



SPONSORSHIP & EXHIBITING PROSPECTUS

CAG2023: Community Eng^{*aged*}
Teaching, Research & Practice

52nd Annual Scientific and Educational Meeting
Canadian Association on Gerontology

OCTOBER 26-28, 2023
Toronto, Ontario, Canada

#CAG_2023
CAG2023.ca

Join us for CAG2023: Community Engaged Teaching, Research & Practice

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 52nd Annual Scientific and Educational Meeting in Toronto, Ontario, Canada from **Thursday, October 26 to Saturday, October 28, 2023** at the Hilton Toronto. The theme of CAG2023 is **Community Engaged Teaching, Research & Practice**.

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://CAG2023.ca>.

Sponsorship & Exhibiting Opportunities

Pre-Conference Events | Consider hosting a pre-conference event at CAG2023. Pre-conference events may be half- or full-day in duration and you control the content. They will take place on Thursday, October 26, 2023 before CAG2023 gets underway. You will benefit from the large audience that CAG2023 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 CAG2023.

Symposia & Workshops | Consider hosting your own sponsored symposium or workshop during CAG2023. These sessions take place during the CAG2023 conference days (October 27 & 28, 2023). You control the content of the session and you'll benefit from the diverse spectrum of delegates attending CAG2023. Sponsored symposia and workshop sessions are offered preferred rooms and program times.

Sponsorship | CAG2023 offers numerous opportunities to profile your organization as a CAG2023 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 | CAG2023 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 CAG2023 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	Full Page	Half-Page	Quarter-Page
Complimentary Full Conference Registrations	Three	Two	One
Logo & Link on CAG2023 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 <ul style="list-style-type: none"> ▪ Full (\$5,000) or half-day (\$2,500), Thursday, October 26, 2023 ▪ Sponsor sets the agenda ▪ Sponsor can brand as own event ▪ Benefit from 500+ CAG2023 delegates ▪ Delegates pay separate registration fees <ul style="list-style-type: none"> ○ CAG2023 registration not required ▪ Sponsorship fee includes room, audiovisual, online registration, and assistance with logistics ▪ Dedicated page on CAG2023 website ▪ Recognition of sponsorship on CAG2023 website, program and all conference promotions 	Symposium or Workshop[†]: \$2,500 <ul style="list-style-type: none"> ▪ Takes place during CAG2023 (October 27 or 28, 2023) ▪ Preferred rooms & program times ▪ Sponsor sets the agenda ▪ Benefit from 500+ CAG2023 delegates ▪ Participants must register for CAG2023 <ul style="list-style-type: none"> ○ One day registrations are available ▪ Sponsorship fee includes room, audiovisual and assistance with logistics ▪ Dedicated page on CAG2023 website ▪ Recognition of sponsorship on CAG2023 website, program and all conference promotions
Opening Ceremonies: \$7,000 <ul style="list-style-type: none"> ▪ Keynote address by leading speaker ▪ CAG President's Reception ▪ Recognition of sponsorship on CAG2023 website, program and all conference promotions 	Keynote Address: \$2,500 <ul style="list-style-type: none"> ▪ Keynote address by leading speaker (2 available) ▪ Recognition of sponsorship on CAG2023 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

- Acknowledgement in lunch area
- Logo & link on CAG2023 website
- Recognition of sponsorship on CAG2023 website, program and all conference promotions

Refreshment Break: \$1,500/break

- Acknowledgement in break area for one break (October 27 or 28, 2023)
- Logo & link on CAG2023 website
- Recognition of sponsorship on CAG2023 website, program and all conference promotions

Poster Presentation Area: \$1,500

- Acknowledgement in poster presentation area for full conference
- Logo & link on CAG2023 website
- Recognition of sponsorship on CAG2023 website, program and all conference promotions

Program Book: \$5,000

- Sponsorship acknowledgement in program book
- Logo & link on CAG2023 website
- Recognition of sponsorship on CAG2023 website, program and all conference promotions

Advertising Opportunities

Material Distribution: \$500/item

- Distribution of physical material during the conference (registration desk, keynote sessions, meals)

Program Advertisement

- Electronic advertisement in CAG2023 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

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 26, 2023 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 27, 2023 7:30 am - 4:30 pm

Saturday, October 28, 2023 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 CAG2023

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 CAG2023 promoting your products or services you can be sure your competition will be there!

Exhibit Information

CAG2023: Community Engaged Teaching, Research & Practice | Hilton Toronto, Toronto, ON

Booth size: 8' x 6'

Booths include:

- Draped back and side walls
- One table and one chair
- Organizational description in conference program
- Link from conference website to your organizational website
- 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 26, 2023..... 3:00 pm - 7:00 pm

Exhibit Hours: Thursday, October 26, 2023..... 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 27, 2023..... 7:30 am - 4:30 pm

Saturday, October 28, 2023 7:30 am - 4:30 pm

Tear Down: Saturday, October 28, 2023 after 4:00 pm



Cancellation Policy

Cancellations for all of the above must be submitted in writing. Cancellations postmarked prior to August 31, 2023 will receive a 50% refund. Cancellations postmarked after August 31, 2023 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 CAG2023!

Questions? Need more info?

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

