

“Spotlight on Integration of Knowledge and Practice”

Sponsorship & Exhibit Prospectus

December 2 – 4, 2010, Centre Sheraton - Montréal, Québec

This winter the Canadian Association on Gerontology (CAG) will hold its 39th Annual Scientific and Educational Meeting in Montréal, Québec.

The CAG is the preeminent association in Canada for persons who work with or on behalf of Canada’s aging population.

The opportunities outlined in this prospectus allow your organization to make itself visible to over 500 professional decision-makers including physicians and other health care professionals, researchers, academics, health and community administrators, government representatives, national organization executives, students, and seniors.

The meeting will be held *December 2 - 4, 2010* at Centre Sheraton in Montréal, Québec.

Sponsorship

Contributions to the CAG 2010 meeting may be designated for general support, keynote sessions, symposia, workshops, refreshment breaks, and special purposes such as printing, memorabilia, etc. Opportunities include sole sponsorship or partial underwriting. Please find enclosed a list of specific sponsorship opportunities and benefits.

Exhibits

The CAG meeting features an Exhibit Hall, which highlights the latest technology, products and services in the field of gerontology. Exhibit booths include educational, commercial, government and non-profit organizations.

Displays

For those who are not able to attend, the CAG is pleased to provide the opportunity for organizations to promote themselves by having materials available in the Exhibition Hall at an unstaffed display table for a nominal fee.

Literature Inserts

Organizations/Exhibitors may also have their literature made available as enclosures in the delegates’ registration kits for a fee.

Advertising

Advertising is available in full, half and quarter page ads. The deadline for space reservation is September 30. See enclosed details.

Note: A 15% discount applies for any organization utilizing 2 or more promotional opportunities.

We look forward to working with you.

For further information please contact:

Canadian Association on Gerontology
222 College Street, Suite 106
Toronto, Ontario M5T 3J1

Telephone: (416) 978-7977 **Fax:** (416) 978-4771

E-Mail: contact@cagacg.ca **Website:** www.cagacg.ca

Sponsorship Information

Gold Sponsorship

Gold Sponsorship of \$10,000+ includes the following acknowledgements and benefits:

- One free exhibit booth at the conference
- 1st choice on Program Sponsorship
- Special prominent sign recognizing Gold Corporate Sponsorship
- Complimentary registration for two (2) corporate representatives to attend the conference
 - 1/4 page ad in the Official Program Book

Important Sponsorship

All sponsors receive the following:

- Prominent acknowledgement in the Official Program Book
- Acknowledgement of support in the CAG Newsletter
- Acknowledgement at the conference

Opening Ceremonies & Reception

The Opening Ceremonies will feature a keynote address followed by the Opening Night Reception.

\$ 2,500

Keynote Sessions

There are five Keynote Sessions featuring leading experts in gerontology from a variety of fields and disciplines.

\$ 2,500 each

Pre-Conference Workshops

Pre-Conference Workshops (PCW) are designed to enable more in-depth exploration of a particular topic. Sessions include presentations and discussions on the latest in gerontological interest and research. The workshops are held from 9:00 - 17:00 on Thursday, December 2, 2010 prior to the Opening Ceremonies, and may be either a full or half day in duration. Details on specific workshops are available from the CAG.

\$ 5,000 each full day

Special Symposia

Each year there are a number of special symposia (90 minutes each) held during the conference which allow for a more in-depth look at a particular topic or issue. Details on specific symposia are available from the CAG Conference Secretariat.

\$ 5,000 each

Refreshment Breaks

There are 3 morning and 3 afternoon refreshment breaks held during the Conference.

\$ 2,000 each

Special Events

Special Events vary from year to year. These include a variety of events as large as a special banquet theme evening or as small as a student networking session.

\$ 500 - \$ 10,000 per event

Publications

Official Program Book - distribution 500

\$ 5,000

General Sponsorship

\$ 1,000

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.

Exhibits Information

Location:

Centre Sheraton, Montréal, Québec

Standard Booth size:

8' deep x 8' wide

Booths include:

- draped back and side walls
- one table and two chairs
- ID badges
- one copy of the Program Book
- Brochure display stand
- one complimentary conference registration for booths \$495 and up

Booths do not include:

- electricity
- shipping / receiving charges through the loading dock
- any additional equipment or services which are not listed above

Exhibit Hours:

Set-Up:	Thursday	2:00 pm - 6:00 pm
Exhibit Hours:	Thursday	9:00 am - 11:00 pm
	Friday	10:00 am - 4:00 pm
Tear Down:	Saturday	10:00 am - 3:00 pm
	Saturday	after 4:00 pm

Additional Promotion:

- All organizations registered before September 30 will be included in our Official Program Book including a brief write-up on their organization.
- Acknowledgement will also be published in the CAG Winter 2011 Newsletter (space permitting).

Floor Plan:

- A floor plan will be available on the CAG web site at www.cagacg.ca

Cancellation Policy

Cancellations for all of the above must be submitted in writing. Cancellations postmarked prior to October 15, 2010 will receive a 50% refund. Cancellations postmarked after October 15, 2010 are non-refundable.

Display Table Information

Location

Centre Sheraton, Montréal, Québec

Display Options

500 pieces of literature (at an unsupervised table)

Display Hours

Friday 10:00 am - 4:00pm
 Saturday 10:00 am - 3:00pm

Delivery of Materials

Materials must be delivered directly to the conference location. Please contact the CAG Head Office for details.

Additional Promotion

- All organizations registered before September 30 will be included in our Official Program Book.
- Acknowledgement will be published in the December Newsletter (space permitting).

Literature Insert Information

One (1) insert in every CAG Conference Delegate Kit

Delivery of Materials

Please contact the CAG Head Office for details.

Advertising Information

Program Size 8.5 x 11

Materials Camera Ready Art or electronic - (.jpg, .eps or .tif for organization logo) preferred

Screen 133 line preferred

Terms Advertisements are to be pre-paid

Language Please provide your ad in both official languages (English & French) unless you wish to have your ad in only one official language.

Deadline	Space Reservations	Art Work
Official Program	September 30	October 15

Sponsors Contract
CAG Meeting December 2 – 4, 2010
Centre Sheraton - Montréal, Québec

Organizational Information

Official Company/Organization Name: _____

Address: _____

City: _____ Province _____ Postal Code: _____

Contact Person: _____ Title: _____

Telephone: (____) _____

Fax: (____) _____ E-mail: _____

Sponsorship Types

- | | | | |
|---|------------------|---|---------|
| <input type="checkbox"/> Gold Sponsorship | \$10,000+ | <input type="checkbox"/> Keynote Sessions | \$2,500 |
| <input type="checkbox"/> Special Symposia | \$5,000 | <input type="checkbox"/> Refreshment Breaks | \$2,000 |
| <input type="checkbox"/> Opening Ceremonies & Reception | \$2,500 | <input type="checkbox"/> Publications | \$5,000 |
| <input type="checkbox"/> Special Events | \$500 - \$10,000 | <input type="checkbox"/> Other | |
| <input type="checkbox"/> General Sponsorship | \$1,000 | | |

Information to include

Please include a brief 75-word electronic description of your organization (.doc format) and a clear electronic copy of your organizational logo (.jpg, .eps or.tif format).

Note: In order to secure your request, payments must be received in advance. The deadline for acknowledgement in the Final Program Book is September 30.

Payment Information

Total amount due: _____

Cheque enclosed (**Payable to “Canadian Association on Gerontology”**)

Charge to: VISA or MasterCard

Card No. _____ Expiry Date _____

Name of Cardholder _____ Signature _____

Please send payment to:

Canadian Association on Gerontology
 222 College Street, Suite 106
 Toronto, Ontario M5T 3J1

Telephone: (416) 978-7977
Fax: (416) 978-4771
E-Mail: contact@cagacg.ca
Website: www.cagacg.ca

Contract – Exhibits
CAG Meeting December 2 – 4, 2010
Centre Sheraton - Montréal, Québec

Step 1 - Organizational Information

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Person: _____ Title: _____

Telephone: (____) _____

Fax: (____) _____ E-mail: _____

Step 2 - Exhibit Booth Selections

As space is limited, selection is on a first-come, first-served basis

Booth Size: 8 x 8

	Fee	Conference Registration
<input type="checkbox"/> Preferred **	\$ 1200.00	2 complimentary
<input type="checkbox"/> Commercial	\$ 995.00	1 complimentary
<input type="checkbox"/> Government	\$ 695.00	1 complimentary
<input type="checkbox"/> Educational (<i>Universities / Colleges</i>)	\$ 495.00	1 complimentary
<input type="checkbox"/> Not for Profit (<i>National / Provincial Organizations / Foundations / Societies</i>)	\$ 295.00	n/a

Total Amount Due = \$ _____

**(*includes a maximum visibility location and two complimentary conference registrations*)

Step 3 - Information to include

When registering, please include the following information:

a brief 75 word description of your organization a clear copy of your organizational logo (.doc format) (.jpg, .eps or.tif format)

the name(s) of the individual(s) to receive your complimentary conference registration (not available if registering a Not for Profit booth):

1. _____ 2. _____

Step 4 - 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 30, 2010.

Cheque enclosed (**Payable to “Canadian Association on Gerontology”**)

Charge to: VISA or MasterCard

Card No. _____ Expiry Date _____

Name of Cardholder _____ Signature _____

Please send payment to:

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Website: www.cagacg.ca

Contract - Advertising / Displays / Inserts
CAG Meeting December 2 – 4, 2010
Centre Sheraton - Montréal, Québec

Step 1 - Organizational Information

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Person: _____ Title: _____

Telephone: (____) _____

Fax: (____) _____ E-mail: _____

Step 2 - Promotional Selection

Advertising

Space

- | | |
|---------------------------------------|--------------|
| <input type="checkbox"/> Full Page | \$ 1000 each |
| <input type="checkbox"/> Half Page | \$ 500 each |
| <input type="checkbox"/> Quarter Page | \$ 250 each |

This ad will be:

- English only
 French only
 Both English and French (separate)

Display Table

Display

- | | |
|--|--------|
| <input type="checkbox"/> 500 pieces of literature on display table | \$ 100 |
|--|--------|

When registering, please include the following information

a brief 75 word description of your organization (.doc format)

a clear copy of your organizational logo (.jpg, .eps or.tif format)

Literature Inserts

Literature

- | | |
|---|----------------------|
| <input type="checkbox"/> One (1) insert in every registration kit | Fee
\$ 500 |
|---|----------------------|

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 30.

Total amount due: _____

Cheque enclosed (**Payable to “Canadian Association on Gerontology”**)

Charge to: VISA or MasterCard

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