



Ontario Society of Senior Citizens Organizations
La Société des Organisations des Citoyens Aînés de l'Ontario



2018

Ontario's *Premier* Seniors' Education Conference & Information Fair

SPONSORSHIP PROSPECTUS

Date: November 15, 2018

Conference: 10 am – 3 pm

Exhibitor Hall: 9 am – 3 pm

Location: Julius Banquet Centre, 2201 Finch Ave. W., Toronto

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345 Wilson Avenue, Suite 404, Toronto, Ontario M3H 1T2

Telephone: 416.785.8570 Toll Free: 1.800.265.0779 Fax: 416.785.7361 Email: ocsc@ocsc.ca

Charitable Registration Number: 88502 6351 RR0001



SPONSORSHIP & EXHIBITION PACKAGE

Ontario Society of Senior Citizens Organizations / La Société des Organisations des Citoyens Aînés de l'Ontario (OSSCO) is the leader in empowerment learning for older adults. We are a collaborative group of community minded individuals who are committed to improving the quality of life for Ontario's seniors. We have achieved this goal through:

- Encouraging seniors' involvement in all aspects of society.
- Keeping older adults informed on current issues, and
- Focusing on programs to benefit an aging population.

Through our member organizations and individual members, we reach more than 500,000 senior citizens across Ontario keeping stakeholders and policy developers aware of what older adults need to know.

OSSCO is the organizer of signature events that bring sponsors, vendors and organizations in contact with seniors and older people in Ontario. This year's signature event, Ontario's Premier Seniors' Conference and Information Fair is in a **new venue** on Thursday November 15, 2018 at Julius Banquet Hall in North York.

SPONSORSHIP

OSSCO offers numerous opportunities to profile your organization in 2018. There are a few options to choose from. The 4 main options are: Platinum, Gold, Silver or Bronze sponsor. Or, you can sponsor individual education speaker addresses or specific workshop sessions as well as meals and snack breaks. The possibilities for networking and engagement are endless!





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2018 CONFERENCE SPONSORSHIP OPPORTUNITIES

OSSCO's educational program is an excellent opportunity to increase your community profile and directly reach up to 300 seniors, including their families and health care and other professionals, who provide services to seniors and older adults.

Conference Sponsors	Platinum \$4,000	Gold \$3,000	Silver \$2,500	Bronze \$2,000
Comprehensive recognition and marketing opportunity at Ontario's <i>Premier Seniors' Conference & Information Fair</i>	✓	✓		
Full page recognition in the Seniors Conference and Information Guide	✓	✓		
Half page recognition in the Seniors Conference and Information Guide	✓		✓	
Quarter page recognition in the Seniors Conference and Information Guide	✓			✓
Priority recognition on all social media platforms.	✓	✓	✓	✓
Priority recognition from emcee at the opening/closing address of the Seniors Conference and Information Fair	✓	✓	✓	
Priority recognition on the conference page website and registration page. Link to sponsor website.	Logo	Logo	Logo	Name
Priority recognition on sponsor signage and looping PowerPoint at registration desk	Logo	Logo	Logo	Name
Priority recognition in OSSCO's Outreach monthly e-newsletter	✓	✓	✓	✓
Priority Placement exhibition hall	8 x 30 foot table	2 x 6 foot tables	1 x 6 foot table	1 x 6 foot table
Delegate bag insert	✓	✓	✓	✓
Presence at all 2018 OSSCO events	✓			
Special demonstration display area at the conference	✓			

NOTE: Sponsorship implies no control of content or endorsement of product. Ontario Society of Senior Citizens Organizations / *La Société des Organisations des Citoyens Aînés de l'Ontario* retains and is responsible for exercising full control of the program which is for educational and informational purposes.



EDUCATIONAL PROGRAM SPONSORED SPEAKERS

	Until October 1 st	After October 1 st
Workshop:	\$400	\$500
Session:	\$400	\$500

Benefits of educational program sponsorship

- Sponsor / speaker sets the agenda
- Sponsor can brand as own event
- Benefit from reaching up to 200 conference delegates
- Fee includes assistance with logistics and audience preparation
- Recognition of sponsorship on OSSCO website and 1 complimentary listing in program guide

OTHER SPONSORSHIP OPPORTUNITIES

Conference Cloth Bag	\$1500
Hand Sanitizer Sponsor:	\$300
AM Healthy Snack Break Sponsor:	\$750
PM Healthy Snack Break Sponsor:	\$650

Sponsorship recognition on OSSCO website and 1 complimentary listing in program guide

INFORMATIONAL EXHIBITS

Exhibitors purchasing a 6 x 8 table are entitled to two (2) Exhibitor Staff Attendee passes which includes:

- A six-foot table (1) and two standard chairs with area for posting pop up signage
- A complimentary company listing in the Seniors' Education Conference and Information Fair Guide
- Coffee, tea, water (a light lunch is included for up to 2 representatives)
- Opportunity to connect with a captive audience of independent seniors and their family members as well as industries that provide products and services to seniors, including representatives from the educational, corporate, government, non-profit and health sectors.
- Limited Electrical access on a "first come, first reserve" basis
- Download presentation material before exhibit day as WiFi service is not dependable at the venue



2018 OSSCO EXHIBITOR & ADVERTISER PACKAGES

EXHIBITOR RATES

Exhibitor Category	Until October 1st	After October 1st
Non-profit (less than 10 employees) limited space:	\$ 75	\$ 75
Non-profits (11 or more employees):	\$200	\$225
Small business (less than 10 employees)	\$200	\$225
Business (11 or more employees)/government:	\$250	\$275

ADVERTISING

You can purchase full, half and quarter page ads in the 2018 Ontario Premier Seniors' Education Conference and Information Fair Guide. Delegate bag inserts are also available. Price list is provided in this package.

PROGRAM GUIDE ADVERTISEMENT

Expand your marketing and sales reach with the official Conference and Information Fair Guide! Add an online component to reach seniors, health and community service administrators, and others, on a monthly basis. Just ask us how.

Advertisement in program guide (black & white only)	Until October 1st	After October 1st
Full Page (B/W):	\$750	\$800
Half Page (B/W):	\$500	\$550
Quarter Page (B/W):	\$250	\$300
Business Card (B/W):	\$175	\$200

One List serve promotion in November + December: with any ad purchase

DELEGATE BAG INSERTS

\$300/insert | One insert in each delegate bag (estimated attendance of 300 delegates)



2018 CONFERENCE PARTICIPANT COMMITMENT AGREEMENT



YES! We will participate in Ontario's annual *Premier Seniors'* Educational Conference and Information Fair.

By October 19, complete and return this form with payment by VISA or cheque to confirm your space.

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

Sponsorship Type (Please select) *Early Bird Rate* until October 1, 2018.

Platinum Sponsor Package \$4,000 Gold Sponsor Package \$3,000 Silver Sponsor Package \$2,500 Bronze Sponsor Package \$2,000

Workshop or Session: \$500 Other Sponsor _____

Exhibitor Type (Please select) *Early Bird Rate* until October 1, 2018.

Small business (less than 10 employees) \$225 Business /government (11+ employees) \$275

Small Non-profit rate (10 or less employees) \$75 Large Non-profit (11+ employees) \$225

Advertisement Types (Please select) *Early Bird Rate* until October 1, 2018.

Please Note: All ads are black and white –sized and supplied to OSSCO in electronic format (e.g. JPG, EPS, PDF) by October 19, 2018 for inclusion in information guide or online/web promotions.

Full Page: \$800 Half Page: \$550 Quarter Page: \$300 Business Card: \$200 *Special* Online and web promotion with any advertisement purchase: \$200 Delegate Bag inserts \$300

Payment: TOTAL Amount Due + HST (13%) _____ or \$50.00 deposit to reserve

Cheque enclosed (Payable to Ontario Society for Senior Citizens Organizations) or VISA

Name of Cardholder: _____

Card No. _____ Expiry Date _____

Signature _____

By October 19, 2018, pay by VISA and email form to: communications-programs@ocscs.ca or pay by cheque and mail with form to: Communications and Programs Specialist, OSSCO, 345 Wilson Ave., Suite 404, Toronto, ON M3H 5W1.