

Sponsor/Exhibitor Registration Form

Name & Title:

Company:

Mailing Address:

Email:

Phone: Fax:

Please select the sponsorship opportunities that best fit your organization:

| <input checked="" type="checkbox"/> | Sponsorship Opportunities | Price | Total |
|-------------------------------------|---------------------------|--|-------|
| <input type="checkbox"/> | Premier Sponsor | \$ 6000 | |
| <input type="checkbox"/> | Keynote Sponsor | \$ 4000 | |
| <input type="checkbox"/> | Lunch Break Sponsor | \$ 2500 | |
| <input type="checkbox"/> | Coffee Break Sponsor | \$ 1200 | |
| <input type="checkbox"/> | Exhibitor | \$ 500 (\$ 300 for not-for-profits) | |
| | Total: | | |

While we can't guarantee accommodation of special requests and requirements, we will do our best to meet your needs. Please let us know of any special requirements (e.g. access to electrical outlets, allergies, etc.):

Cheques and money orders can be made payable to York Care Foundation Inc.
Mail to: York Care Foundation Inc., 100 Sunset Drive, Fredericton NB, E3A 1A3

Please select card type Visa Master Card

Card Number _____ Expiry: _____

Name on card: _____ Cardholder Signature: _____

For more information, please contact
Trudy Edmonson by phone at (506) 444-3880 ext. 2506 or via email: tedmondson@yorkcarecentre.ca
Fax: (506) 444-3544

Presented by York Care Centre & York Care Foundation

Sponsorship Package

11th Annual Excellence in Aging Care Symposium
September 19-20, 2018
Fredericton, New Brunswick

Join us for one of Atlantic Canada's premier aging-care gatherings.

The Excellence in Aging Care Symposium is now 11 years in the making and there's no better time to get your brand, product, and services noticed!

On September 19 & 20, 2018, York Care Foundation & York Care Centre will host its 11th annual symposium, "The New I.C.E. Age: Innovation, Communication and Engagement". With new shifts in thinking of what aging care might look like, this theme comes at a poignant time. Innovation is key as our aging care leaders look at novel approaches to care and capitalize on technology being more accessible and cost effective. Communication is pivotal within our communities, not only with our leaders and fellow staff, but also with the neighbourhoods we serve. Engagement is needed from all ages and stages; to have individuals come together and provide solutions to address our aging care challenges. Each of these components will be focal point throughout the duration of the Symposium and promise to be thought-provoking and enlightening. The New I.C.E. Age is happening now. The dialogue surrounding the future of aging care is changing, making for exciting and revolutionary times. Join us this year and learn about how you can innovate, communicate and engage.

Regularly attracting over 250 delegates from across the continuum of care, the Symposium for Excellence in Aging Care is THE event to connect with academic, practitioners, administrators, policy makers, students, big thinkers, and engaged citizens. The event, held every fall in Fredericton, showcases the best practices in care from around the world, healthy living and aging well, the latest research in aging care, and innovative approaches in handling some of the biggest opportunities and challenges facing the care field today and in the years to come.

From the Co-Chairs



"Sponsorship of a quality educational event has many benefits. For the Symposium, it provides funds that enable us to continue to improve the quality of the program year after year. For the sponsor, it affords visibility before an audience of some of the more influential people in long-term care in Atlantic Canada. The visibility can take many forms: corporate name and logo on printed materials; posters and related materials on site; logo on the big screen; at higher levels, the public recognition gained in speaker introductions or other roles in the Symposium itself. Sponsors also have a great opportunity to interact with Symposium faculty and, since the faculty comes to us from across the continent, your company's message gets even broader coverage!"

-Holly Christie & Kevin Harter, Symposium Co-Chairs

Don't just take our word for it..

"Long Term Care brings forth unique challenges for every practitioner; this symposium offers presentations, learning sessions, and networking opportunities to meet these challenges head on."

"Great facility – space and layout for movement, presentations and exhibitors was comfortable, and the refreshments were excellent. Innovative and practical ideas that are presented are very welcome and the variety of topics was great!"

"This has been a phenomenal blessing. The length of the sessions are ideal. The level of dedication and commitment to this event shine through in every aspect."

"Each year the networking event and connections we make are so valuable. The presentations and learning opportunities are top notch with world class presenters. The Symposium topics target and address the aging demographic wave we are facing."

Sponsorship Opportunities (See table below for full breakdown of benefits)

Premier Sponsor (\$6000)

As a Symposium Premier Sponsor, you'll receive the highest level of brand recognition at the gathering. In addition to having your logo listed on our website and at breaks, you'll also get the opportunity to emcee either a morning or afternoon session, introduce and thank speakers, and be allotted 10 minutes at the beginning of your morning or afternoon session to give a promotional presentation about your company.

Keynote Sponsor (\$4000)

Sponsoring a keynote session is a fantastic opportunity to expose your brand to Symposium delegates. You'll have the opportunity to deliver a five minute presentation/overview of your company, product, or service, after which you'll have the chance to introduce and thank the keynote speaker. Please contact us if you're interested in being a keynote speaker.

Lunch Break Sponsor (\$2500)

Everybody eats! Sponsoring a lunch break, catered by Edwina's All Occasion Catering is a great opportunity to promote your brand- especially if you want to be associated with a filling (and fulfilling!) healthy meal. In addition to brand exposure on our website and in the main auditorium, signage will be posted in the reception area as well as on each table in the dining area!

Coffee Break Sponsor (\$1200)

A key component of the Symposium is the chance to network with others who are interested in the health and aging fields. In sponsoring a coffee break, you'll be funding light refreshments and snacks for our delegates. Your branding will be exposed in the coffee break area, on the program, in the auditorium, and on our website.

Exhibitor Sponsor (\$500) ; Not-for-profit (\$300)

Exhibiting at the Symposium is a fantastic opportunity to promote your service, product, and resources to our delegates. Logo recognition will be provided on the Symposium website, on the auditorium screen during lunch breaks, and names of exhibitors will be listed for the reference of delegates. Be sure to bring along a door prize for exhibitors' draws!

Exhibitors will be able to set up displays Tuesday, September 20th, 6:00 – 8:00 pm. Spaces are allocated in eight foot (8') spaces which include a six foot table (6'). Please let us know if you require any special accommodations or arrangements (see reverse). Attire: Business Casual.

| Benefit | Premier Sponsor (\$6000) | Keynote Sponsor (\$4000) | Lunch Break Sponsor (\$2500) | Coffee Break Sponsor (\$1200) | Exhibitor (\$500) Not-for-Profit (\$300) |
|---|--|----------------------------|------------------------------|-------------------------------|--|
| Profile on Website | 500 Words | 400 Words | 250 Words | 150 Words | 50 Words |
| Ad in Symposium Program | Full Page | Half Page | Quarter Page | Quarter Page | Negotiable |
| Company Presentation | 10 Minutes (at start of session) | 5 Minutes (before keynote) | - | - | - |
| Delegates to attend full event | 5 | 4 | 3 | 2 | 2 |
| Introduce and thank speakers and features | All presentations in session (excluding keynote) | Keynote | - | - | - |

Be sure to send your logo and company name, as you'd like them to appear on the Symposium's communication and promotional channels, to Trudy Edmonson (see reverse for contact info)