



Sponsorship Package 2018

March 5-6, 2018

Sheraton Fallsview Hotel & Conference Centre
Niagara Falls, Ontario

Join us at the 3rd biennial WALK with ME conference, Canada's only national conference dedicated to changing the culture of aging and creating communities where person-centred living is the norm.

CONFERENCE OBJECTIVES

- ★ To showcase innovations in culture change specific to aging and long-term care in Canada.
- ★ To build partnerships and networks to support culture change in aging and long-term care in Canada.
- ★ To accelerate the culture change movement already underway across Canada.

WHY YOUR SPONSORSHIP MATTERS

There are many exciting initiatives and projects underway in Canada that are shifting, in significant and positive ways, the culture of aging and long-term care. This conference will attract 500 delegates who will accelerate and give profile to this social movement. It will bring diverse stakeholders together, including administrators, senior managers, researchers, staff at all levels, older adults/residents, family members, professionals, educators, policy-makers and researchers – all who influence policy and purchasing decisions.

By sponsoring or exhibiting, you will have a premiere opportunity to increase your presence among respected decision-making leaders who are on the forefront of this progressive movement to change the culture of aging. You will increase your company's visibility, meet professionals face-to-face, provide hands-on demonstrations, distribute educational materials and influence professionals committed to empowering and engaging Canadians of all ages and fostering healthy communities.

Walk with Me 2018 is co-hosted by:



Changing the culture of aging in Canada

#WALKwithME2018

Six Compelling Reasons to Sponsor or Exhibit

- 1 Showcase your products and services
- 2 Build relationships with existing customers and prospects
- 3 Generate sales leads
- 4 Build your brand and gain a competitive advantage
- 5 Network with key decision makers and learn more about the issues they are facing
- 6 Gain industry knowledge and position your company as an industry leader

SPONSORSHIP OPPORTUNITIES AT A GLANCE

Descriptions of these sponsorship opportunities can be found on the following pages.

PLATINUM SPONSORS	\$20,000	4 Available
GOLD SPONSOR	\$15,000	1 Available
NETWORKING RECEPTION SPONSOR	\$15,000	1 Available
SILVER SPONSORS		
Monday Luncheon Sponsor	\$10,000	1 Available
Tuesday Luncheon Sponsor	\$10,000	1 Available
BRONZE SPONSORS		
Monday Breakfast Sponsor	\$5,000	1 Available
Monday Morning Refreshment Break Sponsor	\$5,000	1 Available
Monday Afternoon Nutrition Break Sponsor	\$5,000	1 Available
Tuesday Breakfast Sponsor	\$5,000	1 Available
Tuesday Morning Refreshment Break Sponsor	\$5,000	1 Available
Tuesday Afternoon Nutrition Break Sponsor	\$5,000	1 Available
EXHIBITORS	\$2,000	15 Available
Add on Concurrent Session sponsorship	\$500	18 Available

CONTACT INFORMATION

For more information on sponsorship, or to customize a package, please contact:

Hilary Dunn
hilary.dunn@uwaterloo.ca
 519-904-0660 ext. 4104

PLATINUM SPONSOR - \$20,000 (4 available)

- ★ Prominent verbal and visual recognition at one keynote or preconference session
- ★ Prominent recognition in sponsor slide show
- ★ Introduction of one of the keynote speakers or preconference sessions
- ★ Prominent position of logo in the conference program
- ★ Logo and link to company website on Walk with Me website
- ★ Logo and link to company website featured in Walk with Me emails to the Canadian culture change network for 1 YEAR following the conference
- ★ Premium exhibit space
- ★ Ability to place a promotional item or flyer on the sponsor table
- ★ Two conference registrations including networking reception, lunches & breakfasts
- ★ First right-of-refusal for platinum sponsorship for 2020

GOLD SPONSOR - \$15,000 (1 available)

- ★ A progressive sponsorship opportunity to support the continued momentum of the Canadian culture change network
- ★ Prominent recognition in sponsor slide show
- ★ Prominent position of logo in the conference program
- ★ Logo and link to company website on Walk with Me website
- ★ Logo and link to company website featured in Walk with Me emails to the Canadian culture change network for 1 YEAR following the conference
- ★ Exhibit space
- ★ Ability to place a promotional item or flyer on the sponsor table
- ★ Two conference registrations including networking reception, lunches & breakfasts
- ★ First right-of-refusal for gold sponsorship for 2020

NETWORKING RECEPTION SPONSOR - \$15,000 (1 available)

- ★ Verbal and visual recognition at the evening reception event
- ★ Recognition in sponsor slide show
- ★ Prominent position of logo in the conference program
- ★ Logo and link to company website on Walk with Me website
- ★ Logo and link to company website featured in Walk with Me emails to the Canadian culture change network for 1 YEAR following the conference
- ★ Exhibit space
- ★ Ability to place a promotional item or flyer on the sponsor table
- ★ Two conference registrations including networking reception, lunches & breakfasts
- ★ First right-of-refusal for networking reception sponsorship for 2020

SILVER SPONSOR - \$10,000 (2 available)

Acknowledged as (choose one):

1. **Monday Luncheon Sponsor**
2. **Tuesday Luncheon Sponsor**

- ★ Verbal and visual recognition at respective selected event
- ★ Recognition in sponsor slide show
- ★ Prominent position of logo in conference program
- ★ Logo and link to company website on Walk with Me website
- ★ Ability to place a promotional item or flyer on the sponsor table
- ★ Two conference registrations including networking reception, lunches & breakfasts

BRONZE SPONSOR - \$5,000 (6 available)

Acknowledged as (choose one):

1. **Monday Breakfast Sponsor**
2. **Monday Morning Refreshment Break**
3. **Monday Afternoon Nutrition Break**
4. **Tuesday Breakfast Sponsor**
5. **Tuesday Morning Refreshment Break**
6. **Tuesday Afternoon Nutrition Break**

- ★ Verbal and visual recognition at respective selected event
- ★ Recognition in sponsor slide show
- ★ Logo in conference program
- ★ Logo and link to company website on Walk with Me website
- ★ Two conference registrations including networking reception, lunches & breakfasts

EXHIBITOR - \$2,000 (15 available)

- ★ Two days of exhibit opportunities
- ★ Two exhibitor registrations (note: conference registration is separate)
- ★ Acknowledgment in conference program
- ★ One 10 x 10 ft exhibit space with a 6 ft table
- ★ Free access to internet and electricity
- ★ Acknowledgement on Walk with Me website
- ★ Lunch provided on both days
- ★ Opportunity to sponsor a Concurrent Session for additional \$500; includes verbal and visual recognition at selected session

2018 SPONSORSHIP AND EXHIBITOR APPLICATION FORM

CONTACT INFORMATION

ORGANIZATION NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

Sponsorship Level (Please select the level you are interested in sponsoring)

- Platinum Level \$ 20,000
- Gold Level \$ 15,000
- Networking Reception \$ 15,000
- Silver Level \$ 10,000
- Bronze Level \$ 5,000
- Exhibit Space \$ 2,000
- Add Concurrent Session \$ 500

Full payment is required upon confirmation.

TOTAL: \$ _____

50% non-refundable deposit upon receipt, balance to be paid December 1, 2017.

Applications submitted after December 1, 2017 must include full payment for sponsorship/booth space. No refund of payment will be made after December 1, 2017.

PAYMENT OPTIONS (Please select one)

- We are sending a cheque. *(Note: Confirmation of sponsorship will be sent upon receipt of payment.)*

Make cheque payable to: **Bayley Group**

- Please invoice us. I understand that my organization must make a full or deposit payment in order to confirm the benefits. Authorized company signature required.

RETURN COMPLETED FORM TO:

MAIL: 72924 Airport Line
Hensall, ON
N0M 1X0

EMAIL: rebecca@bayleygroup.com
Hensall, ON N0M 1X0

FAX: 519-263-6001

AUTHORIZED COMPANY SIGNATURE

DATE