



**Ontario Society of Senior Citizens Organizations**

*La Société des Organisations des Citoyens Aînés de l'Ontario*

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CELEBRATING **30** YEARS! ON CÉLÈBRE NOS **30** ANS!

## ONTARIO'S PREMIER SENIORS' EDUCATION CONFERENCE & INFORMATION FAIR 2017

**Date:** November 7, 2017

**Conference:** 10am – 3pm

**Exhibitor Hall:** 9am – 3pm

**Location:** 995 Arrow Road, Toronto ON



## ONTARIO'S PREMIER SENIORS' EDUCATION CONFERENCE & INFORMATION FAIR 2017

### 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 in our province who are committed to improving the quality of life for Ontario's seniors. We have achieved this goal through our member organizations and individual members by:

- 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 individuals, we reach more than 500,000 seniors citizens across Ontario keeping stakeholders and policy developers aware of what older adults need to know.

OSSCO is the organizer of Ontario's Premier Seniors' Education Conference and Information Fair. This one-and-only educational event targeted at adults 55+ is booked for Tuesday November 7th. Our theme this year is Celebrating 30 Years of Helping Seniors to acknowledge OSSCO's contributions to the well-being of aging Ontarians.

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### SPONSORSHIP, EXHIBITOR AND ADVERTISING OPPORTUNITIES

Showcase your products and services on November 7, 2017 at the Jamaican Canadian Association, 995 Arrow Road in North York. Access a wide range of consumers at Ontario's premier and only annual Seniors Education Conference and Information Fair!

Numerous sponsorship, exhibiting and advertising opportunities are available. Contact us for a specialized package to reach the fastest and largest growing demographic cohort!

#### Bundle & Save 15%

Receive a 15% discount by taking advantage of two or more promotional opportunities.

Telephone: 1-800-265-0779 e-mail: [communications-programs@ocsc.co.ca](mailto:communications-programs@ocsc.co.ca)

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### SPONSORSHIP

Ontario's Premier Seniors' Education Conference and Information Fair offers numerous opportunities to profile your organization as a 2017 sponsor. You can be a Gold, Silver or Bronze sponsor, or you can sponsor individual speaker addresses or specific workshop sessions, as well as meals and nutrition breaks. The possibilities for networking and engagement are endless!



# ONTARIO'S PREMIER SENIORS' EDUCATION CONFERENCE & INFORMATION FAIR 2017

## 2017 CONFERENCE SPONSORSHIP PACKAGES

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

Conference Sponsors	Gold   \$2,500	Silver   \$2,000	Bronze   \$1,500
Comprehensive recognition and marketing opportunity at the Seniors Educational Conference and Information Fair.	NOT AVAILABLE	NOT AVAILABLE	
Full page recognition in the Seniors Educational Conference and Information Guide	✓	NOT AVAILABLE	
Half page recognition in the Seniors Educational Conference and Information Guide		✓	
Quarter page recognition in the Seniors Educational 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 educational conference page website and registration page. Link to sponsor website.	Logo	Logo	Name
Priority recognition on sponsor signage and looping PowerPoint at registration desk	Logo	Logo	Name
Priority recognition in Outreach e-newsletter	✓	✓	✓
Priority Placement exhibition hall	2x 6 foot tables	1x 6 foot table	1x 6 foot table
Delegate bag insert	✓	✓	✓

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.



# ONTARIO'S PREMIER SENIORS' EDUCATION CONFERENCE & INFORMATION FAIR 2017

## WORKSHOP AND SESSION SPONSORS

	Until September 1st	After September 1st
<b>Workshop:</b>	\$400	\$500
<b>Session:</b>	\$400	\$500

NOT AVAILABLE

Benefits of workshop and session sponsorship

- Sponsor sets the agenda
- Sponsor can brand as own event
- Benefit from up to 300 delegates
- Fee includes assistance with logistics and audience preparation
- Recognition of sponsorship on OSSCO website and 1 complimentary listing in program guide

## OTHER SPONSOR OPPORTUNITIES

### Sponsorship Opportunities

<b>Water Sponsor:</b>	\$200
<b>Snack Break Sponsor:</b>	\$300
<b>Hand Sanitizer Sponsor:</b>	\$300
<b>Healthy Lunch Sponsor:</b>	\$2,000

## EXHIBITS

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

- a (1) six-foot table and two standard chairs with area for posting pop up signage
- A complimentary company listing in the Seniors Educational Conference and Information Fair Guide
- coffee, tea, water (a light lunch is available for an additional charge)
- opportunity to connect with a captive audience of independent seniors' as well 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



# ONTARIO'S PREMIER SENIORS' EDUCATION CONFERENCE & INFORMATION FAIR 2017

## EXHIBITOR RATES

Exhibitor Category	Until September 1st	After September 1st
Non-profit (limited space):	\$75	\$75
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 2017 Ontario's 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 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 September 1st	After September 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)



# ONTARIO'S PREMIER SENIORS' EDUCATION CONFERENCE & INFORMATION FAIR 2017

**YES!** We will participate in Ontario's premier and only Annual Seniors Educational Conference and Information Fair.

**Confirm your space by completing and returning the form by October 13, 2017.**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Type (Please select)

- Gold Sponsor Package \$2,500  Silver Sponsor Package \$2,000  Bronze Sponsor Package \$1,500
- Workshop or Session \$500  Other \_\_\_\_\_

### Exhibitor Type (Please select)

- Small business (less than 10 employees) \$225  Business /government (11+ employees) \$275
- Non-profit rate \$75

### Advertisement Types (Please select)

Please Note: All ads are black and white –sized and supplied to OSSCO in electronic format (e.g. JPG, EPS, PDF) by October 11, 2017 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 \_\_\_\_\_

**Send the completed form with full payment by October 13, 2017:**

Communications and Programs Specialist, OSSCO, 333 Wilson Ave., Suite 406, Toronto, ON M3H 1T2