Rights Matter.
## Conference Program
### 15th Global Conference on Ageing

<table>
<thead>
<tr>
<th>Wednesday 3 March</th>
<th>Thursday 4 March</th>
<th>Friday 5 March</th>
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<tbody>
<tr>
<td><strong>07:30–08:30</strong></td>
<td>Welcome Breakfast</td>
<td>Networking Breakfast</td>
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<tr>
<td><strong>08:30–10:00</strong></td>
<td>Keynote Speaker</td>
<td>Keynote Speaker</td>
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<td>Ms Alana Officer</td>
<td>Mr Michael Tamblyn</td>
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<td>Senior Health Advisor, WHO</td>
<td>CEP Rakuten Kobo</td>
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<td></td>
<td>&quot;The Decade of Healthy Ageing&quot;</td>
<td>&quot;Disrupting the Status Quo&quot;</td>
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<tr>
<td><strong>10:00–10:30</strong></td>
<td>Break</td>
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<tr>
<td><strong>10:30–12:00</strong></td>
<td>Concurrent Sessions</td>
<td>Concurrent Sessions</td>
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<tr>
<td><strong>12:00–13:00</strong></td>
<td>Lunch Break</td>
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<td><strong>13:00–14:30</strong></td>
<td>Presidential Symposium</td>
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<td>&quot;The Social and Economic Value of Adult Vaccination: Why Prevention is Wealth&quot;</td>
<td>&quot;Vision Health: Innovation and Optimism&quot;</td>
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<tr>
<td><strong>14:30–15:00</strong></td>
<td>Break</td>
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<td><strong>15:00–16:15</strong></td>
<td>Concurrent Sessions</td>
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<td><strong>16:30–18:00</strong></td>
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**Audience Demographics and Event Details**
Rights Matter

“Rights Matter” - Protecting and respecting the rights of older people is central to creating an environment that enables people to do what they value while addressing inequalities; strengthening age-friendly environments; combating ageism, and optimizing functional ability.

The IFA’s 15th Global Conference on Ageing responds to the intersection of the UN Sustainable Development Goals (SDGs) and the priorities of the WHO Global Strategy and Action Plan.

Niagara Falls will host this international event at the Hilton Hotel and Suites Niagara Falls / Fallsview Casino Resort in Niagara Falls, Ontario from 3-5 March 2021. The IFA is proud to be supported by an international network of partners and is committed to creating an environment that enables older people to do what they value through a deeper evidence-based understanding. The conference will feature prominent experts presenting and discussing critical issues within the field of ageing.

The International Federation on Ageing (IFA) is an international non-governmental organization (NGO) with a membership base comprising government, NGOs, industry, academia, and individuals in over 70 countries. The IFA has general consultative status at the United Nations (UN) and its agencies and is in formal relations with the World Health Organization (WHO). It is a registered charity in Canada, with an international and democratically elected Board of directors.

Keynote Speakers

Ms Alana Officer

Unit Head, Demographic Change and Healthy Ageing, Department of Social Determinants of Health, World Health Organization

As a global thought leader, Ms Officer’s intellectual rigour, authenticity and inspiration stand apart from the best, as does her commitment and dedication to the field of healthy ageing. The IFA is thrilled that her powerful voice will be present at the conference to combat outdated stereotypes and misconceptions and bring a knowledgeable, evidence-based perspective on how to bring about positive change.

Mr Michael Tamblyn

CEO, Rakuten KOBO

Mr Tamblyn is proud to lead the first digital revolution that isn’t being driven by 18-25 year old’s, but instead being powered by women 50 years and older who love reading. As President and CEO of one of the world’s fastest growing eReading services, Rakuten Kobo has a mission “to empower booklovers to read more.” As part of that mission, Rakuten Kobo wants to make sure that all people can keep reading throughout their entire lives, from first words to final chapter.

Mr Spencer West

Visionary, Activist, Best Selling Author

Whether addressing corporate leaders, non-profits or the world of education, Mr West’s charisma and dynamism captivates all audiences. Sharing his journey from losing both legs at the age of five to climbing—and summiting—Mount Kilimanjaro using his hands and wheelchair, Mr West will inspire listeners to tackle their own obstacles and redefine possible.
Presidential Symposiums

(1) Vision Health
Innovation and Optimism

The primary goal of the Presidential Symposium on Vision Health is to raise the profile of the critical importance of current and future trends in vision health through key themed presentations and a moderated discussion with thought leaders in advocacy, diabetes, retinal diseases and ageing. Visual impairments can limit mobility, impact interpersonal interactions, trigger depression, become a barrier to accessing information and social media, increase the risk of falls and accidents, and make driving hazardous. Vision loss is not an ‘ageing issue’ yet among adult at-risk populations there is a relatively low-level awareness of the need for regular eye screening, symptomatology of eye diseases and safe and effective treatment options as well as future innovations. There is a critical need for improved care pathways to embrace optimise the patient outcomes from both a vision and functional perspective.

(2) Brain Health
“The Treatment for Dementia is Prevention”

The Global Conference is an international platform through which ‘game changing conversations’ about current and future trends in the field of cognitive reserve and brain health, technological innovations, and advocacy efforts will impact not only individual lives but also family and ultimately the productivity of nations. The Presidential Symposium on Brain Health brings together thought leaders and experts in the fields of neuroscience, cognitive reserve and ageing to present and debate the evidence on the concept that “the treatment for dementia is prevention”. The session comprises presentations followed by a moderated armchair discussion which may include participation with the audience via questions and answers. The symposium will be professionally recorded, with the finalized video product available as a tool on global website and for ongoing material to help influence and shape policy.

(3) Vaccination

The Presidential Symposium on Vaccination will facilitate learning and to promote dialogue on the importance of equitable immunization program strategies, and critical actions in addressing system-based barriers to adult immunization. Vaccination throughout life is a key pillar of expanded prevention strategies that can save millions of lives and is a central component of universal health coverage. The collective voice and actions of public health professional, patient and advocacy organizations at and beyond the conference is required to ensure existing vaccine uptake targets are met and we strive for parity of such targets across the life course. One of the single most important barriers to fulfilling this mandate is the lack of a joined-up approach and mechanism to mobilize information, experts and activists around a common agenda across disciplines and sectors. This conference acts as a bridge across disciplines and sectors with attention to patient and advocacy organizations.
Age-friendly Global Village

The WHO Global Network for Age-friendly Cities and Communities (GNAFCC) was established in 2010 to connect cities, communities and organizations worldwide with the common vision of making their community a great place to grow old in. As a response to global population ageing and rapid urbanisation, the Network focuses on action at the local level that fosters the full participation of older people in community life and promotes healthy and active ageing.

The Network is one of the fastest growing programs of Age-friendly activity in the world with over 1,000 members from more than 40 countries. The unprecedented growth seen since its inception signifies the sustained interest and commitment of cities, communities and nations in ensuring the rights, functional ability, and autonomy of older people remain central and prioritized alongside shifting demographics.

The IFA is proud to serve both as an affiliate and network administrator to the WHO Global Network of Age-friendly Cities and Communities and is pleased to offer the Age-friendly Global Village as a unique platform to showcase the innovative and inspiring work by and with older people to create enabling environments.

Location and Venue

As the host venues, Hilton Niagara Falls/Fallsview Hotel & Suites, as well as Canada’s largest casino resort facility, Fallsview Casino Resort, make for an ideal combination to meet during the day and unwind at night.

Located in the heart of the Entertainment District, and connected by a glass-enclosed walkway, this location is sure to excite your mind, delight your eyes, and satisfy your taste for elegance.

Niagara Falls did not become the country’s top leisure destination without offering attractions and activities fit for every personality. To make the most of your time here, enjoy a must-do classic, Hornblower Niagara Cruises, and sail into the mist of the iconic waterfall, getting as close to it as you possibly can.

Visitors can also relish a different vantage point by venturing behind its thundering waters at Journey Behind the Falls or see everything from 457 meters above with Niagara Helicopters.
Primary Sponsorship
$75,000 USD, two (2) packages available

The IFA is pleased to offer two primary sponsorship packages that offer the most exposure and engagement opportunities directly with delegates leading up to and during the conference. This package includes:

Corporate Exhibition Booth
At a value of $2000, a primary sponsor will receive a corporate exhibition booth (~75 sq. ft.) that will be placed in a prominent and high traffic area. The booth will include a skirted table with two chairs, poster backdrop, complimentary exhibitor badge and promotional support on IFA social media channels.

IFA Membership
Membership includes access to the "Members Only" section of the IFA website, opportunities to be nominated and selected to the IFA Board of Directors, reduced registration fees to IFA Global Conferences and endless opportunities to be connected and/or collaborate with other IFA Members and Network Partners.

Delegate Access
This package includes four (4) complimentary three-day registration passes that can be assigned to any delegate of the sponsors choosing. This is in addition to the exhibitor pass noted above. All additional conference registrations or pre-conference events can be purchased at the member rate.

Promotion
Primary sponsors will have the opportunity to:
- Feature a full-page advertisement in the physical Conference Program book at no cost
- Display one branded display/signage in the entrance to the main theatre at the venue
- Be featured on the Hilton Niagara falls/Fallsview Hotel & Suites outdoor jumbo screen alongside the IFA
- Provide any two (2) promotional items or materials for conference bag inserts (~1,200 bags)
- Be acknowledged verbally at the opening ceremonies
- Have logo included on:
  - Conference website, IFA2021.ngo
  - Printed conference program book
  - All directional and session signage
  - IFA social media
  - At least one (1) VoltAGE newsletter (~20,000 recipients)
Theme Sponsorship
$30,000 USD, four (4) packages available

The IFA is pleased to offer four theme sponsorship packages that feature engagement opportunities with delegates within the context of the four core conference themes (one sponsorship package is available per theme): Addressing Inequalities, Age-Friendly Environments, Combating Ageism, and Enabling Functional Ability.

Promotion
Theme sponsors will have the opportunity to:
- Feature a full-page advertisement in the physical Conference Program book at no cost
- Display one branded display/signage in the entrance to the main theatre at the venue
- Be featured on the Hilton Niagara Falls/ Fallsview Hotel & Suites outdoor jumbo screen alongside the IFA
- Provide any two (2) promotional items or materials for conference bag inserts (~1,200 bags)
- Be acknowledged verbally at the opening ceremonies
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  - Conference website, IFA2021.ngo
  - Printed conference program book
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  - At least one (1) VoltAGE newsletter (~20,000 recipients)

Delegate Access
This package includes four (4) complimentary three-day registration passes that can be assigned to any delegate of the sponsors choosing. This is in addition to the exhibitor pass noted above. All additional conference registrations or pre-conference events can be purchased at the member rate.

Co-Hosting the “Rights Matter” Luncheon
The program includes a buffet lunch to be held in the Grand Hall of the Fallsview Casino Resort. All four theme sponsors will have the opportunity to co-host this networking luncheon, including an opportunity to speak from the podium, provide materials on ¼ of the tables and set up company signage. A full program for this luncheon will be determined once all four sponsors have been secured.

IFA Membership
Membership includes access to the “Members Only” section of the IFA website, opportunities to be nominated and selected to the IFA Board of Directors, reduced registration fees to IFA Global Conferences and endless opportunities to be connected and/or collaborate with other IFA Members and Network Partners.

Keynote Sponsorship
$25,000 USD, three (3) packages available

The IFA is pleased to offer three keynote sponsorship packages that include excellent exposure and engagement during the morning plenary sessions. One package is available per keynote speaker.

Promotion
Primary sponsors will have the opportunity to:
- Feature a ½ page advertisement in the physical Conference Program book at no cost
- Display one branded display/signage in the entrance to the main theatre during the selected keynote address
- Provide one (1) promotional item or paper insert for delegate conference bags (~1,200 bags)
- Have logo included on:
  - Conference website, IFA2021.ngo
  - Printed conference program book
  - All directional and session signage
  - IFA social media
  - At least one (1) VoltAGE newsletter (~20,000 recipients)

Speaking Opportunity
A representative selected by the sponsor will receive the opportunity to welcome the keynote speaker to the podium and moderate a one on one discussion after the speech during the morning plenary session. Please refer to the conference program for timing. The names of confirmed speakers will be made available to prospective sponsors as they become available.

Delegate Access
This package includes two (2) complimentary three-day registration passes that can be assigned to any delegate of the sponsors choosing. This is in addition to the exhibitor pass noted above. All additional conference registrations or pre-conference events can be purchased at the member rate.
Bursary Program

The bursary program enables selected delegates living in less developed countries to obtain financial assistance to participate in the International Federation on Ageing’s Global Conference and affiliated events. To have a diversity of opinions and views, the IFA will select delegates from a maximum of different countries and at least 50% of the Bursary Program will be allocated to women.

In compliance with the Character, the Outreach Program has no restrictions regarding gender, race, religion, physical ability, sexual orientation, political beliefs or HIV/health status.

10% of your sponsorship dollars will go towards this Bursary Program.

"I want to thank IFA for giving me the opportunity to participate in the 14th Global Conference on Ageing. For me, it was a pleasure to be a part of this amazing event. Thank you for providing meals, transportation, accommodation and most importantly, an unforgettable experience. For activists and volunteers from our countries who work with such small budgets on these issues, this great support is very important, and I will be eternally grateful to IFA"

Jairo Ramos Quintero, Bursary Recipient, 14th Global Conference on Ageing, Panama

Additional Sponsorship Opportunities

Hotel Room Keycards
One (1) Sponsorship Available | $8,000 USD

Be the official sponsor for the Hotel Keycards of the 15th Global Conference on Ageing. Hotel Keycards are the perfect opportunity for your organization to make an impression as you welcome attendees to the Hilton Hotel Niagara Falls, as well as being a subtle reminder each day as they enter their hotel rooms. Your company logo will be listed above the following subtext “Welcomes you to the IFA’s 15th Global Conference on Ageing.”

WIFI Splash Page Sponsor
One (1) Sponsorship Available | $5,000 USD

Be the official sponsor of the wi-fi at the 15th Global Conference on Ageing. Conference delegates will be connecting to the wi-fi at both venues throughout the day and this is an opportunity to build brand recognition by being the sole sponsor across all three days of activity. Your company logo will be listed on the login page with the subtext that reads "proud sponsor of the IFA’s 15th Global Conference on Ageing."

Registration Sponsor
One (1) Sponsorship Available | $5,000 USD

Be the official sponsor of Conference Registration at the 15th Global Conference on Ageing. Over 1,000 delegates are expected to register for the conference between today and March 2021. Have your organization’s logo featured on the automated confirmation emails sent to delegates when they register and at the main conference registration desk from 3-5 March 2021.

Welcome Breakfast Sponsor
Two (2) Sponsorships Available | $5,000 USD

Sponsor the Welcome Breakfast at the 15th Global Conference on Ageing. This is a unique opportunity before the opening ceremonies to greet and network with colleagues as global delegates arrive at the conference. Your organization’s logo will be featured on all event signage at the breakfast.

Health Break Sponsor
Two (2) Sponsorships Available | $5,000 USD

Sponsor all five (5) health breaks at the 15th Global Conference on Ageing. These health breaks are an opportunity for networking and to stretch between sessions. Your organization’s logo will be featured on all health break directional signage and at the coffee station.
IFA Staff and Team Members

As a trusted partner of the International Federation on Ageing (IFA) please consider this package your Save the Date and invitation to participate in the 15th Global Conference on Ageing. While the work of the IFA is much more than a global conference, it has and will continue to be one of the most important platforms through which knowledge is exchanged.

Throughout these pages, there are endless opportunities for branding, sponsorship, and engagement with the projected 1,300+ global delegates who will arrive in Niagara Falls in March 2021.

Please reach out to the team to discuss any of the outlined packages or alternate opportunities. In compliance with the Character, the Outreach Program has no restrictions regarding gender, race, religion, physical ability, sexual orientation, political beliefs or HIV/health status.

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