

Build a useful Alberta conversation

AWE welcomes partnerships that connect audiences with credible, practical information about ageing well.

POSSIBLE COLLABORATIONS

- Promotional partnerships across broadcast, print, digital, newsletters and social.
- On-site reporting, live hits, interviews, recording and special coverage.
- Editorial collaboration around timely themes and local service journalism.
- Founder, speaker and exhibitor interviews.
- Contra or in-kind arrangements with written scope, valuation and deliverables.
- Relevant cross-linking with Ageing Well Now.

AWE CAN SUPPORT

- Approved facts, copy, logos and imagery.
- Interview and subject-matter coordination.
- On-site access and coverage planning.
- Appropriate partner recognition.
- Deadline-responsive fact checking.

Send your outlet, audience, idea, timing, proposed deliverables and estimated in-kind value to Events@AWExpo.ca.