



# Seniors Living Expo

Celebrating Canada's Older Adults

September 19-20, 2020

Vancouver Convention Centre



## SPONSORSHIP & EXHIBITOR GUIDE

Produced by:



**BC Care  
Providers**  
ASSOCIATION





## About the BC Care Providers Association

For more than 40 years the BC Care Providers Association (BCCPA) has been the leading voice representing non-government seniors' care in British Columbia. Every year BCCPA's 350 member organizations provide nearly 30,000 seniors with residential care, assisted living, home care and home support, with increasing demand in the years ahead. BCCPA is now putting its professional insight, experience and well-earned reputation for seniors living and care leadership to work as the producer of Seniors Living Expo 2020, a unique consumer show celebrating Canada's older adults.

## About EngAge BC

Established in 2019, EngAge BC has a mandate to support the distinct needs of privately-owned Independent Living, Assisted Living, Long-Term and Home Care operators. EngAge BC is responsible for developing and operating a suite of unique programs and marketing initiatives that support member sites across the province.

## About the Seniors Living Market

Leading Canadian businesses already understand better than anyone that Canada and British Columbia are aging faster than ever before. They also know that this growing wave of older adults presents tremendous opportunities immediately and in the increasingly busy years ahead.

In just 20 short years the number of seniors living in British Columbia will reach an expected 1.6 million, more than double the number of seniors in 2013. In fact, by 2030, the year when the youngest baby boomers will reach age 65, one in four Canadians will be over 65, making seniors living and care an increasingly practical priority for families, governments and seniors themselves.

This unprecedented growth in residential care, assisted living, home support and home care mirrors the changing face of our aging families and communities. It also includes a growing demand for a broader range of seniors' services, programs and products. Make no mistake, today's older adults are very different than previous generations. They are better educated, wealthier, living longer and, together with their families, are demanding the broadest possible range of products, services, care and lifestyles. Together, the BC Care Providers Association and Seniors Living Expo understand this growing market and the changing needs of older Canadians and their families.

# About Seniors Living Expo 2020

The Seniors Living Expo consumer show takes place September 19-20, 2020, at the state-of-the-art Vancouver Convention Centre (VCC), one of Canada's leading exhibition and conference facilities. Overlooking Vancouver's spectacular waterfront and North Shore mountains, the VCC is directly linked via rapid transit (SkyTrain, SeaBus and Canada Line) to Metro Vancouver's 2.5 million residents across British Columbia's lower mainland.

Targeting seniors 60+, as well as their families and caregivers, Seniors Living Expo 2020 expects to attract more than 20,000 visitors, providing organizations interested in reaching older adults with a professional, sophisticated, credible and exciting stage to market, engage, educate and inform. With 58,000 sq ft of exhibit and presentation space, Seniors Living Expo's programming offers sponsors and exhibitors a variety of showcase opportunities:

## **Presentation Stages:**

Hourly experts, topics and audience discussions presenting from two different stages.

## **Exhibitor Zone:**

Retirement and senior living; health care support; investment and financial services; real estate; wills and estate planning.

## **Wellness Plaza:**

Fitness, recreation, interactive entertainment, health services.

## **Food and Beverage Courtyard:**

Comfortable seating, coffee, snacks and refreshments.

## **Government Services and Information Centre:**

Federal, provincial and municipal governments providing services and information for seniors and older adults.

## **Custom Sponsorship:**

The Seniors Living Expo provides custom sponsorship opportunities.

## **Industry Job Fair Evening:**

After hours job fair evening, giving exhibitors a chance to connect with future employees.

## **Advertising and Promotion:**

Seniors Living Expo 2020 begins a full-scale, year-long publicity, promotion and social media campaign targeting seniors, older adults and their families in September 2019, and a concentrated advertising and publicity campaign with print, radio and television partners in July 2020.

## SENIORS LIVING EXPO 2020 FAST FACTS

Produced by BC Care Providers,

### 40-year leader in seniors' living and care



**Consumer show** highlighting seniors living, care and services for older adults.



**20,000+** ticketed attendees.



**Sept 19-20, 2020,** Vancouver Convention Centre.



**58,000 sq.ft.** of exhibit and presentation space



**10% early bird discount** for exhibitors confirmed by September 1, 2019.



# Sponsorship Levels and Benefits

We are offering a variety of sponsorship opportunities to best fit your company’s or organization’s needs and audience.

## PRESENTING PARTNER | \$50,000

- *Seniors Living Expo presented by* “your company”.
- Your logo incorporated into event logo.
- Your logo included:
  - in all promotional and marketing materials,
  - on event website with hyperlink.
  - in the Show Guide,
  - on all on-site sponsor signage,
  - on staff and volunteer t-shirts.
- 100 complimentary tickets.
- Complimentary 20’ x 20’ exhibit space in a prominent location.
- Full-page advertisement in Show Guide.
- Five 20-minute presentation opportunities on the main stage (content must be pre-approved).

## SILVER PARTNER | \$10,000

- Your logo included:
  - in all promotional and marketing materials,
  - on event website with hyperlink.
  - in the Show Guide,
  - on all on-site sponsor signage.
- 30 complimentary registrations.
- Complimentary 10’ x 10’ exhibit space.
- Half-page advertisement in Show Guide.
- One 20-minute presentation opportunity on the main stage (*content must be pre-approved*).

## GOLD (ZONE) PARTNER | \$20,000

- One of five exhibit floor “Zone Partners”.
- Promoted as Zone Partner on event website and in printed Event Guide.
- Logo on specific Zone signage.
- Your logo included:
  - in all promotional and marketing materials,
  - on event website with hyperlink.
  - in the Show Guide,
  - on all on-site sponsor signage.
- 50 complimentary tickets.
- Complimentary 20’ x 20’ exhibit space in prominent location.
- Full-page advertisement in of Show Guide
- Two 20-minute presentation opportunities on the main stage (*content must be pre-approved*).

## BRONZE PARTNER | \$5,000

- Your logo included:
  - in all promotional and marketing materials,
  - on event website with hyperlink.
  - in the Event Guide,
  - on all on-site sponsor signage.
- 25 complimentary registrations.
- Complimentary 5’ x 5’ pod exhibit space.

## EVENT GUIDE ADVERTISEMENT

- Full page advertisement:..... \$3,000
- ½ page advertisement: ..... \$1,500





## At a Glance

	PRESENTING PARTNER \$50,000	GOLD PARTNER \$20,000	SILVER PARTNER \$10,000	BRONZE PARTNER \$5,000
<b>Event Branding:</b> Your logo incorporated into event logo and all event branding.	✓			
<b>Event Guide:</b> Advertisement.	Full page	Full page	½ page	
<b>Main Stage:</b> 20-minute Speaker Session	5	2	1	
<b>Exhibit Space:</b> Complimentary space in tradeshow.	20' x 20'	20' x 20'	10' x 10'	5' x 5'
<b>Complimentary Event Registrations</b>	50	35	25	15
<b>Branding:</b> Company logo included in all promotional and marketing materials, on event website with hyperlink, in the Event Guide, on all on-site sponsor signage.	✓ (Event Logo)	✓	✓	✓
<b>Volunteer Shirt:</b> 200 volunteer t-shirts with company logo on back (event logo on front).	✓ (Event Logo)			

If you are interested in more information on our sponsorship opportunities, please contact:

**Jordan Humphries** | [jhumphries@pacegroup.com](mailto:jhumphries@pacegroup.com) | 604-646-3596



# Exhibitor Opportunities

## Highlights

- Fully equipped exhibitor booth spaces
- Compact exhibitor pods
- Exhibitor zones, comfortable rest areas, activities and entertainment
- Presentation stage showcasing industry innovations and thought leaders

## What You Get as an Exhibitor

### **20' x 20' Exhibitor booth space:**

- Each 20' x 20' space comes with: pipe and drape walls, 2x 6' tables, 4 chairs, standard electrical
- 4 Exhibitor badges are included  
*(additional badges may be purchased for \$25 ea.)*
- 20 complimentary tickets
- Company name in Exhibition Guide
- Company name and website linked on our Seniors Living Expo website

### **10' x 10' Exhibitor booth space:**

- Each 10' x 10' space comes with: pipe and drape walls, 6' table, 2 chairs, standard electrical
- 2 Exhibitor badges are included  
*(additional badges may be purchased for \$25 ea.)*
- 10 complimentary tickets
- Company name in Exhibition Guide
- Company name and website linked on our Seniors Living Expo website

### **5' x 5' Compact Exhibitor Pod:**

- Each Pod comes with: counter, two chairs, standard electrical
- 2 Exhibitor badges are included  
*(additional badges may be purchased for \$150)*
- 5 complimentary tickets
- Company name in Exhibition Guide
- Company name and website linked on our Seniors Living Expo website.





## Exhibitor Pricing

	SPACE	EARLY BIRD (Sep 1, 2020)	STANDARD RATE	MEMBER RATE
<b>PREMIUM PACKAGE</b>	20' x 20'	\$3,000	\$3,250	\$2,250
<b>SUPERIOR PACKAGE</b>	10'x 20'	\$2,000	\$2,250	\$1,500
<b>STANDARD PACKAGE</b>	10' x 10'	\$1,000	\$1,250	\$750
<b>ECONOMY PACKAGE</b>	5' x 5'	\$750	\$1,000	\$550

All booths can be upgraded to a guaranteed corner booth for an additional \$500.00. Limited spaces available. All exhibitor applications are subject to approval.

If you are interested in exhibiting at the Seniors Living Expo, please contact us at:

[seniorsexpo@pacegroup.com](mailto:seniorsexpo@pacegroup.com) | 604-646-3581



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