



# Ageing Well Expo

Wellness. Wisdom. What's Next.

## SPONSOR & EXHIBITOR GUIDE

### 2027

Alberta's Healthy Ageing Event Series

Calgary • Red Deer • Lethbridge

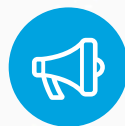
[www.awexpo.ca](http://www.awexpo.ca)



Partnership  
Opportunities



Exhibitor  
Pricing



Marketing  
Partner Program



Presentation  
Opportunities

# Helping Albertans Age Well, Live Fully, and Plan Confidently for the Future.

Ageing Well Expo brings together older adults, caregivers, families, healthcare professionals, community organizations, financial experts, retirement living providers, wellness leaders, and trusted service providers to support healthy ageing at every stage of life.

Through engaging exhibits, expert speakers, educational presentations, and meaningful community connections, Ageing Well Expo empowers Albertans with the knowledge, resources, and confidence to make informed decisions about their future.

“ This is more than an event.  
It is a growing platform for  
connection, education, and  
trusted conversations. ”





# Ageing Well Expo

Wellness. Wisdom. What's Next.

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# 2026 - 2027 Event Series

Four Opportunities.  
One Growing Alberta Event Series.



**APRIL 11, 2027**

**Calgary**

Southern Alberta's premier  
healthy ageing event.



**MAY 16, 2027**

**Lethbridge**

Supporting healthy ageing in  
Southern Alberta communities.



**JUNE 6, 2027**

**Red Deer**

Connecting and supporting  
Central Alberta communities.



Participate in one event-or  
build momentum across the entire series.



# A Trusted Community Platform for Healthy Ageing

Ageing Well Expo connects older adults, caregivers, families, healthcare professionals, community organizations, and service providers under one roof.

Through engaging exhibits, educational sessions, and meaningful conversations, we deliver trusted resources and practical solutions that help people age well, live fully, and plan confidently for the future.

“

*This is more than an event.  
It is a growing platform for  
connection, education, and  
trusted conversations.*

”





# Why These Conversations Matter

Today's older adults and their families are seeking reliable, in-person information to help them make confident decisions about their health, finances, and lifestyle.

Ageing Well Expo brings solutions to the forefront— covering the topics that matter most and connecting your organization with a highly engaged, ready-to-learn audience.

## ATTENDEES ARE ACTIVELY SEEKING INFORMATION ON

- Healthy aging and preventive care
- Home care, support services, and caregiver resources
- Retirement living and housing options
- Financial planning, investments, and retirement income
- Estate planning, legal, and insurance
- Travel, recreation, and active lifestyles
- Technology, safety, and staying connected
- Community programs and volunteer opportunities

As an exhibitor or sponsor, you'll be part of meaningful conversations that build lasting connections with people who are planning, exploring, and making decisions.

This is your opportunity to be seen, trusted, and remembered.



# Why Partner With Us

**Ageing Well Expo connects organizations with older adults, caregivers, families, and professionals who are actively seeking trusted services, resources, and solutions.**

**Our events create the opportunity for meaningful conversations, strong local visibility, and lasting community impact.**



## **Targeted Audience**

Connect directly with older adults, caregivers, families, and professionals actively seeking information and support.



## **Meaningful Engagement**

Build real relationships through face-to-face conversations that inspire trust and action.



## **Trusted Visibility**

Position your organization as a trusted resource and strengthen your presence in the community.



# The Value of Being in the Room

Participation in Ageing Well Expo puts your organization where it matters most—right in front of the people who need you. It's more than visibility; it's impact.



## Face-to-Face Connection

Engage in authentic conversations that build trust, answer questions, and turn interest into action.

## Brand Visibility Before, During & After

Gain exposure across our marketing channels, onsite event promotions, and post-event follow-up with attendees.

## Access to a Targeted Audience

Meet motivated attendees who are ready to explore services, programs, and solutions.

**Alignment with Education & Community Wellness**  
Showcase your commitment to healthier, more informed communities.

## Multi-Show Momentum

Expand your reach across multiple Ageing Well Expo events throughout the region.

# Beyond the Booth

**Ageing Well Expo gives partners a visible, trusted place inside a meaningful community conversation.**

Participation is about more than being present. It is about showing up in the right room - in front of older adults, caregivers, families, and professionals who are actively seeking services, resources, and support. Ageing Well Expo creates space for real conversations, personal connections, and brand trust.

## Meaningful Engagement

Build real connections through authentic, face-to-face conversations.

## Qualified Audience

Engage with people actively seeking information, solutions, and support.

## Community Trust

Be visible in a trusted environment that strengthens your brand and impact.



# Visibility That Starts Before Event Day

Our promotional strategy is designed to build awareness, drive attendance, and give participating partners meaningful visibility before, during, and after the event.



## Pre-Event Promotion

Social media, digital outreach, email marketing, and community awareness campaigns.

## Onsite Presence

Booth visibility, sponsor mentions, signage opportunities, and face-to-face engagement.

## Post-Event Reach

Recap content, shared photography, and continued brand exposure after the show.

## Brand Alignment

Be associated with a positive, trusted, and solutions-focused event platform.

**We don't just promote the event. We help promote the value of being part of it.**

# Marketing Partner Program

## Turn Your Booth Into a Bigger Story.

Our Marketing Partner Program helps exhibitors and community partners extend their visibility before, during, and after Ageing Well Expo.

Together, we share your story across our channels, connect you with the right audience, and amplify the impact of your participation.

**“**  
*When we promote together, we grow together.”*  
**”**

## Best Fit For



### EXHIBITORS SEEKING MORE VISIBILITY

Showcase your services, strengthen your brand, and connect with new audiences.



### COMMUNITY ORGANIZATIONS WITH SOCIAL REACH

Share your mission, expand your impact, and build valuable community connections.



### PARTNERS WANTING TO EXTEND IMPACT

Keep the momentum going with content, recognition, and ongoing exposure.



## Marketing Partner Benefits



Social media spotlight opportunities



Newsletter and email feature opportunities



Community awareness amplification



Website and event listing visibility



Shared storytelling and recap content



Stronger brand awareness before event day

# Partnership Opportunities

## Build Your Presence Across the Event Series.

Whether your organization's focus is provincial, regional, or community-based, there's a partnership level designed to help you connect, engage, and grow your impact.

Choose the level that aligns with your reach, goals, and markets — and let's build something meaningful together.



### 1. PROVINCIAL PARTNER

Visibility across the full event series.

- High visibility across all events
- Premier logo placement
- Speaking and activation opportunities
- Multi-channel recognition
- Custom activation options



### 2. REGIONAL PARTNER

Presence across select cities or markets.

- Visibility in key target markets
- Strong on-site presence
- Recognition in select channels
- Community and audience engagement
- Tailored activation options



### 3. COMMUNITY PARTNER

Strong local alignment and audience connection.

- Local event visibility
- Community-focused recognition
- Content and social promotion
- Networking and engagement opportunities
- Custom activation options

Custom packages are available to match your goals, audience, and activation ideas.

# Regional Partnership Opportunities

## Focus your visibility by market.

Regional partnerships give organizations a focused way to build visibility in select Alberta markets while maintaining a strong community presence. Each opportunity is designed to help partners connect directly with attendees in the communities they want to serve.



## Calgary Partner \$7,500

Includes both Calgary events.

- premium exhibit space
- one educational presentation
- website recognition
- event signage recognition
- 75 attendee passes

## Central Partner \$4,500

Includes Red Deer Spring Edition.

- premium exhibit space
- website recognition
- event signage recognition
- 40 attendee passes

## Southern Partner \$4,500

Includes Lethbridge Spring Edition.

- premium exhibit space
- website recognition
- event signage recognition
- 40 attendee passes



Custom packages are available to match your goals, audience, and activation ideas.

# Calgary Flagship Event Partnerships

The Calgary events offer premium visibility in Ageing Well Expo's largest market, with partnership options designed for organizations seeking strong positioning, education opportunities, and trusted community recognition.



## PRESENTING PARTNER

**\$10,000**

- premium exhibit location
- two educational presentations
- featured logo placement
- stage recognition
- 100 attendee passes
- industry exclusivity



## PLATINUM

**\$7,500**

- complimentary exhibit space
- two educational presentations
- sponsor spotlight recognition
- 50 attendee passes



## GOLD

**\$5,000**

- complimentary exhibit space
- website recognition
- event program recognition
- stage recognition
- 25 attendee passes



## SILVER

**\$2,000**

- preferred exhibit pricing
- website recognition
- event program recognition
- 10 attendee passes



## COMMUNITY

**\$1,000**

- website recognition
- event program recognition

Strong visibility, education opportunities, and trusted community recognition.

# Regional Event Partnerships

## Strong visibility in Red Deer and Lethbridge.

The Ageing Well Expo offers regional partnership opportunities for organizations seeking visibility and engagement in Red Deer and Lethbridge.

Partnership levels are tailored to each market, ensuring the right level of exposure and impact while maintaining strong visibility and meaningful community connection.

|                           |                |
|---------------------------|----------------|
| <b>PRESENTING PARTNER</b> | <b>\$7,500</b> |
| <b>PLATINUM</b>           | <b>\$5,000</b> |
| <b>GOLD</b>               | <b>\$3,000</b> |
| <b>SILVER</b>             | <b>\$1,500</b> |
| <b>COMMUNITY</b>          | <b>\$750</b>   |

Benefits are scaled to each market while maintaining strong visibility and engagement opportunities.



# Calgary Exhibitor Opportunities

## Flexible booth options for organizations ready to connect.

Ageing Well Expo exhibit space is designed to encourage direct connection with attendees across Calgary, Red Deer, and Lethbridge. Showcase your solutions, share your expertise, and build relationships with individuals and families who are planning for a better tomorrow.

|                        |              |
|------------------------|--------------|
| <b>REGULAR</b>         | <b>\$750</b> |
| <b>EARLY BIRD</b>      | <b>\$650</b> |
| <b>NON-PROFIT</b>      | <b>\$350</b> |
| <b>3 OR MORE SHOWS</b> | <b>\$550</b> |

### INCLUDES

- 10' x 8' exhibit space
- Draped table
- Two chairs
- Booth signage
- Two exhibitor passes
- Electrical access where available
- Two complimentary attendee passes

Ask about the **Marketing Partner Program** to expand your booth presence before, during, and after the event.



# Regional Exhibitor Opportunities

**Flexible booth options for organizations ready to connect in Red Deer & Lethbridge.**

Ageing Well Expo's regional events offer organizations a focused and accessible way to connect with attendees in Central and Southern Alberta. These shows are designed to support strong community engagement, meaningful conversations, and local market visibility while reflecting the scale of each regional event.

## REGIONAL PRICING

**REGULAR** \$450

**EARLY BIRD** \$395

**NON-PROFIT** \$250-\$295

**MULTI-SHOW** \$350/show

### INCLUDES

- 10' x 8' exhibit space
- Draped table
- Two chairs
- Booth signage
- Two exhibitor passes
- Electrical access where available
- Two complimentary attendee passes

Ask about the **Multi-Show** rate for exhibitors participating across Calgary, Red Deer, and Lethbridge.



# Education Program

*Expert-led sessions designed to inform, inspire, and showcase practical solutions.*

Ageing Well Expo integrates education into the event experience, creating opportunities for attendees to learn, ask questions, and engage directly with trusted experts.



## Product & Service Showcase

### 15 Minutes

Designed for exhibitors and partners wishing to demonstrate products, services, technologies, and innovative solutions.

## Educational Presentations

### 25 Minutes

Designed to educate and inspire attendees through expert-led discussions and practical takeaways.

“

*Priority scheduling  
is provided to partners.*

”

# Industry Exclusivity

*Category leadership for organizations ready to stand out.*

Beginning at the Platinum Partner level and above, organizations may receive category exclusivity within their primary business sector, subject to availability.

## EXAMPLES MAY INCLUDE:

- Healthcare Partner
- Retirement Living Partner
- Financial Services Partner
- Home Care Partner
- Technology Partner
- Wellness Partner
- Pharmacy Partner
- Legal & Estate Planning Partner

\* Category exclusivity is awarded on a first-confirmed basis.

Available beginning at the Platinum Partner level.



# Build Your Own Partnership

## Custom opportunities designed around your goals.

Whether your goals include lead generation, community engagement, education, recruitment, thought leadership, or brand awareness, our team can develop a customized partnership designed around your objectives.



### Lead Generation

Generate qualified leads and expand your reach with targeted exposure.

### Community Engagement

Connect with organizations, partners, and attendees making an impact.

### Education

Position your organization as a trusted resource and learning partner.

### Recruitment

Attract top talent and meet motivated candidates face-to-face.

### Thought Leadership

Share your expertise and influence conversations that shape the future.

### Brand Awareness

Increase visibility and build recognition for your brand across Alberta.



# Join Us

Together, we are helping Albertans age well, live fully, and plan confidently for the future.

## Kate Kelly

**Co-Founder**  
Events Manager

403.542.7906

## Shawn Barrie

**Co-Founder**  
Marketing, Sponsorship & Media

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[events@awexpo.ca](mailto:events@awexpo.ca)  
**AWEXPO.CA**





# Let's Build Something Meaningful Together

Ageing Well Expo connects Alberta's older adults, caregivers, families, and professionals through trusted education, resources, and community.

*“Be part of the conversations, connections, and community shaping what's next in healthy ageing.”*



## Trusted Connections

Engage with Alberta's older adults, caregivers, families, and professionals.



## Stronger Communities

Help expand access to education, resources, and practical support.



## Lasting Impact

Support healthy ageing and meaningful change across Alberta.



**Together, we can create meaningful impact for Albertans today - and for the future.**

Ageing Well Expo is more than an event- it's a movement to foster connection, spark conversation, and build a brighter future for healthy ageing in our communities.

**Your partnership helps us go further, reach more people, and make a lasting difference.**



## Building Community Impact

We bring together older adults, caregivers, families, community organizations, healthcare professionals, and trusted service providers.



## Expanding Education & Support

Our partners help expand education, connection, and practical support to empower people to age well.



## Growing Across Alberta

A growing platform in Calgary, Red Deer, and Lethbridge - reaching more communities every year..



## Visibility That Matters

Gain meaningful visibility and connect with your ideal audience through trusted, values-driven engagement.



## Let's Work Together

**Interested in partnering, exhibiting, sponsoring, or presenting?**

**We'd love to hear from you!**



[events@awexpo.ca](mailto:events@awexpo.ca)



[www.awexpo.ca](http://www.awexpo.ca)

**Calgary • Red Deer • Lethbridge**



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