



## SPONSORSHIP OPPORTUNITIES

September 11- 13, 2017  
Hinton, Alberta

**Grey Matters 2017 is a three day event, with two days of workshops/sessions, September 12-13.**

**Grey Matters is a conference for professionals who provide service to seniors. It is the only conference of its kind in Western Canada.**

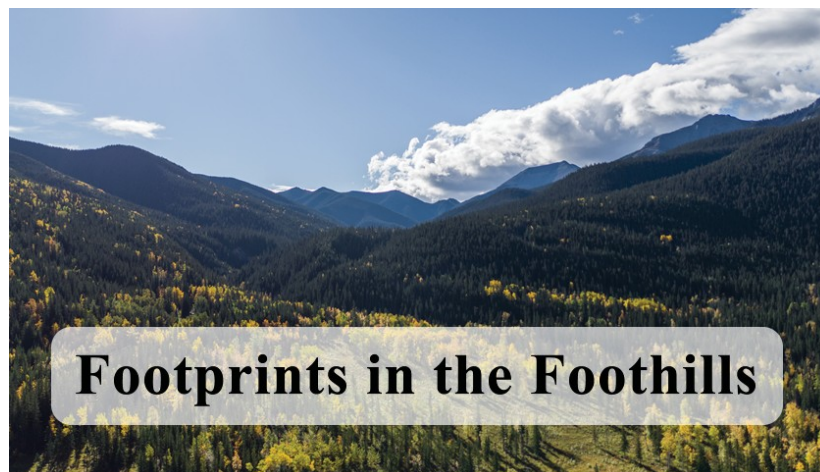
Thank you for your interest in Grey Matters 2017. The Conference Planning Committee will review and approve all applications prior to receiving confirmation and payment details. Please send completed applications to:

Janet Schimmel, Conference Consultant  
P.O. Box 10337, Station Main  
Airdrie, AB T4A 0H6  
Phone: 403-809-3508  
Email: [janet.schimmel@janpat.com](mailto:janet.schimmel@janpat.com)

## GREY MATTERS SPONSORS

All Sponsorship Packages for Grey Matters Conference include the following PLUS specific benefits outlined for each sponsor level:

- Acknowledgement as a sponsor by the Conference Chair at opening remarks September 12 and September 13.
- Acknowledgement as a sponsor, at the appropriate level, on digital media.
- Acknowledgement as a sponsor, at the appropriate level, on banners at registration and in print material.
- Acknowledgement as a sponsor, at the appropriate level, company specific with a Web link on the annual conference web page to company website.
- Description (up to 75 words) of your organization on digital media.





**PLATINUM PLUS SPONSORSHIP** **\$10,000+**

Opportunities to consider: Networking Reception, Pre-Conference Reception, Preconference Workshop

- One complimentary exhibit space, 2 days per sponsorship
- Complimentary full-page advertising in the conference guide distributed to all delegates, per sponsorship
- Signage to acknowledge sponsorship: Networking Reception/Pre-Registration Evening
- Four complimentary registrations

**GOLD SPONSOR** **\$5,000**

Opportunities to consider: Speaker Workshop, Pre-conference Workshop, Delegate Bags, Lanyards

- One complimentary exhibit space, 2 days per sponsorship
- Complimentary half-page ad in the conference guide distributed to all delegates, per sponsorship
- Logo will appear on one side of conference bag distributed to conference attendees at registration
- Logo will appear on lanyards distributed to conference attendees at registration
- Acknowledgement through signage as sponsor during speaker session or pre-conference workshop
- Three complimentary registrations

**SILVER** **\$3,000**

Opportunities to consider: Poster Presentation Session

- One complimentary exhibit space, 2 days per sponsorship
- Complimentary quarter-page acknowledgement in the conference guide distributed to all delegates
- Signage to acknowledge sponsorship
- Two complimentary registrations

**BRONZE** **\$1,500**

- One complimentary exhibit space, 2 days per sponsorship
- One complimentary registration

**MEALS & BREAK SPONSOR** **\$500 - \$1000**

Signage to acknowledge sponsorship

- September 12
- Lunch
  - Coffee am
  - Coffee pm

- September 13
- Lunch
  - Coffee am
  - Coffee pm





**SPONSORSHIP MINIMUM CONTRIBUTION** **\$500**

All sponsorship is encouraged to support Grey Matters Conference.

**ADDITIONAL OPPORTUNITIES**

Conference Guide Advertising	Ad Rate	Discount Rate for Exhibitors
Full page	\$350	\$300
Half page	\$250	\$200
Quarter page	\$150	\$100
Inside front cover	\$400	\$350
Inside back cover	\$400	\$350
Activity sponsor	\$1000 plus	\$950
Website logo recognition	\$500	\$450
Speaker sponsor	\$300	\$250
Delegate bag inserts	\$250	\$200



2017



## SPONSORSHIP INFORMATION

Platinum Plus \$10,000 +  
  Gold \$5,000  
  Silver \$3,000  
  Bronze \$1,500  
  Lunch/Coffee/ Other

Advertising

\_\_\_\_\_

\_\_\_\_\_

## DISPLAY BOOTH SET UP REQUIREMENTS

(please check all that apply)

Floor display  
  Table top  
  Power source  
  Internet connection

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Province: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

### Door Prize:

Fax: \_\_\_\_\_

Yes, I will donate a door prize  
  No, I will not donate a door prize

Description of door prize: \_\_\_\_\_





## RULES & REGULATIONS TO EXHIBIT

1. **Acceptability of Exhibits:** All exhibits shall serve the interests and vision of Grey Matters Conference and shall operate in a manner that will not detract from other exhibits or from the conference.
2. **Assignment of space:** Sponsors will be offered first priority of assigned space, based upon availability. Exhibitors shall be assigned space based upon availability. Grey Matters will attempt to honour all requests for exhibit space. Notwithstanding the above, Grey Matters reserves the right to change location assignments at any time, as it may in it's sole discretion deem necessary.
3. **Payment:** Full payment is required prior to September 1, 2017.
4. **Cancellation:** Grey Matters must be notified in writing in the event of exhibit space cancellation. If cancellation of exhibit occurs, written notification must be received on or before July 31. Written notification prior to July 31, 2017, the exhibitor may be refunded 50% of their exhibitor fee. After July 31, there will be no refund.
5. **Restriction on use of space:** No exhibitor shall sublet, assign or share any part of the exhibitor space allocated without the written consent of Grey Matters Conference. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their assigned space. Aisle space will not be used for exhibit purposes, display signs, solicitation or distribution of promotional material. Exhibits, signs and display are also prohibited in any public areas or elsewhere on the premises of the meeting facility, conference centre hallways or guest rooms.
6. **Construction of Exhibits:** Exhibits shall be constructed and arranged so that they do not obstruct the general view of any other exhibit.
7. **Care of exhibits:** Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building, or furniture. Any property destroyed or damaged by an exhibitor must be replaced or restored to its original condition by the exhibitor or at the exhibitor's expense.
8. **Cancellation of Conference:** If Grey Matters should be prevented from holding the conference by reason of any cause beyond its control (such as, but not limited to, damage to building, labor disputes, acts of government or acts of God) or if it cannot permit the exhibitor to occupy the space due to causes beyond its control, then Grey Matters has the right to cancel the conference with no further liability to the exhibitor other than to refund space rental less proportional share of Conference expenses.
9. **Security:** Security is not provided during Grey Matters Conference. It is the responsibility of each exhibitor to protect display material from loss or damage. Please be certain that all small display and personal items are secure before leaving the display area, at all times.
10. **Compliance:** The exhibitor agrees to abide by and comply with the rules of the conference, including amendments that Grey Matters may make from time to time. The exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes pertaining to city by laws, provincial and federal laws.

11. Insurance: The exhibitor assumes all responsibility for any and all loss, theft, damage to exhibitor's displays, equipment and property while on the Conference Centre premises, and waives any claim or demand it may have against Grey Matters, Jan Pat Management Organization, Town of Hinton or its affiliates arising from such loss provided it does not arise out of the negligence, failure to act or misconduct on the part of 2017 Grey Matters Conference, Jan Pat Management Organization, Town of Hinton or its affiliates.

12. Indemnity: Grey Matters Conference agrees to indemnify and hold harmless IBC from and against any and all losses, liabilities, claims, suits, damages and expenses (including reasonable legal fees on a solicitor and client basis) arising out of the negligence or misconduct of the Grey matters Conference, its employees, agents or representatives.

13. Promotion: Grey Matters Conference agrees to let IBC promote and make reference to this sponsorship publically including on its Website and social media initiatives as well as the traditional media channels. Grey Matters Conference agrees to provide IBC with a copy of its logo to be used only in relation to this Agreement.

14. Intellectual Property: Neither party hereto shall have the right to use, employ, display, produce, or reproduce any trademarks of the other except as specifically provided for herein, unless such party shall have first obtained the written permission of the other for such use. Any grant of rights in respect of either party's trademarks is for the sole purpose of this Agreement.

I have read and agreed to the terms and conditions of exhibiting at Grey Matters 2017 Conference.

The undersigned hereby authorizes Grey Matters Conference 2017 to reserve exhibit space and or sponsorship level for use by the above company or organization. The undersigned hereby agrees to abide by the Exhibit/Sponsor rules and Regulations and to all conditions under which exhibit space and or sponsorship opportunity is agreed upon. The undersigned specifies that the products or services listed on this contract are those to be displayed.

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Signature

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Date

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Print Name

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