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IFA 11TH GLOBAL CONFERENCE ON AGEING

28 May – 1 June 2012 | Prague, Czech Republic
www.ifa2012.org

SPONSORSHIP BROCHURE

ŽIVOT 90



IFA



INTERNATIONAL FEDERATION ON AGEING
Global Connections

LETTER OF INVITATION

Život 90 and International Federation on Ageing (IFA) cordially invite you to actively participate in the 11th Global International Conference on Ageing 2012, which is to be held in Prague, Czech Republic.

The city of Prague is a magnificent destination, an architectural wonder that is now ranked as the 7th most visited city in Europe. Prague traditionally attracts large numbers of conference attendees and we strongly believe that this conference will become an exceptional experience for all the participants, exhibitors as well as accompanying persons.

The conference venue will be the Prague Congress Centre which is a modern complex designed to host conferences and cultural events with easy access to city centre by public transport. Hotel facilities in the neighborhood provide pleasant accommodation.

The title of this global international conference is **"Ageing Connects"**. Since the idea of "connecting / bridging" is becoming increasingly more urgent for today world, it will determine the topics of the conference, which are:

1. Older Persons and Development

- 1a. Work and the ageing labour force
- 1b. Access to knowledge, education and training
- 1c. Income security, social protection/social security and poverty prevention

2. Advancing Health and Well-being into Old Age

- 2a. Health promotion and well-being throughout life
- 2b. Universal and equal access to health-care services
- 2c. Mental health needs of older persons

3. Ensuring Enabling and Supportive Environments

- 3a. Housing and the living environment
- 3b. Care and support for caregivers
- 3c. Neglect, abuse and violence

4. Connected Technologies

- 4a. Connecting services and providers – e-health, telehealth, telepresence and flips
- 4b. Engaging generations – tweets, blogs, social networks and the digital divide
- 4c. Enabling older people – assistive technology, devices and products

PRE-CONFERENCE EVENTS

- International Caregiver Training Summit
- Lectures by leaders of the International Longevity Centre (ILC) Global Alliance
- International Network for the Prevention of Elderly Abuse Conference
- Senior Officials Meeting – Long term care and technology

MASTER CLASSES

- Frailty and Vulnerability
- Non-pharmacological Approach to Patients with Dementia
- Age-friendly Cities
- Film as an Agent of Change

The 11th Global International Conference on Ageing will give you a unique chance to meet and address representatives from a wide range of industry sectors. Therefore we are confident that your participation in this event will bring your company considerable commercial rewards.

Your involvement and contribution (kindly see the sponsorship proposal) would be greatly appreciated and can be tailored according to your needs and possibilities.

We are sure you will seriously consider this heart-felt invitation and we will be happy to welcome your company as one of the sponsors of the conference.

In case you have any questions or suggestions, please do not hesitate to contact the GUARANT International spol. s r.o., which has been selected as Professional Congress Organizer of this event.

We are looking forward to meeting you in Prague!



Jan Lorman
Chairman
Život 90



Irene Hoskins
President
IFA

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SPONSORSHIP PACKAGES

PLATINUM SPONSOR

50 000 USD

- Acknowledgement in all on-site printed materials – category Platinum sponsor
- Acknowledgement on the official web site of the event – category Platinum sponsor
- Package includes the opportunity to hold one Technical workshop at no additional cost – for Platinum sponsors only
- First priority in choice of the Technical workshop time slot
- Exhibition space 80 m²
- First priority in choice of exhibition space and location
- 10 participant registrations
- 10 exhibitor registrations
- One full page, 4-color ad in the Final Program
- Acknowledgement during the Closing Ceremony
- Sponsor's name presented in the short video available on the event's web site
- Logo – major size – in the main meeting room during the entire event – category Platinum sponsor
- Logo – large size – on the official web site of the event – category Platinum sponsor
- Logo and 200 word profile of the company in the Final Programme
- Inserts in the conference bags – 3 items

In addition to the sponsorship package the Platinum sponsor may choose one of the following complimentary additional sponsorship opportunities: Conference bags / Badges

GOLD SPONSOR

30 000 USD

- Acknowledgement in all on-site printed materials – category Gold sponsor
- Acknowledgement on the official web site of the event – category Gold sponsor
- Package includes a 50% discount on Technical workshop – for Gold sponsors only
- Second priority in choice of the Technical workshop time slot
- Exhibition space 60 m²
- Second priority in choice of exhibition space and location
- 8 participant registrations
- 8 exhibitor registrations
- One full page, 4-color ad in the Final Program
- Acknowledgement during the Closing Ceremony
- Sponsor's name presented in the short video available on the event's web site
- Logo in the main meeting room during the entire event – category Gold sponsor
- Logo on the official web site of the event – category Gold sponsor
- Logo and 150 word profile of the company in the Final Programme
- Inserts in the conference bags – 2 items

In addition to the sponsorship package the Gold sponsor may choose one of the following complimentary additional sponsorship opportunities: Information system / Badge lanyards

FAIR OF OPPORTUNITIES

7 500 USD

Fair of Opportunities is a new platform organized during the whole length of the conference. The companies who decide to take part in such a fair will get:

- Your name noticed and your organisation remembered by high-level, world class professionals!
- Direct access to prominent international and national attendees who are utilising and recommending your products and services!
- Planned effect of increasing sales owing to your conference exposure!
- High visibility on the official website!
- High-level recognition in all promotional materials!
- Partners are to be announced in all upcoming promotional materials and in the Final Programme and Proceedings!

The price includes:

- 2 exhibitor's badge
- 10 m² booths – shell scheme (walls, fascia label, 2 chairs, one table, carpeting, 2 spotlights, power supply 3,5 kW, welcome desk).

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TECHNICAL WORKSHOP

25 000 USD

Technical workshop organized during the official program. The duration of such a workshop is max. 45 min. Technical workshop sponsorship fee includes following: meeting room rental cost, audiovisual equipment and assistance of PCO.

- The sponsoring company may distribute their promotional brochures to attendees during and before the workshop. Time, location and topic must be mutually agreed with International Programme Committee.
- Acknowledgement in all on-site printed materials – category Technical workshop Sponsor

ADDITIONAL SPONSORSHIP OPPORTUNITIES

HEALTH BREAK

4 500 USD

Coffee and tea will be served free of charge for delegates during official Health breaks. Coffee and tea will be served at several foyers within the reach of exhibition area. Sponsor's name and logo will be displayed on each coffee bar and on all printed Conference materials.

GLOBAL CONNECTING ROOM

7 000 USD

Sponsor's company name on a sign at the entrance of this frequently visited room and on all printed Conference materials.

INFORMATION SYSTEM

10 000 USD

Sponsor's company logo on a signage in the conference venue and on all printed Conference materials.

CONNECTED TECHNOLOGY POINT

8 000 USD

Internet point – sponsor's company name and logo on each PC-monitor and on all printed Conference materials.

CONFERENCE BAGS

15 000 USD

Exclusive sponsorship of the conference bags. Sponsor's name will be displayed on each bag and on all printed Conference materials. One piece of promotional brochure can be included by the sponsor.

NOTEPADS AND PENS

8 000 USD

Supplied by the sponsor with name and logo and to be included in the Conference bags (production costs excluded). Sponsor's name will be displayed on all printed Conference materials.

NAME BADGE

12 000 USD

The company name would be printed on badges of all participants, accompanying persons and speakers and all printed Conference materials.

BADGE LANYARDS

12 000 USD

The company name would be printed on badges lanyards of all participants, accompanying persons, speakers and all printed Conference materials.

ABSTRACTS ON THE CD ROM

10 000 USD

Sponsor's logo on the CD and on all printed Conference materials.

POSTERS ON THE CD ROM

10 000 USD

Sponsor's logo on the CD and on all printed Conference materials.

SPEAKERS READY ROOM

8 000 USD

Sponsor's company name on a sign at the entrance of this frequently visited room and on all printed Conference materials.

CONFERENCE DINNER

30 000 USD

Sponsor's logo in the venue, on entrance tickets, invitation and on all printed Conference materials.

WELCOME RECEPTION

25 000 USD

Sponsor's logo in the venue, on entrance tickets, invitation and on all printed Conference materials.

LINK TO SPONSORS' HOMEPAGE

2 000 USD

Link from the list of sponsors at the Conference homepage to the company's homepage. Available for companies sponsoring one of the above options only.

INSERT IN THE CONFERENCE BAG

5 000 USD

1 item only, provided by sponsor

ADVERTISEMENT

CONFERENCE PROGRAMME

Full page color

3 000 USD

½ page color

2 200 USD

Logo only

1 000 USD

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EXHIBITION SPACE

The cost per square meter (min. 6 m²)

330 USD (excl. VAT)

- Exhibitors are free to use their own booth construction crew and their own stand builders.
- The space rental fee includes free exhibitors badges as follows: 2 exhibitor badges per first 6 m², 1 additional exhibitor badge per each additional 6 m².
- The space rental fee also includes brief company description in the Exhibition Catalogue and acknowledgements in the Final Program.
- The space rental fee includes free admission tickets to the scientific sessions as follows: 1 free admission ticket per each 6 m².

All prices mentioned in this brochure do not include VAT 20%.

CONTACT

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Professional Congress Organizer – GUARANT International spol. s r.o.

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International Federation on Ageing

Dr. Jane Barratt, Secretary General

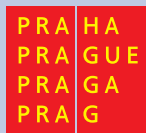
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