

CAG2024

SPONSORSHIP & EXHIBITING PROSPECTUS

Agents of Change: Unraveling Complexity and
Advancing Transformation



53rd Annual Scientific & Educational Meeting
Canadian Association on Gerontology

October 24-26, 2024
Edmonton, Alberta, Canada

Prospectus

Join us for CAG2024: Agents of Change: Unraveling Complexity and Advancing Transformation

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 53rd Annual Scientific and Educational Meeting in Edmonton, Alberta, Canada from **Thursday, October 24 to Saturday, October 26, 2024** at the Delta Hotels Edmonton. The theme of CAG2024 is **Agents of Change: Unraveling Complexity and Advancing Transformation**.

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://CAG2024.ca>.

Sponsorship & Exhibiting Opportunities

Pre-Conference Events | Consider hosting a pre-conference event at CAG2024. Pre-conference events may be half- or full-day in duration and you control the content. They will take place on Thursday, October 26, 2024 before CAG2024 gets underway. You will benefit from the large audience that CAG2024 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 CAG2024.

Symposia & Workshops | Consider hosting your own sponsored symposium or workshop during CAG2024. These sessions take place during the CAG2024 conference days (**October 25 & 26, 2024**). You control the content of the session and you'll benefit from the diverse spectrum of delegates attending CAG2024. Sponsored symposia and workshop sessions are offered preferred rooms and program times.

Sponsorship | CAG2024 offers numerous opportunities to profile your organization as a CAG2024 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 | CAG2024 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 CAG2024 electronic program. Material distribution at the conference is 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	Large	Medium	Small
Complimentary Full Conference Registrations	Three	Two	One
Logo & Link on CAG2024 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 24, 2024 ▪ Sponsor sets the agenda ▪ Sponsor can brand as own event ▪ Benefit from 500+ CAG2024 delegates ▪ Delegates pay separate registration fees <ul style="list-style-type: none"> ○ CAG2024 registration not required ▪ Sponsorship fee includes room, audiovisual, online registration, and assistance with logistics ▪ Dedicated page on CAG2024 website ▪ Recognition of sponsorship on CAG2024 website, program and conference promotions 	<ul style="list-style-type: none"> ▪ Takes place during CAG2024 (October 25 or 26, 2024) ▪ Preferred rooms & program times ▪ Sponsor sets the agenda ▪ Benefit from 500+ CAG2024 delegates ▪ Participants must register for CAG2024 <ul style="list-style-type: none"> ○ One day registrations are available ▪ Sponsorship fee includes room, audiovisual and assistance with logistics ▪ Dedicated page on CAG2024 website ▪ Recognition of sponsorship on CAG2024 website, program and 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 CAG2024 website, program and all conference promotions 	<ul style="list-style-type: none"> ▪ Keynote address by leading speaker (2 available) ▪ Recognition of sponsorship on CAG2024 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 CAG2024 website ▪ Recognition of sponsorship on CAG2024 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 25 or 26, 2024) ▪ Logo & link on CAG2024 website ▪ Recognition of sponsorship on CAG2024 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 CAG2024 website ▪ Recognition of sponsorship on CAG2024 website, program and all conference promotions 	Program Book: \$5,000 <ul style="list-style-type: none"> ▪ Sponsorship acknowledgement in program book ▪ Logo & link on CAG2024 website ▪ Recognition of sponsorship on CAG2024 website, program and all conference promotions

Advertising Opportunities

Material Distribution: \$500/item <ul style="list-style-type: none"> ▪ Distribution of physical material during the conference (registration desk, keynote sessions, meals)
Program Advertisement <ul style="list-style-type: none"> ▪ Electronic advertisement in CAG2024 online program ▪ Large: \$1,000 ▪ Medium: \$500 ▪ Small: \$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

CAG2024: Agents of Change: Unraveling Complexity and Advancing Transformation

Exhibit Type	Fee	Complimentary Registration
Corporate	\$3,000	One (1)
Small Business (<10 employees) or Government	\$1,500	Not applicable
Educational or Non-profit Organization	\$700	Not applicable

EXHIBIT HOURS

Thursday, October 24, 2024.....8:30 pm - 11:00 pm (Opening Reception)

Friday, October 25, 2024.....7:30 am - 4:30 pm

Saturday, October 26, 20247:30 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 CAG2024

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 CAG2024 promoting your products or services you can be sure your competition will be there!

Exhibit Information

Booth Information:

Booth size: 8' x 6'

Booths include:

- Draped back and side walls
- One table and one chair
- Link from conference website to your organizational website
- Two (2) exhibitor-only staff passes
- **Plus:** Virtual exhibit booth in the online program
- **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 24, 2024.....3:00 pm - 7:00 pm

Exhibit Hours: Thursday, October 24, 2024.....8:30 pm - 11:00 pm (Opening Reception)

Friday, October 25, 2024.....7:30 am - 4:30 pm

Saturday, October 26, 2024.....7:30 am - 4:30 pm

Tear Down: Saturday, October 26, 2024.....after 4:00 pm



Cancellation Policy

Cancellations for all of the above must be submitted in writing. Cancellations postmarked prior to August 30, 2024 will receive a 50% refund. Cancellations postmarked after August 31, 2024 are non-refundable.

Ready to Confirm?

To reserve your sponsorship, exhibit booth or advertising space, kindly [complete our online contract](#).

Upon completion of the contract, you'll receive an automated invoice for payment via PayPal. You may pay the invoice by credit card, cheque or electronic funds transfer.

If you have any questions or concerns about your reservation, please [contact us](#) in advance of payment.

We look forward to welcoming you to CAG2024!

Questions? Need more info?

Don't hesitate to [reach out to us!](#)

