



# 15th Global Conference on Ageing

Exhibitor Prospectus



Rights Matter.

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# 15th Global Conference on Ageing Rights Matter

Virtually and In person | Niagara Falls, Canada  
10-12 November 2021

## About

“Rights Matter” is the virtual and in-person global conference on ageing for 2021. It represents a critical point of connection for all those fighting for the rights of older people in a time when their value may have been in question against the backdrop of the brutal nature and consequences of the global pandemic.

Four action areas of The Decade of Healthy Ageing 2020-2030: ageism, age-friendly cities and communities, primary health care, and long-term care alongside older people and pandemics constitute the structural pillars of the IFA Global Conference which is expected to attract more than a thousand delegates around the world across governments, NGOs, industry, academia and older people.

No person, young or older, is expendable. Older people are neither invisible nor powerless, their voices and leadership count. Now is not the time to stand aside – we have a collective responsibility to help influence and shape policy with and on behalf of older people into the future.

# Audience Demographics and Event Details

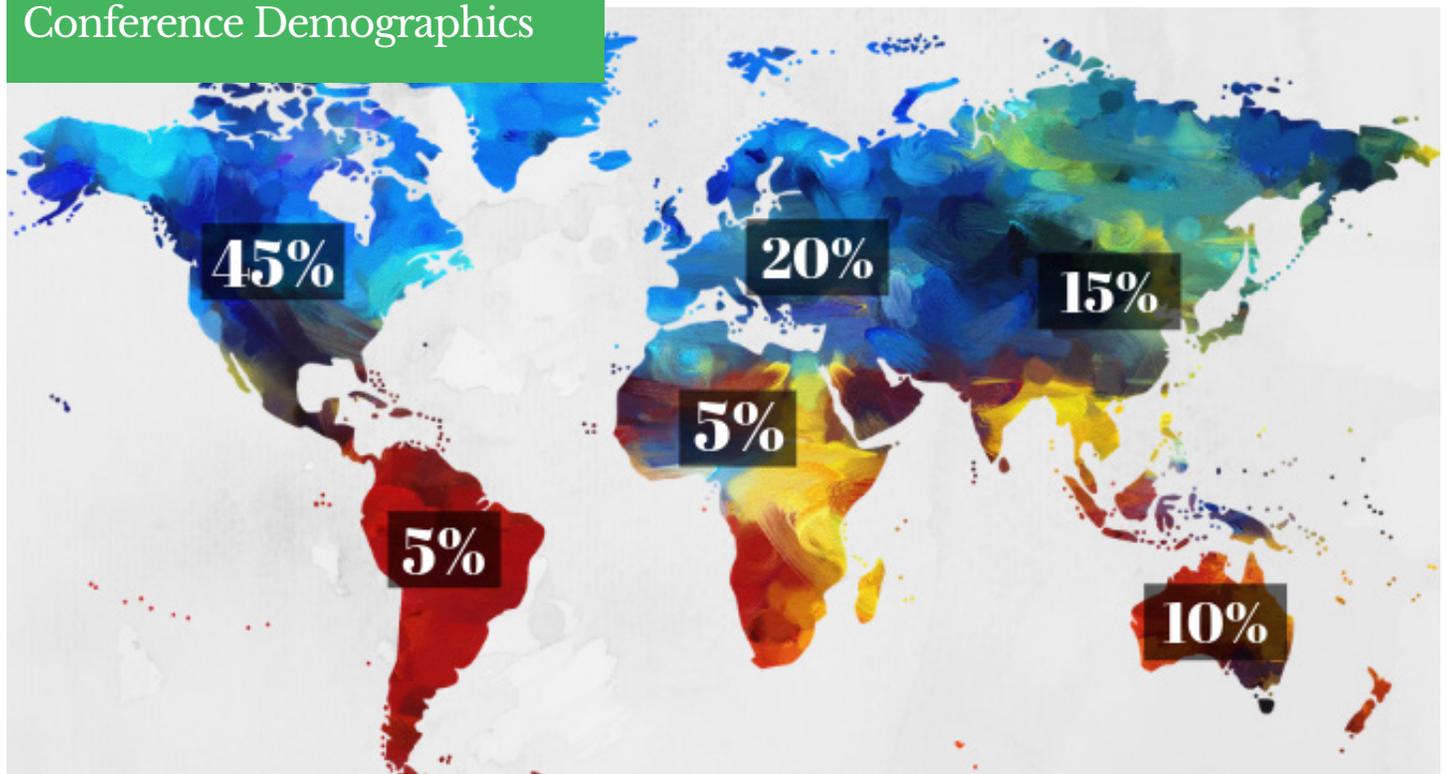
**“Rights Matter” - Protecting and respecting the rights of older people is central to creating an environment that enables people to do what they value while addressing inequalities; strengthening age-friendly environments; combating ageism, and optimizing functional ability.**

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.

The conference will be convened virtually and in-person in Niagara Falls, Canada at the Hilton Hotel and Suites Niagara Falls / Fallsview Casino Resort on 10-12 November 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 virtual and in-person conference will feature prominent experts presenting and discussing critical issues within the field of ageing and will host delegates from all over the world.

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.

## Conference Demographics



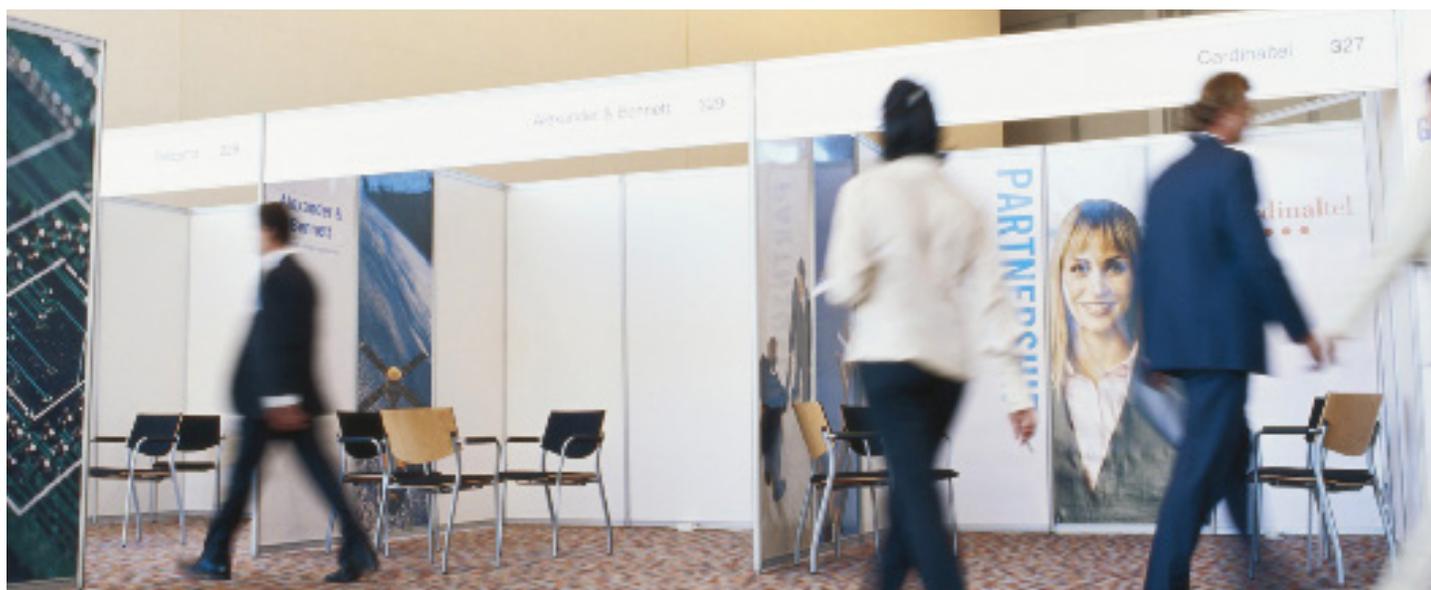
# Virtual and In-person Exhibitor Benefits

The potential and importance of the IFA 15th Global Conference on Ageing and of the North American market on the world economy provides your organization with a unique platform for reaching the global experts in the field of ageing, policy makers, industry leaders and sector leaders. Take this valuable opportunity to showcase and demonstrate your company/organization contributions to the field virtually or in-person. IFA2021 gives your organization global exposure to more than 2,000 professionals and key decision-makers from across the globe.

The rapid ageing of the world's populations will have a substantial effect on the world economy, but at the same time will provide significant market opportunities now and for the foreseeable future. Capitalize on the access to key decision makers and leaders in the sector by exhibiting at this prominent conference. The Global Conference will be promoted through a well-planned global promotional campaign.

Register as a virtual and in person conference exhibitor:

- Enhance your company profile on global stages
- Increase customer contact and business opportunities with key decision-makers
- Provide a unique showcase of your products services
- Open new markets and prospects in countries and regions with rising economies
- Create new leads and reach large national and international audiences
- Showcase services/product/devices that offer beneficial outcomes in the care and support of older people
- Access key thought leaders, academics and sector leaders



The cost of the in-person and virtual exhibitor registration includes:

- One (1) skirted (white linen) booth (approximately 75 sq. ft.)
- One (1) 3'x 6' foot table and two (2) chairs
- One (1) poster board backdrop
- One (1) complimentary exhibitor badge which entitles you to morning coffee and lunch
- Promotional posts IFA twitter and Facebook pages
- Listing on the IFA2021 mobile app.
- Listing and description in the official program handbook and conference website with click through to company website
- One (1) complimentary conference registration (for Corporate exhibitors only)

# Pricing

In-person exhibitors:

|                                     |             |
|-------------------------------------|-------------|
| Age-friendly Cities and Communities | \$800 USD   |
| NGO or not-for-profit organization  | \$800 USD   |
| Corporation                         | \$2,000 USD |

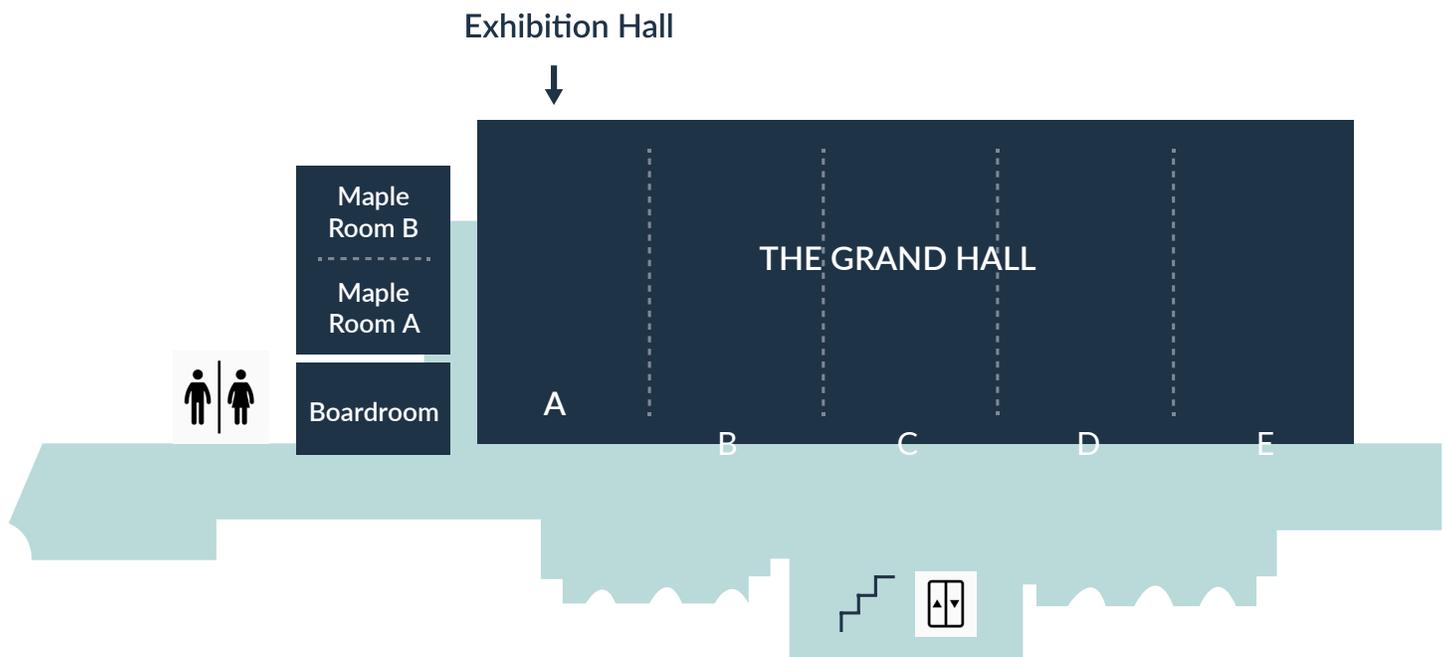
Virtual exhibitors:

|  |           |
|--|-----------|
| Virtual exhibitor only   | \$300 USD |
| Virtual exhibitor plus virtual access to all conference sessions | \$650 USD |

# Location and Technical Specifications

All in-person exhibits will be located in Grand Hall A of the Fallsview Casino Resort Niagara. The conference will be split between Hilton Hotel and Fallsview Casino Niagara Falls, with all health breaks and lunch taking place in Grand Hall A room.

Assignment of exhibit space shall be made in consultation with the IFA considering the sponsorship, space requirements, and timing of application. All applications will be assigned in a fair and equitable manner.



# Virtual Exhibitors

The virtual conference will be held through an interactive, smart, all-in-one virtual platform that will redefine the way exhibitors can accomplish qualified lead generation and business goals.

On the virtual platform exhibitors will have unique branding and networking opportunities with virtual attendees from around the globe in a single, user-friendly virtual space.

Exhibitor dashboard features:

- Add product/services images and videos to your exhibitor dashboard
- Manage your exhibitor profile and add up to two (2) team members
- Schedule one on one meeting with attendees
- Attendee engagement and traction through instant messaging feature
- Add e-brochures and promotional content with CTA buttons

The screenshot displays a virtual exhibitor dashboard for the International Federation on Ageing (IFA). On the left, a video player shows a portrait of an elderly man with a play button overlay. Below the video is a 'Meet' button and a checkmark icon. An 'About Us' section provides details about IFA as an international non-governmental organization (NGO) with members from 80 countries. To the right, a team member profile for Berenice Anaya is shown with a 'TEAM MEMBER' label. Below the profile, contact information for IFA is listed, including a phone number, email address, physical address in Toronto, and website. At the bottom, there are two red buttons: 'PRODUCTS/SERVICES' and 'PRODUCT VIDEOS'.

# About the International Federation on Ageing

The International Federation on Ageing (IFA) is an international non-governmental organization with a membership base comprising government, NGOs, academics, industry, and individuals in 70 countries. The IFA began operations in 1973, at a time when the social and economic impact of population ageing was only beginning to be understood by governments around the world.

The IFA has general consultative status at the United Nations and its agencies, and is in formal relations with the World Health Organization. The IFA has been involved in drafting key initiatives such as the UN Principles for Older Persons, actively advocating for older people to be recognized in the Sustainable Development Goals and maintaining a strong voice in the dialogue on how to best protect the rights of older people globally.

The IFA is a registered charity in Canada, with an international and democratically elected Board of Directors.

For questions or further information on exhibition space, please contact:



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[IFA2021.ngo](https://ifa2021.ngo)