

33rd Annual Geriatric Medicine Refresher

WEDNESDAY MAY 1, 2019

7:30 A.M. - 4:00 P.M.

LONDON CONVENTION CENTRE, LONDON, ONTARIO

Geriatric Medicine Refresher Day is the largest multidisciplinary gathering in Southwestern Ontario of physicians, nurse practitioners, nurses, therapists, social workers, personal care workers, educators, managers and researchers working in geriatric care. It regularly sells out, drawing 600 participants each year from hospitals, long-term care homes, home and community care programs, and family health teams.

The following sponsorship opportunities allow you to enhance your exposure at the event:

Conference Sponsorship

Gold	(\$4,000)
Silver	(\$3,000)
Bronze	(\$2,000)

Gold Conference Sponsorship \$4,000 (only 3 available)

Exclusive sponsors of the new Event App.

The Gold Conference Sponsors will be showcased on the Home Screen of our event APP and will also receive the following benefits plus all Silver and Bronze benefits:

- Rotating Banner Ads on Home Screen - act as an opportunity to drive attendees to another page on the app with more information such as an exhibitor profile, watch a video, or download exhibitor material. (Appendix #1)
- Enhanced profiles
- 2 Full conference registrations.

Silver Conference Sponsorship \$3,000

Exclusive sponsor of the afternoon coffee/snack break

The Silver Conference Sponsor will receive the following benefits plus all of the Bronze benefits:

- Enhanced appearance in the Event App with ribbons, category banners and placement at top of list (Appendix #4)
- Signage inside the coffee/snack break area
- 2 Full conference registrations

Bronze Conference Sponsorship \$2,000

Exclusive sponsor of the keynote speaker

The Bronze Conference Sponsor will receive the following benefits:

- Signage outside the Plenary Ballroom
- 1 Full conference registration
- Enhanced appearance in the Exhibitor list with category banners. *A small change can make a big difference! And a splash of color is all it takes to stand out from the competition in sponsor listings. (Appendix #5)*

Our Gold, Silver and Bronze Sponsors will also receive the following benefits:

- Recognition of exclusive support in conference material given to participants
- Table-top Exhibit space (prime locations are reserved for sponsors)
- Recognition on prominent conference event signage
- All other benefits provided to Conference Sponsors (listed below)

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DETAILS OF CONFERENCE SPONSORSHIP OPPORTUNITIES

Wi-Fi Sponsor (\$1,000)

Delegates are busy attending plenary sessions and workshops throughout the days. It has become necessary for many to stay on top of business and have fast access to social media. Become GRD's Wi-Fi Hot Spot Supporter and:

- Table-top Exhibit space (prime locations are reserved for sponsors)
- Recognition on prominent conference event signage
- All other benefits provided Conference Sponsors (listed below)

Workshop Grants(\$650.00)

Your company will receive recognition for providing an education grant towards the conference workshop of your choice.

- Recognition of exclusive support by signage outside of workshop room
- Table-top Exhibit space (prime locations are reserved for sponsors)
- Recognition on prominent conference event signage
- All other benefits provided Conference Sponsors (listed below)

Exhibiting

Table-top Exhibit - Commercial Exhibitors (\$325)

Table-top Exhibit – Not for Profit Organizations (\$50/person)

(Covers breakfast, lunch, refreshments and snacks)

Benefits of Conference Sponsorship

All Conference sponsors will receive the following benefits

(Regardless of the level of sponsorship):

- Recognition on Exhibitor Page
- Recognition on the conference website (www.sjhc.london.on.ca/grd)
- Recognition on conference promotional material
- Includes 6ft table, 2 chairs, skirting, breakfast, lunch and refreshment breaks

If you have any questions or would like to discuss details of becoming sponsor or exhibitor please contact

Jennifer.whytock@sjhc.london.on.ca

TO BECOME A GERIATRIC MEDICINE SPONSOR OR EXHIBITOR PLEASE GO TO OUR WEBSITE TO REGISTER:

www.sjhc.london.on.ca/grd

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DETAILS OF CONFERENCE SPONSORSHIP OPPORTUNITIES

We are proud to present and celebrate our 33rd annual conference in Geriatric Medicine, May 1 2019 - *Current and Practical Knowledge To Inspire and Advance Care*. Our conference provides medical professionals with the opportunity to broaden their knowledge base, to refine specific skills, and to meet with others who share their concern in improving quality care for the older adult.

We are very excited to present our new and improved Conference Event APP in 2019. We realize that smartphone adoption is increasing at a rapid rate and people are spending more time than ever before on their mobile phones. Our attendees will now have the opportunity to learn and interact with our event via their mobile device. The Event App sponsorship combines both exposure opportunities and engagement opportunities. Exposure opportunities include traditional visuals like banner ads and enhanced listings, while engagement opportunities such as sponsored surveys and games provide a deeper connection between sponsors and attendees. The Conference offers a valuable opportunity to market to one of the largest gatherings in SW Ontario of physicians, nurses and health care professionals working with older adult. We anticipate that the conference will sell out again with over 600 participants from across South Western Ontario.

We are inviting your organization to participate as a sponsor in this important educational conference which highlights knowledge translation, medical updates and best practice strategies in geriatric care. As a sponsor, your organization will have the opportunity to market to and interact with physicians, clinical nurses, nurse practitioners, educators, managers and researchers. The included Sponsorship Prospectus will outline the available sponsorship opportunities and benefits.

We thank you for your assistance in the promotion of excellence and best practice in geriatric care. If there is further information you require, or you would like to discuss this opportunity, please do not hesitate to contact me.

Kindest regards,

Jennifer Whytock

Conference Coordinator

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