



Sponsorship and Exhibitor Guide



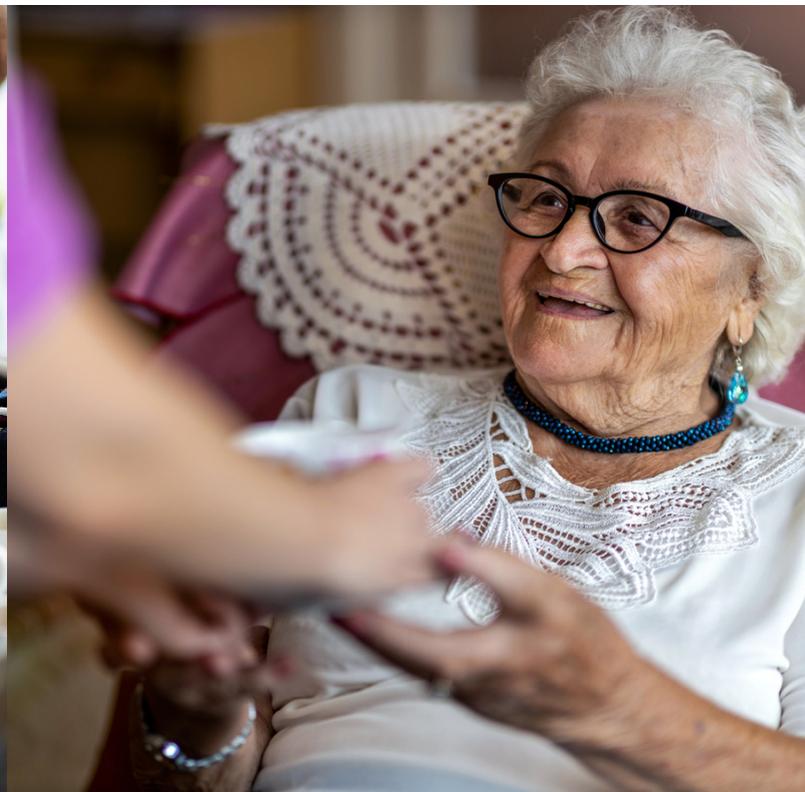
**Seniors Living
Expo & Job Fair**

Celebrating Canada's Older Adults

November 5 - 6, 2022
Vancouver Convention Centre

Brought to you by

EngAgeBC



About EngAge BC

Established in 2019, EngAge BC has a mandate to support the distinct needs of independent living, private-pay assisted living and home health operators. EngAge BC is responsible for developing and operating a suite of unique programs and marketing initiatives that support member sites across the province.

EngAge BC is an operating arm of BC Care Providers Association.

About BC Care Providers Association

For more than 45 years the BC Care Providers Association (BCCPA) has been the leading voice representing non-government seniors' care in British Columbia. Every year, over 430 of BCCPA's members provide nearly 30,000 seniors with the independent living and care services they need to live well.

Through EngAge BC, BCCPA is now putting its professional insight, experience and well-earned reputation for seniors living and care leadership to work as the producer of the Seniors Living Expo & Job Fair, a unique consumer show celebrating Canada's older adults.

About the Seniors Living Market

Today, Canada's older adults are better educated, more financially secure, and living longer. Together with their families, they are seeking the best products and range of services to help them grow older with optimized independence.

Now entering their post-retirement years, members of the baby boom generation bring unprecedented opportunities for the seniors living and wellness marketplace. In 20 short years, the number of seniors living in B.C. will reach 1.6 million, which is more than double the number of seniors in 2013. In fact, the youngest baby boomers will reach age 65 before 2030, when one-in-four Canadians will be over age 65. Older adult consumers will create demand for a broad range of seniors' services, programs, products, and living options.

The Seniors Living Expo is bringing together B.C.'s seniors living and care communities to the Vancouver Convention Centre to showcase the very best products and services available for older adults, alongside organizations who specialize in serving the personal health and wellness needs of seniors.

Do not miss this opportunity to be at the Seniors Living Expo to showcase your housing, healthcare, programs, products or services for up to 20,000 ticket holders expected over the 2-day event!

ABOUT SENIORS LIVING EXPO & JOB FAIR 2022

The Seniors Living Expo & Job Fair consumer show takes place November 5-6, 2022 at the Vancouver Convention Centre (VCC), one of Canada's most popular 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+, their families and their caregivers, the Seniors Living Expo & Job Fair 2022 anticipates more than 20,000 visitors over the two-day event. It will be an exciting platform to engage with and educate thousands of Canadian older adults seeking to make housing and consumer choices for their golden years. With 58,000 sq ft of exhibit and presentation space, Seniors Living Expo & Job Fair's programming offers sponsors and exhibitors a variety of showcase opportunities.

Presentation Stages:

Experts and entertainers presenting every hour from two different stages.

Exhibitor Zones:

Expo floor organized in five zones:

- Seniors Living and Care
- Home Health and Support Services
- Finance and Insurance
- Seniors Wellness
- Government Agencies

Food and Beverage Courtyard:

Coffee, snacks and refreshments will be available for purchase.

Custom Sponsorship:

The Seniors Living Expo & Job Fair provides custom sponsorship opportunities.

2-Day Industry Job Fair:

A two-day event giving seniors living and care operators a chance to connect with future employees.

Advertising and Promotion:

Seniors Living Expo & Job Fair 2022 is supported by a wide-ranging media and social marketing campaign.

A concentrated advertising and publicity campaign with print, radio and television partners launches Summer 2022.

SENIORS LIVING EXPO & JOB FAIR 2022 FAST FACTS

Leaders in seniors' living and care for 45 years



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



20,000 + ticketed attendees.



November 5-6, 2022
Vancouver Convention Centre.



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



10% early bird discount for exhibitors confirmed by July 1, 2022.



Sponsorship Levels and Benefits

We provide a variety of sponsorship opportunities to best fit the goals of your company or organization.

PRESENTING PARTNER | \$50,000

- Seniors Living Expo & Job Fair 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.
- Four 20-minute presentation opportunities on Stage 1 (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 Stage 1 (content must be pre-approved).

GOLD (ZONE) PARTNER | \$20,000

- One of five exhibit floor “Zone Partners”:
 - Seniors Living and Care
 - Home Health and Support Services
 - Finance and Insurance
 - Seniors Wellness
 - Government Agencies
- 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 at the entrance of each zone
- Full-page advertisement in of Show Guide
- Two 20-minute presentation opportunities on Stage 1 (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 10' x 10' exhibit space.

EVENT GUIDE ADVERTISEMENT

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



Sponsorship Pricing

	Presenting Partner \$50,000	Gold Partner \$20,000	Silver Partner \$10,000	Bronze Partner \$5,000
Event Branding: Your logo incorporated into event logo and all event branding.				
Event Guide: Advertisement.	Full page	Full page	1/2 page	
On Stage: 20-minute Speaker Session	4	2	1	
Exhibit Space: Complimentary space in tradeshow.	20' X 20'	20' X 20'	10' X 10'	10' X 10'
Complimentary Event Registrations	100	50	30	25
Branding: 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)	✓	✓	✓
Volunteer Shirt: Volunteer t-shirts with company logo.	✓ (Event Logo)			

If you are interested in more information, please email senioresexpo2022-sponsorship@venuewest.com.



Exhibitor Opportunities

What You Get as an Exhibitor

20' x 20' Exhibitor booth space:

- Each 20' x 20' space comes with: two 6' tables, 4 chairs, standard electrical
- 4 Exhibitor badges are included (additional badges may be purchased for \$50 per badge)
- 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 \$50 per badge.)
- 10 complimentary tickets
- Company name in Exhibition Guide
- Company name and website linked on our Seniors Living Expo website



Exhibitor Pricing

	SPACE	EARLY BIRD (July 1, 2022)	STANDARD RATE	MEMBER RATE
PREMIUM PACKAGE	20' X 20'	\$3,000	\$3,250	\$2,250
SUPERIOR PACKAGE	10' X 20'	\$2,000	\$2,250	\$1,500
STANDARD PACKAGE	10' X 10'	\$1,000	\$1,250	\$750

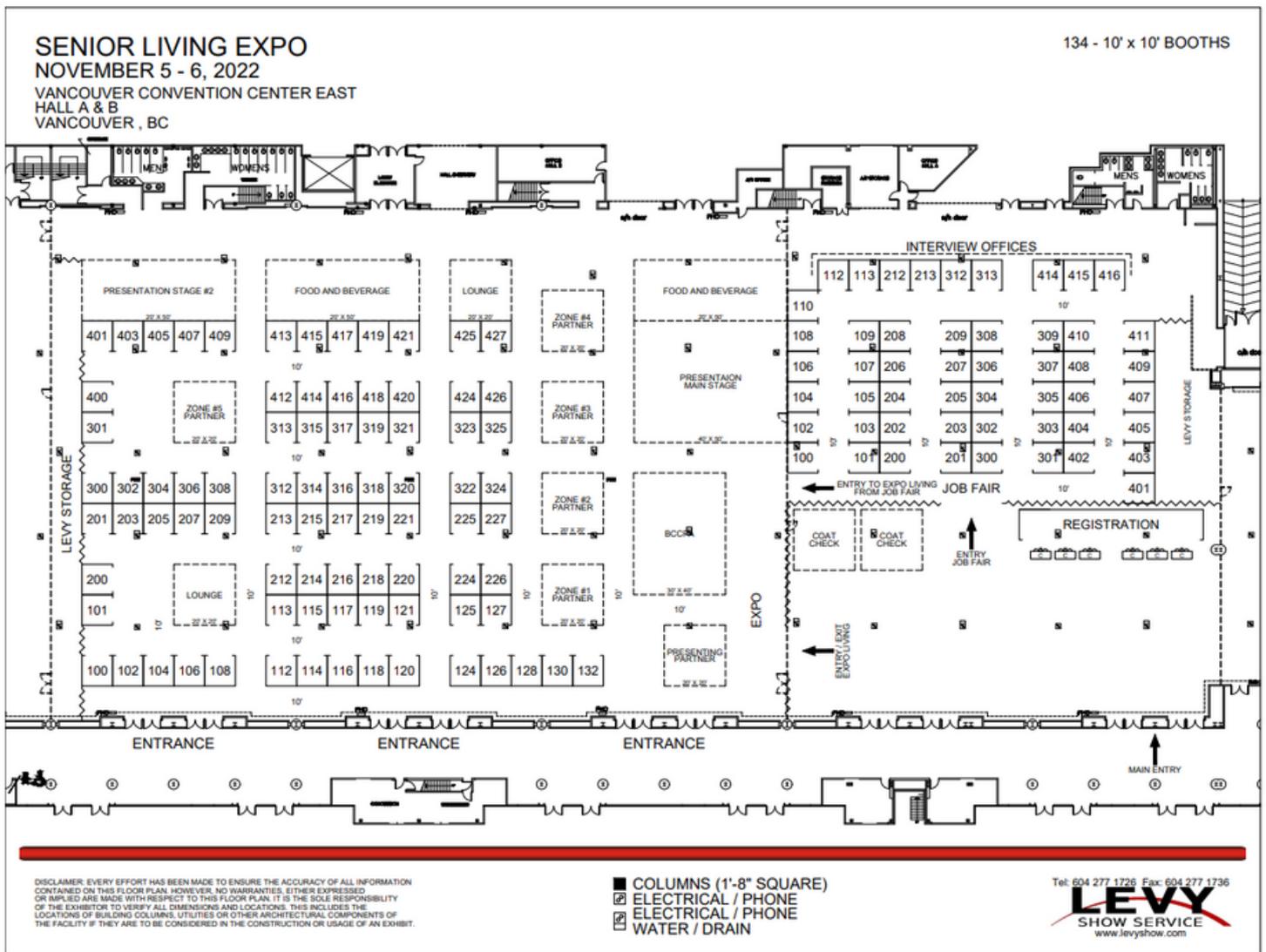
All booths can be upgraded to a guaranteed corner booth for an additional \$500.00. Limited spaces available.

All exhibitor applications are subject to approval.

If you are interested in more information, please email seniorexpo2022-sponsorship@venuewest.com.



Seniors Living Expo + Job Fair Floor Plan



November 5 - 6, 2022
 Vancouver Convention Centre



Job Fair Exhibitor Opportunities

It's no secret that the seniors market is growing. In fact, by 2030, the year the youngest baby boomers reach 65, one-in-four Canadians will be over 65, making seniors living and care a priority for families, governments and seniors themselves.

This rapid and continuing growth means a growing number of career opportunities, making the Job Fair at the Seniors Living Expo the perfect place to attract, educate and recruit individuals interested in this growing industry, while working to fill current vacancies. In addition to your own display and promotional space, the Job Fair features access to private interview spaces for more face-to-face interviews and meetings. The admission is FREE for job seekers or individuals interested in learning more about career opportunities in seniors living and care.

A strong mix of social and traditional media marketing of the Job Fair at the Seniors Living Expo will generate genuine 'buzz' that will build the attendance.

Register today for the very best Job Fair display placement and early publicity opportunities.

Each 10' x 10' booth includes pipe and drape walls, 6' table, and 2 chairs. 2 Job Fair badges are included.	COST
Expo Sponsor	\$0.00
Expo Exhibitor (member)	\$150.00
Expo Exhibitor (non-member)	\$250.00
Non- Exhibitor (member)	\$900.00
Non- Exhibitor (non-member)	\$1,500.00

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