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 virtually from Wednesday, October 20 to Saturday, October 23, 2021.

The theme of CAG2021 is Hindsight 20/20: Looking Back for a Vision Forward in Gerontology.

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 Wednesday, October 20, 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 21-23, 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 or specific sessions.

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
Banner Ads featured in our virtual lobby.
Why you should be seen at CAG2021

We are inviting your organization to participate as a sponsor in this important national educational conference which highlights knowledge translation and best practice strategies in gerontology. As a sponsor, your organization will have the opportunity to market to and interact with including physicians, health care professionals, researchers, academics, health and community service administrators, government representatives, national organization executives, students, and seniors.

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!
We are inviting your organization to participate as a sponsor in this important national educational conference which highlights knowledge translation and best practice strategies in gerontology. As a sponsor, your organization will have the opportunity to market to and interact with clinical nurses, nurse practitioners, educators, managers and researchers.

**Live video chats**
A virtual environment provides our sponsors and exhibitors with the ability to have real-time visitor awareness, live video conversations, lead generation tools and visitor analytics that provide insight into customer nurturing. Use our live chat feature to engage with attendees and answer any questions they have.

**Engage**
A virtual environment provides our sponsors and exhibitors the opportunity to engage with the attendees for the duration of the event, whether in sessions, during designated exhibit hall time, or networking functions.

**Share your info**
Share your latest information, from white papers to video tutorials, in your own virtual booth as public documents or by request only.

**Easy to participate**
Straightforward to organize requiring only digital assets and participation.

**Be a thought leader**
Position yourself as an industry thought leader. Showcase your expertise through our daily demo sessions.

**Lead generation**
Lead generation is included. With the click of a button, attendees can request information from exhibiting companies, sharing their contact information similar to having their badge scanned at a live event.
<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Corporate</th>
<th>Small Biz*</th>
<th>Education &amp; Non-Profit</th>
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<tbody>
<tr>
<td>Full conference registration</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Exhibit hall only registration</td>
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<td>Registration page sponsor</td>
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<td>Promotional splash video in the lobby</td>
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<td>Logo in portal header</td>
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<td>Logo on lobby banner image</td>
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<td>Logo on event log-in page banner</td>
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<td>Sponsor logo in portal header carousel</td>
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<td>Logo featured on CAG2021 website and linked</td>
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<tr>
<td>Rotating banner ad in virtual lobby</td>
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<tr>
<td>Branded announcements**</td>
<td>1 PER DAY (3)</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Session Advertisement opportunity: Sponsorship pre-roll ads to run before the start of a session. Promotional video prior to attending joining a session</td>
<td>1st choice of selection: 1 Keynote and 2 concurrents</td>
<td>2nd and 3rd choice of 2 concurrents</td>
<td>1 concurrent</td>
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<tr>
<td>Virtual exhibit hall booth*</td>
<td>Premier Booth Placement</td>
<td>Priority Booth Placement</td>
<td>Priority Booth Placement</td>
<td>Listed Alphabetically</td>
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<td>Exhibit lead retrieval and live video booth chats</td>
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<td>Booth raffle draw</td>
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*Small businesses must have 10 or less employees
Pre-Conference Event: $2,500/$5,000
Full ($5,000) or half-day ($2,500), Wednesday, October 20, 2021
Sponsor sets the agenda
Benefit from 500+ CAG2021 delegates
Delegates pay separate registration fees
CAG2021 registration not required
✓ Sponsorship fee includes room, and assistance with on-line event logistics
✓ Dedicated page on CAG2021 website
✓ Recognition of sponsorship on CAG2021 website, on-line program and all conference promotions

Symposium or Workshop: $2,500
Takes place during CAG2021, October 21-23, 2021
Preferred program times
Sponsor sets the agenda
Benefit from 500+ CAG2021 delegates
Participants must register for CAG2021
One day registrations are available
✓ Sponsorship fee includes room, and assistance with on-line event logistics
✓ Dedicated page on CAG2021 website
✓ Recognition of sponsorship on CAG2021 website, on-line program and all conference

Keynote Address: $2,500 (3 available)
Keynote address by leading speaker
✓ Opportunity to introduce the speaker
✓ Recognition of sponsorship on CAG2021 website, on-line program and all conference

Poster Hall: $1,500 (1 available)
Your logo, description and contact information displayed on the landing page for the CAG2021 virtual poster hall.

Rotating Lobby Page Banner Ad: $500
Your advertisement displayed in rotation in the virtual lobby.
Virtual Exhibit Hall

✓ Listing in dedicated page for Exhibitors on conference website.

✓ Logo recognition on virtual conference website with company profile and links to website.

✓ Control of your virtual booth presentation space; resource downloads (brochures, white papers etc..), video content.

✓ Real-time feed of all attendees visiting the booth. Know precisely who is there, for how long, and you can immediately start engaging them in real-time.

✓ Let's Connect - Exhibitors and attendees can instantly jump into live video/audio conversations straight from the virtual event portal.

✓ Get Social - attendees can see and chat publicly with all live attendees at any booth. They can branch off into private conversations.

✓ 3 X $100 gift card (supplied by CAG) to be used for booth raffle/survey to incentivize visits – winners to be announced post conference.

✓ Visibility on virtual platform and website for up to 6 months post event

✓ Attendee Analytic Reports; profile activity and visits.

✓ CAG to provide training to effectively use the system.
VIRTUAL LOBBY SCREENSHOT

**Logo placement on**
- Virtual portal static header
- Virtual portal header carousel
- Virtual lobby banner

**Sponsor video in**
- Virtual lobby

**Sponsor banner ad**
- Rotating banner ad in virtual lobby

**Announcements**
- Custom event announcements sent to attendees and displayed in the lobby event feed
Let’s Connect!
- Exhibitors and attendees can instantly jump into live video/audio conversations straight from the event portal.

Virtual Booth
- Control of your virtual booth presentation space; resource downloads (brochures, whitepapers, etc.) and video content.

Real-time Feed
- Real-time feed of all attendees visiting your booth. Know precisely who is there, for how long and you can immediately start engaging with them in real-time.

Private Meetings
- Visitors to your booth can book private meetings at a designated time as per your schedule (Calendly is used to enable this function).

Get Social
- Attendees can see and chat publicly with all live attendees at any booth. They can branch off into private conversations or join larger ones that an exhibitor is having with a large number of attendees.
• Participants can reach out to one another through a private chat function; this is encrypted and secure; the option to connect via written message or when both participants are willing, they can connect via video/audio.

• Every participant will have the option to accept/deny a video call and enable their audio and video device.
SPONSORSHIP AND EXHIBITOR OPPORTUNITIES ARE LIMITED
CONFIRM YOUR PARTICIPATION EARLY

For questions or to confirm your space, please contact:

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Email: conference@cagacg.ca

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