

# SPONSORSHIP & EXHIBITING PROSPECTUS

## CAG2020

### CLOSING THE RESEARCH-PRACTICE GAP KNOWLEDGE MOBILIZATION & IMPLEMENTATION SCIENCE

49TH ANNUAL SCIENTIFIC AND EDUCATIONAL MEETING  
CANADIAN ASSOCIATION ON GERONTOLOGY

OCTOBER 22-24, 2020  
DELTA HOTELS REGINA  
REGINA, SASKATCHEWAN, CANADA



Canadian  
Association  
on Gerontology



Association  
canadienne  
de gérontologie

[CAG2020.ca](http://CAG2020.ca) | [#CAG\\_2020](https://twitter.com/CAG_2020)

## Join us for CAG2020: Closing the Research-Practice Gap

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 49th Annual Scientific and Educational Meeting in Regina, Saskatchewan, Canada from **Thursday, October 22 to Saturday, October 24, 2020** at the Delta Hotels by Marriott Regina. The theme of CAG2020 is **Closing the Research-Practice Gap: Knowledge Mobilization and Implementation Science**.

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://CAG2020.ca>.

### Sponsorship & Exhibiting Opportunities

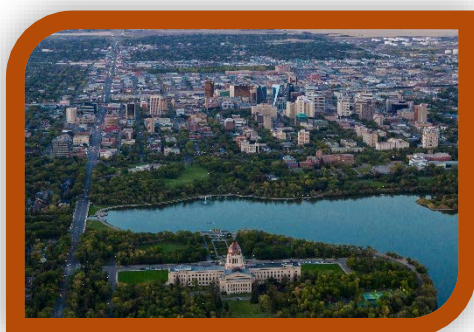
**Pre-Conference Events** | Consider hosting a pre-conference event at CAG2020. Pre-conference events may be half- or full-day in duration and you control the content. They will take place on Thursday, October 22, 2020 before CAG2020 gets underway. You will benefit from the large audience that CAG2020 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 CAG2020.

**Symposia & Workshops** | Consider hosting your own sponsored symposium or workshop during CAG2020. These sessions take place during the CAG2020 conference days (October 23 & 24, 2020). You control the content of the session and you'll benefit from the diverse spectrum of delegates attending CAG2020. Sponsored symposia and workshop sessions are offered preferred rooms and program times.

**Sponsorship** | CAG2020 offers numerous opportunities to profile your organization as a CAG2020 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** | CAG2020 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 CAG2020 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:** [conference@cagacg.ca](mailto:conference@cagacg.ca)

## 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 CAG2020 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†: \$2,500/\$5,000</b>	<b>Symposium or Workshop†: \$2,500</b>
<ul style="list-style-type: none"> <li>▪ Full (\$5,000) or half-day (\$2,500), Thursday, October 22, 2020</li> <li>▪ Sponsor sets the agenda</li> <li>▪ Sponsor can brand as own event</li> <li>▪ Benefit from 500+ CAG2020 delegates</li> <li>▪ Delegates pay separate registration fees               <ul style="list-style-type: none"> <li>○ CAG2020 registration not required</li> </ul> </li> <li>▪ Sponsorship fee includes room, audiovisual, online registration, and assistance with logistics</li> <li>▪ Dedicated page on CAG2020 website</li> <li>▪ Recognition of sponsorship on CAG2020 website, program and all conference promotions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Takes place during CAG2020 (October 23 or 24, 2020)</li> <li>▪ Preferred rooms &amp; program times</li> <li>▪ Sponsor sets the agenda</li> <li>▪ Benefit from 500+ CAG2020 delegates</li> <li>▪ Participants must register for CAG2020               <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 CAG2020 website</li> <li>▪ Recognition of sponsorship on CAG2020 website, program and all conference promotions</li> </ul>
<b>Opening Ceremonies: \$7,000</b>	<b>Keynote Address: \$2,500</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 CAG2020 website, program and all conference promotions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Keynote address by leading speaker (2 available)</li> <li>▪ Recognition of sponsorship on CAG2020 website, program and all conference promotions</li> </ul>

† 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 CAG2020 website
- Recognition of sponsorship on CAG2020 website, program and all conference promotions

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

- Acknowledgement in break area for one break (October 23 or 24, 2020)
- Logo & link on CAG2020 website
- Recognition of sponsorship on CAG2020 website, program and all conference promotions

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

- Acknowledgement in poster presentation area for full conference
- Logo & link on CAG2020 website
- Recognition of sponsorship on CAG2020 website, program and all conference promotions

### Program Book: \$5,000

- Sponsorship acknowledgement in program book
- Logo & link on CAG2020 website
- Recognition of sponsorship on CAG2020 website, program and all conference promotions

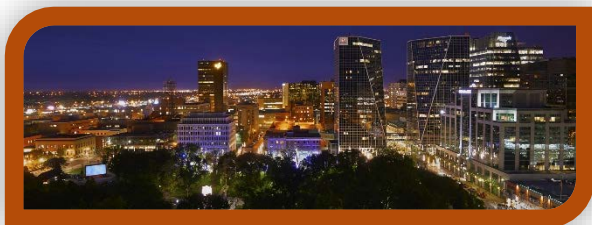
## Advertising Opportunities

### Delegate Bag Inserts: \$500/insert

- One insert in each delegate bag (estimated attendance of 500 delegates)

### Program Advertisement

- Advertisement in CAG2020 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)
Small Business (<10 employees) or Government	\$1,500	Not applicable
Educational or Non-profit Organization	\$700	Not applicable

### EXHIBIT HOURS

Thursday, October 22, 2020..... 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 23, 2020 ..... 7:30 am - 4:30 pm

Saturday, October 24, 2020 ..... 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 CAG2020

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 CAG2020 promoting your products or services you can be sure your competition will be there!



## Exhibit Information

### CAG2020: Closing the Research-Practice Gap | Delta Hotels by Marriott, Regina, SK

**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
- 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 22, 2020 ..... 3:00 pm - 7:00 pm

*Exhibit Hours:* Thursday, October 22, 2020 ..... 8:30 pm - 11:00 pm (Opening Reception)

Friday, October 23, 2020 ..... 7:30 am - 4:30 pm

Saturday, October 24, 2020 ..... 7:30 am - 4:30 pm

*Tear Down:* Saturday, October 24, 2020 ..... after 4:00 pm



#### Cancellation Policy

Cancellations for all of the above must be submitted in writing. Cancellations postmarked prior to August 31, 2020 will receive a 50% refund. Cancellations postmarked after August 31, 2020 are non-refundable.

# Sponsorship Contract

## CAG2020: Closing the Research-Practice Gap | Delta Hotels by Marriott, Regina, SK

### 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<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 19/26; 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, 2020.

### Payment Information

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

- Cheque enclosed (**Payable to “Canadian Association on Gerontology”**)
- Visa or Mastercard (Designated contact will receive an electronic invoice payable online; please **do not** send credit card information)

*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:** [conference@cagacg.ca](mailto:conference@cagacg.ca)

# Exhibitor Contract

## CAG2020: Closing the Research-Practice Gap | Delta Hotels by Marriott, Regina, SK

### 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, 2020.

	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 an electronic invoice payable online; please **do not** send credit card information)

*Please send payment to:*

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



# Advertiser Contract

## CAG2020: Closing the Research-Practice Gap | Delta Hotels by Marriott, Regina, SK

### 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, 2020.

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

- Cheque enclosed (**Payable to “Canadian Association on Gerontology”**)  
 Visa or Mastercard (Designated contact will receive an electronic invoice payable online; please **do not** send credit card information)

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