : \$2,500/\$5,000	Symposium or Workshop[†] : \$2,500
<ul style="list-style-type: none"> ▪ Full (\$5,000) or half-day (\$2,500), Thursday, October 21, 2021 ▪ Sponsor sets the agenda ▪ Sponsor can brand as own event ▪ Benefit from 500+ CAG2021 delegates ▪ Delegates pay separate registration fees <ul style="list-style-type: none"> ○ CAG2021 registration not required ▪ Sponsorship fee includes room, audiovisual, online registration, and assistance with logistics ▪ Dedicated page on CAG2021 website ▪ Recognition of sponsorship on CAG2021 website, program and all conference promotions 	<ul style="list-style-type: none"> ▪ Takes place during CAG2021 (October 22 or 23, 2021) ▪ Preferred rooms & program times ▪ Sponsor sets the agenda ▪ Benefit from 500+ CAG2021 delegates ▪ Participants must register for CAG2021 <ul style="list-style-type: none"> ○ One day registrations are available ▪ Sponsorship fee includes room, audiovisual and assistance with logistics ▪ Dedicated page on CAG2021 website ▪ Recognition of sponsorship on CAG2021 website, program and all conference promotions
Opening Ceremonies: \$7,000	Keynote Address: \$2,500
<ul style="list-style-type: none"> ▪ Keynote address by leading speaker ▪ CAG President's Reception ▪ Recognition of sponsorship on CAG2021 website, program and all conference promotions 	<ul style="list-style-type: none"> ▪ Keynote address by leading speaker (2 available) ▪ Recognition of sponsorship on CAG2021 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. All speakers will be expected to register for the conference (one-day registrations are available).

Other Opportunities

Lunch Breaks: \$7,500 <ul style="list-style-type: none"> ▪ Acknowledgement in lunch area ▪ Logo & link on CAG2021 website ▪ Recognition of sponsorship on CAG2021 website, program and all conference promotions 	Refreshment Break: \$1,500/break <ul style="list-style-type: none"> ▪ Acknowledgement in break area for one break (October 22 or 23, 2021) ▪ Logo & link on CAG2021 website ▪ Recognition of sponsorship on CAG2021 website, program and all conference promotions
Poster Presentation Area: \$1,500 <ul style="list-style-type: none"> ▪ Acknowledgement in poster presentation area for full conference ▪ Logo & link on CAG2021 website ▪ Recognition of sponsorship on CAG2021 website, program and all conference promotions 	Program Book: \$5,000 <ul style="list-style-type: none"> ▪ Sponsorship acknowledgement in program book ▪ Logo & link on CAG2021 website ▪ Recognition of sponsorship on CAG2021 website, program and all conference promotions

Advertising Opportunities

Delegate Bag Inserts: \$500/insert <ul style="list-style-type: none"> ▪ One insert in each delegate bag (estimated attendance of 500 delegates)
Program Advertisement <ul style="list-style-type: none"> ▪ Advertisement in CAG2021 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) full conference
Small Business (<10 employees)	\$1,500	Two (2) exhibitor-only
Government Organization	\$1,500	Two (2) exhibitor-only
Educational or Non-profit Organization	\$700	Two (2) exhibitor-only

EXHIBIT HOURS

Thursday, October 21, 2021 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 22, 2021 8:00 am - 4:30 pm

Saturday, October 23, 2021 8:00 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 CAG2021

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 CAG2021 promoting your products or services you can be sure your competition will be there!

Exhibit Information

CAG2021: Hindsight 20/20: Looking Back for a Vision Forward in Gerontology | Hilton Toronto, Toronto, ON

Booth size: 8' x 6'

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):

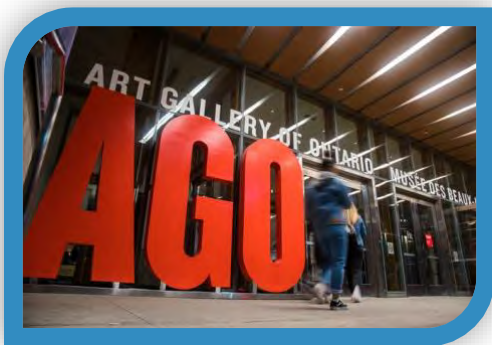
Set Up: Thursday, October 21, 2021..... 3:00 pm - 7:00 pm

Exhibit Hours: Thursday, October 21, 2021..... 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 22, 2021..... 8:00 am - 4:30 pm

Saturday, October 23, 2021 8:00 am - 4:30 pm

Tear Down: Saturday, October 23, 2021 after 4:00 pm



Cancellation Policy

Cancellations for all of the above must be submitted in writing. Cancellations postmarked prior to August 31, 2021 will receive a 50% refund. Cancellations postmarked after August 31, 2021 are non-refundable.

Sponsors Contract

CAG2021: Hindsight 20/20: Looking Back for a Vision Forward in Gerontology | Hilton Toronto, Toronto, ON

Organizational Information

Official Organization Name: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Contact Name: _____
 Contact Email: _____
 Telephone: _____ Fax: _____

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 22/23; 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, 2021.

Payment Information

Total amount due: \$ _____

- Cheque enclosed (**Payable to “Canadian Association on Gerontology”**)
 Visa or Mastercard (Designated contact will receive electronic invoice payable online)
 Electronic funds transfer (EFT; CAG will provide banking information)

Please send payment to:

Canadian Association on Gerontology
 PO Box 64009
 Royal Bank Plaza
 Toronto, ON M5J 2T6

E-Mail: conference@cagacg.ca

For security reasons, do not send credit card information via email.

Exhibitor Contract

CAG2021: Hindsight 20/20: Looking Back for a Vision Forward in Gerontology | Hilton Toronto, Toronto, ON

Step 1 - Organizational Information

Official Organization Name: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Contact Name: _____
 Contact Email: _____
 Telephone: _____ Fax: _____

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, 2021.

	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"**)
- Visa or Mastercard (Designated contact will receive electronic invoice payable online)
- Electronic funds transfer (EFT; CAG will provide banking information)

Please send payment to:

Canadian Association on Gerontology
 PO Box 64009
 Royal Bank Plaza
 Toronto, ON M5J 2T6

E-Mail: conference@cagacg.ca
 For security reasons, do not send credit card
 information via email.

Advertiser Contract

CAG2021: Hindsight 20/20: Looking Back for a Vision Forward in Gerontology | Hilton Toronto, Toronto, ON

Step 1 - Organizational Information

Official Organization Name: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Contact Name: _____
 Contact Email: _____
 Telephone: _____ Fax: _____

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, 2021.

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