



Exhibitor and Sponsor Guide

AdvantAge Ontario 2027 Convention

May 19-21, 2027

Sheraton Centre Toronto Hotel

About Convention

Seniors' Care Expo Booths

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À La Carte Sponsorships

Buy Now



About Convention 2027

Our 2027 Convention continues our commitment to bringing together the people who are shaping the future of seniors' care in Ontario. **The theme for the 2027 Convention is “Every Connection Counts,”** reflecting the power of our sector coming together to share ideas, build relationships and create meaningful opportunities for collaboration. Over three inspiring days, AdvantAge Ontario welcomes hundreds of leaders, innovators, partners, sponsors and industry experts from the long-term care and seniors' housing sector to connect, discover new solutions and build meaningful relationships that drive our sector forward.

As the premier gathering for Ontario's long-term care and seniors' housing community, the 2027 Convention offers an unmatched opportunity to engage directly with decision-makers and influencers. Delegates will enjoy exceptional keynote speakers, thought-provoking educational sessions, interactive networking experiences and a vibrant Expo designed to foster valuable conversations between attendees and our commercial partners. Whether you're looking to strengthen existing relationships, showcase innovative products and services, or expand your reach within the sector, this is the show to attend.

Looking Back: 2026 Recap

The AdvantAge Ontario 2026 Convention welcomed over 900 attendees from across the seniors' care sector, delivering another exceptional experience with an impressive 95% overall satisfaction rating. The Convention provided countless opportunities for networking, reconnecting with colleagues, and strengthening relationships between delegates and the Seniors' Care Expo supplier community. Via 90+ exhibitors and more than 45 learning and plenary sessions combined, attendees gained valuable insights and connected with industry experts, suppliers, ministry and government representatives, and peers from across the long-term care and seniors' services sectors.

About AdvantAge Ontario

For more than 100 years, AdvantAge Ontario has been the voice of not-for-profit seniors' care in Ontario. We represent more than 540 providers of long-term care, seniors' housing, supportive housing and community service agencies, including 96 per cent of all municipal long-term care homes and 88 per cent of all not-for-profit long-term care homes.

“One of the most worthwhile events we participate in each year.”

– 2026 Exhibitor/Sponsor



**900-1,000
Expected
Delegates**

Who Attends?

The AdvantAge Ontario Convention draws approximately 900–1,000 delegates from across Ontario, including:

- > CEOs and Administrators
- > Board Members
- > DONs, DOCs, RNs, and RPNs
- > Senior Managers
- > Food Service Supervisors and Dietitians
- > Environmental and Maintenance Managers
- > Other Departmental Managers

10 Benefits

Sponsoring and Exhibiting at our 2027 Convention



1 Meet Decision Makers

Connect face-to-face with key decision makers in the long-term care and seniors' housing sector.

2 Generate Leads

Identify new prospects and generate high-quality leads by engaging directly with delegates. Upgrade your booth to access our easy badge-scanning lead capture system.

3 Be Seen

80% of attendees say they choose sponsors and exhibitors first when purchasing.

4 Educate Your Prospects

Show prospective customers how your company can solve their biggest problems! Explain what you do, how you help, and why delegates should do business with you.

5 Find Common Ground

A shared experience is a great conversation-starter. All Seniors' Care Expo staff get complimentary access to the opening keynote, a great way to break the ice when you meet on the Expo floor!

6 Understand Your Customers

Get insight into the challenges and opportunities facing your customers by taking part in educational programming and learning about the latest issues in senior care.

7 Get Recognized

Increase your brand visibility by showcasing your logo on-site and in Convention marketing materials, from bags to signage to social media.

8 Get Social

Authentic business relationships often start with a casual conversation or a turn on the dance floor. Make sure you participate in all the social activities!

9 Show Leadership

Position your company as an industry leader and show your commitment to the long-term care and seniors' housing sector by sponsoring this must-attend industry event.

10 Rest Easy

Your exhibiting experience will be easier than ever with our safe, efficient marshalled loading dock and second-to-none on-site support.

2026 Convention survey results indicated

100%

of exhibitors would recommend the AdvantAge Ontario Expo to others.

100%

of exhibitors said they would return to the show the following year.

"The quality of attendees made this a valuable investment for our team."

– 2026 Exhibitor/Sponsor

Seniors' Care Expo 2027 Schedule

Wednesday, May 19

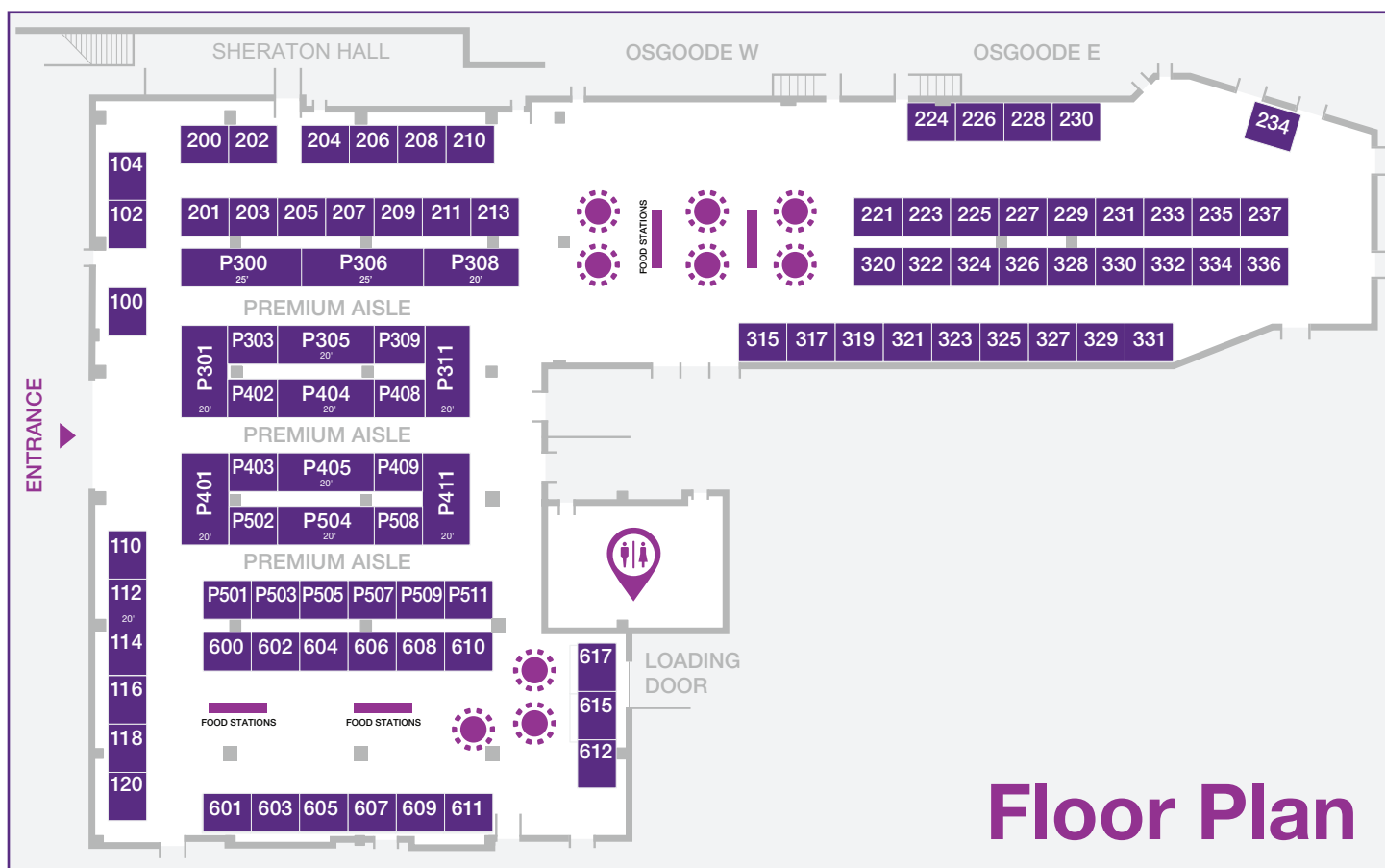
10:30 am – 4:30 pm	Exhibitor Set-up
5:00 pm – 7:00 pm	Seniors' Care Expo Kick Off

Thursday, May 20

10:00 am – 11:00 am	Break in Seniors' Care Expo
11:30 am – 12:15 pm	Exhibitor Lunch
12:30 pm – 2:15 pm	Lunch in Seniors' Care Expo
2:15 pm – 4:00 pm	Seniors' Care Expo Teardown and Exhibitor Move Out

(Note: Thursday delegate breakfast is not open to exhibitors.)

Maximize your exposure and time with qualified buyers.
The program includes specific time periods in the Expo.



Floor Plan

Seniors' Care Expo 2027 Booths

Included in Your Booth Price

- > Wi-Fi with every booth.
- > Two complimentary badges per booth providing access to the Seniors' Care Expo Kick-off, Refreshment Break and Seniors' Care Expo Lunch. (Please note: Thursday Delegate Breakfast is not included).
- > Complimentary access to the Wednesday night Opening Session and Keynote.
- > Two complimentary drink tickets per booth for the Expo kick off.
- > Linked listing on the Convention website and App.
- > Onsite AdvantAge Ontario Expo Manager.
- > Security during closed hours.
- > Marshalled loading dock.
- > Ballroom carpeting.

We are working with Robinson Show Services Inc. Please note that tables, chairs, and other items can be ordered through them, and details will be provided in your exhibitor kit.

Due to CASL compliance obligations, we no longer offer a delegate list to exhibitors. We encourage you to obtain delegate information by upgrading your purchase with our lead retrieval system. [See the next page for details.](#)

Seniors' Care Expo Booth Pricing

Single Booth	Pipe and drape: 8' deep by 10' wide	\$3,295.00
Double Booth	Pipe and drape: 8' deep by 20' wide	\$6,300.00

Prime Location

Premium Single	One Booth Pipe and drape: Approx. 8' deep by 10' wide	\$3,775.00
Premium Double	Two Booths Pipe and drape: Approx. 8' deep by 20' wide	\$7,175.00

Booth prices are revised each year.

Keynote and Guest Speaker

Exhibitors and sponsors are welcome to attend the Opening Session and Keynote on Wednesday, May 19, from 7:00 pm to 8:30 pm.

Show Special

\$25 off Banquet Ticket for exhibitors

Be on the App!

Every company that purchases a booth gets access to our fantastic Convention app! As an exhibitor, you can load in your name, logo and company description along with your booth number, staff names and photos, and contact information. Plus: Upload your video, PDFs, and social media handles!

Non-Members

You must be an Advantage Ontario Commercial Member to participate. For information, please email kmulla@advantageontario.ca.



Seniors' Care Expo Booth Add-Ons

Scratch & Win Traffic Driver

\$500 (Unlimited)

Booth
Traffic
Driver

Add a Little Luck to Your Booth Strategy

A great way to drive traffic directly to your booth. Add an element of surprise and spark excitement!

Participating exhibitors will hand out one **random scratch card to each delegate** who visits their booth.

Enjoy the excitement as delegates scratch their cards in hopes of revealing a prize. A fun way to spark conversation and create added engagement with delegates.

The delegates with the lucky winning card will collect their prize at the exhibitor check in table.

This increases brand awareness on the Expo floor and gives your company extra chances to get in front of your customers.

Overall, the Scratch & Win Traffic Driver creates **anticipation, excitement, and engagement!**

Seniors' Care Expo Lead Retrieval

\$250 per booth - Early Bird Before May 14th (Unlimited)

\$350 per booth After May 14th (Unlimited)

Capture Every Connection. Follow Up with Confidence.

Make every booth interaction count with the Seniors' Care Expo Lead Retrieval tool. This easy-to-use solution allows exhibitors to quickly capture delegate contact information by simply scanning the QR code on an attendee's badge using a mobile phone. Instead of relying on business cards or manual notetaking, you'll have an organized list of the delegates you connected with, making post-event follow-up faster, easier and more effective. With simple instructions provided, you can focus on meaningful conversations during the Expo while ensuring valuable connections don't get lost after the event.

"The sponsorship helped increase our visibility and strengthen our brand presence."

– 2026 Exhibitor/Sponsor

Sponsorship: Make a Lasting Impression



Why Sponsor the 2027 Convention?

The AdvantAge Ontario Convention brings together a highly engaged audience of leaders, decision-makers and influencers from Ontario's long-term care and seniors' housing sector. As a sponsor, you'll have direct access to this targeted community, creating valuable opportunities to build relationships, generate leads and strengthen your presence within the industry.

Sponsorship is more than a marketing investment—it's an opportunity to position your organization as a trusted partner and thought leader. Increase your brand visibility, showcase your products and services, and engage with delegates through meaningful interactions that extend beyond the Expo floor.

By aligning your brand with the Convention, you'll gain exposure before, during and after the event through a variety of recognition opportunities. Your organization will be seen by hundreds of professionals actively seeking innovative solutions, partnerships and resources to support their work.

Supporting the AdvantAge Ontario Convention also demonstrates your commitment to advancing excellence in long-term care and seniors' housing. It reinforces your organization's dedication to the sector while enhancing your reputation among current and prospective clients.

Sponsorship Opportunities

The 2027 AdvantAge Ontario Convention offers a wide range of sponsorship opportunities designed to fit every marketing objective and budget. Maximize your presence with one of our customizable premier sponsorship packages or select from a variety of individual sponsorships that align with your goals. Enhance your investment with creative add-on opportunities that provide exceptional brand exposure before, during and after the Convention, ensuring your organization leaves a lasting impression.

Top Dog Sponsorship Packages

Being a Top Dog Sponsor provides your company with prime brand visibility!

Each sponsorship opportunity has been thoughtfully designed to deliver premium brand exposure, high-impact visibility, and meaningful engagement with your target audience.

As a Top Dog Sponsor, you don't just get your name out there—you position your brand as a leader in the industry. This exclusive tier includes our most valuable benefits, customized for maximum return on investment.

Title Sponsorship

\$22,000 (One Available)

Own the Spotlight. Lead the Experience.

The Convention's premier sponsorship opportunity, putting your brand front and centre from pre-event promotion through to the final moments of the event. As the Title Sponsor, your organization will receive maximum visibility, premium branding and meaningful engagement across key event communications, onsite experiences and attendee touchpoints. This exclusive opportunity goes beyond traditional advertising, positioning your company as a leading partner of the Convention while building strong recognition and creating meaningful connections with attendees. Your brand will be prominently associated with the event, ensuring it is seen, recognized and remembered throughout the entire Convention experience.

What's In It for Your Brand:

- > Three booths
- > Two full Convention registrations, which include two Banquet tickets
- > Opportunity to speak to delegates for two minutes at the Wednesday Opening Ceremony
- > Your company logo on the front cover of the onsite guide
- > A full-page ad on the back cover of the onsite guide
- > Custom signage as title sponsor
- > Balloons with your logo
- > Logo or company promo ad rotation on screen for all three days
- > Three ads or announcement messages on the Convention App
- > Your company logo on all Convention marketing emails (approximately 20 emails) delivered to AdvantAge Ontario's email list with 4,500 individual contacts
- > Your company logo with link on the Convention website landing page
- > Participation in the traffic driver
- > Designed and printed postcards to be put on each chair at the Opening Session on Wednesday evening
- > Banner ad in AdvantAge Ontario's Executive Report newsletter post-event
- > One AdvantAge Ontario social media post recognizing your company post-event
- > \$250 Amazon gift card purchased on your behalf as a draw prize for the Farewell Remarks

All Top Dog Packages include the following benefits:

- > Logo on Convention website
- > Rotating logo on the Convention App carousel that will be linked to your sponsor page with all your company info and social handles, and you can upload PDFs for delegates to share
- > Logo in onsite guide on sponsor page
- > Logo on overall sponsor sign
- > Sponsor identification on your name badges
- > First right of refusal for 2028 sponsorship, including booth space
- > Logo rotation on main room screen on all three days
- > Logo in post-event email thanking delegates and sponsors

Thursday Plenary Sponsorship

\$12,000 (One Available) (programming TBA)

Inspire the Conversation. Shape the Future.

Position your brand at the heart of the Convention on Thursday morning with the exclusive Thursday Plenary Sponsorship. This high-profile opportunity places your company alongside a key session designed to bring attendees together, spark meaningful conversations and inspire new ideas. As part of the plenary, your brand will be prominently featured, providing an exceptional platform to align your company with key industry recognition and an influential voice. With prominent brand visibility, a dedicated promotional video, verbal recognition and opportunities to engage attendees throughout the Convention, your brand will be seen, heard and remembered.

What's In It for Your Brand:

- > Company promotional video played at your sponsored session and verbal recognition by the Convention Emcee
- > Company logo on signage and PowerPoint slide
- > One Expo booth (single)
- > Participation in the Scratch & Win Traffic Driver
- > Two full Convention registrations, which include two Banquet tickets
- > ½ page ad in the onsite guide
- > One announcement message on the Convention App
- > \$200 gift card purchased on your behalf as a draw prize at the Farewell Remarks

“The sponsorship gave our company outstanding visibility and brand recognition.”

– 2026 Exhibitor/Sponsor

Friday Plenary Sponsorship

\$10,000 (One Available) (programming TBA)

Start the Day. Spark New Ideas.

Be the sponsor that sets the tone for the final day of the Convention. The Friday Plenary Sponsorship gives your brand a premium opportunity to connect with attendees at the start of their day, when they are gathered for an engaging and inspiring session. With prominent brand recognition, a dedicated promotional video, verbal recognition and opportunities to connect with attendees throughout the Convention, this sponsorship positions your company alongside thought leadership, fresh ideas and meaningful conversation.

What's In It for Your Brand:

- > Sponsor of the plenary on Friday morning
- > Company promotional video played at your sponsored keynote session and verbal recognition by the Convention Emcee
- > Company logo on signage and PowerPoint slide
- > One Expo booth (single)
- > Participation in the Scratch & Win Traffic Driver
- > Two full Convention registrations, which includes two Banquet tickets
- > ½ page ad in the onsite guide
- > One announcement message on the Convention App
- > \$150 gift card purchased on your behalf as a draw prize for the Farewell Remarks

Education Block Sponsorship

\$8,000 (Six Available)

Choice of one educational block (Note: The number of sessions will vary for each block)

Empower Learning. Elevate Your Brand.

Align your brand with professional development, knowledge sharing and meaningful learning through an exclusive Education Block Sponsorship. This opportunity allows your company to be associated with a full block of educational sessions, placing your brand in front of engaged attendees who are actively seeking new ideas, insights and practical knowledge. With visibility throughout your sponsored workshops and additional exposure across the Convention, your brand becomes part of an experience that informs, inspires and creates lasting value for attendees.

What's In It for Your Brand:

- > Logo on signage and the title slide of the PowerPoint deck for each workshop
- > One Expo booth (single)
- > One full Convention registration, which includes one Banquet ticket
- > Participation in the Scratch & Win Traffic Driver
- > ½ page ad in the onsite guide
- > One announcement message on the Convention App
- > \$50 gift card purchased on your behalf as a draw prize for the Farewell Remarks

Workshops in each block are included except for the dietary workshops.

Every 
Connection
Counts

2027 CONVENTION THEME



À La Carte Sponsorship Packages

Enhance Your Presence, With or Without a Booth

No booth? No problem! Sponsorships boost your brand and make powerful connections with delegates—quickly, easily and with real impact.

Our à la carte sponsorships are available to all, offering three flexible tiers designed to match your marketing goals and budget. Whether you're looking to build awareness or increase engagement across the event, these packages help you stand out and make a lasting impression.

Choose the tier that fits your strategy—and take your Convention presence to the next level.

Tier 1 - À La Carte Sponsorships

Banquet Sponsorship

\$8,000 (One Available) Thursday, May 20, 6:00 pm – 11:00 pm

Celebrate Connections. Be Part of the Night Everyone Remembers.

Own the social highlight of the Convention! This is the event delegates look forward to most—and it sells out every year. Bring attendees together for an unforgettable evening of great food, entertainment, dancing and fun. This sponsorship puts your brand at the centre of one of the Convention's most anticipated experiences. Your brand will be featured throughout the evening, creating high-impact visibility and memorable opportunities. It's also the perfect setting for social media moments, giving your brand the opportunity to be featured in the photos, posts and conversations that make this such a memorable night.

Be the brand behind the night everyone wants to be part of.

What's In It for Your Brand:

- > Your company logo on-screen during dinner
- > Your company logo included in the Banquet entertainment graphic
- > Twenty drink tickets to distribute to clients
- > Includes five complimentary seats at a VIP table, with an additional five seats reserved at the same table for you to invite other paying guests to sit at your table, two extra bottles of wine and five drink tickets, plus a 20% discount on any additional banquet tickets for your direct company staff
- > Promotion of the Banquet Sponsorship on the Convention App and in the onsite guide
- > Six \$25 gift cards that will be purchased on your behalf for contest prizes
- > Branded specialty cocktail napkins with company name and logo
- > ½ page ad in the onsite guide

What's Included?

All tiered À La Carte Sponsorship Packages include the following benefits:

- > Your logo on the Convention website.
- > Your logo in the Convention App logo carousel, which will be linked to your sponsor page with all your company details, marketing material and social handles.
- > Your logo on the sponsor page in the onsite guide.
- > Your logo on overall sponsor signage.
- > Sponsor identification on your name badges.
- > Your logo in one post-event email thanking both delegates and sponsors.



Edible Balloon Bar

\$6,800 (One Available) Thursday, May 20, 10:00 am – 2:00 pm

A Sweet Experience that Defies Expectations

Position your brand as a unique, photo-worthy activation. The Edible Balloon Bar is an unforgettable, interactive culinary experience that captivates attendees with a whimsical twist on dessert. Guests receive a handcrafted flavoured edible balloon that can be enjoyed and attached to a chocolate stick. This is perfect for sponsors looking to align their brand with innovation, creativity, and fun. This unexpected experience combines food, entertainment, and innovation to create a moment that attendees will want to capture and share.

What's In It for Your Brand:

- > Promotion of the Edible Balloon Bar sponsorship on the Convention App and in the onsite guide
- > Branded signage onsite and prominently displayed at the activation
- > Sponsor name and logo featured on branded napkins
- > Opportunity to showcase your brand through a branded brochure or promotional item provided to attendees at the balloon bar
- > Prominent placement of either branded messaging or a QR code for calls-to-action at the station
- > Opportunity to host a branded prize draw at the station, creating an engaging experience for attendees provided by the sponsor
- > Branded mobile cart with fresh floral accents and professional attendants
- > ½ page ad in the onsite guide

“This conference consistently delivers quality leads and valuable business relationships.”

– 2026 Exhibitor/Sponsor

Delegate Bag Sponsorship

\$6,000 (One Available)

Put Your Brand in Every Hand!

Make a lasting impression as the exclusive Delegate Bag Sponsor, a high-visibility opportunity to showcase your brand on 1,000 delegate bags.

These bags aren't just carried—they're seen. Carried throughout the three-day event, across the Expo floor, breakout sessions, networking spaces, and beyond, your logo becomes a constant, mobile advertisement viewed by attendees, speakers, and exhibitors alike.

Additionally, this sponsorship provides extended visibility—before, during, and even after the event, as many attendees continue to use the bags long after Convention.

What's In It for Your Brand:

- > One full Convention pass for staff
- > Company logo on all delegate bags
- > Promotion of the Delegate Bag sponsorship during Convention on the Convention App and in the onsite guide
- > \$100 gift card purchased on your behalf for a prize at the Farewell Remarks
- > ½ page ad in the onsite guide

“We made meaningful connections and had great conversations throughout the conference.”

– 2026 Exhibitor/Sponsor

Seniors' Care Expo Kick-Off

\$5,500 (One Available) Wednesday, May 19, 5:00 pm – 7:00 pm

Be the Brand that Starts It All.

Capture the spotlight by sponsoring the Opening Evening Social—the high-energy event that kicks off the Seniors' Care Expo in style! This lively gathering brings delegates together for an evening of food, entertainment, and connection, all while exploring the Expo floor and discovering the latest products and services in senior care. It's the perfect setting for networking, meaningful conversations, and building early buzz around your brand.

Start strong by showcasing your brand's commitment to innovation, leadership, and community engagement right from the opening night.

What's In It for Your Brand:

- > Verbal recognition at the Wednesday keynote
- > Additional signage
- > Eight passes for staff to attend the Seniors' Care Expo kick-off
- > Eight complimentary drink tickets
- > Branded cocktail napkins with company name and logo at the cash bar
- > \$200 in gift cards purchased on your behalf for a draw to be made during the Expo for one lucky winner!
- > Promotion of the Seniors' Care Expo Kick-Off sponsorship during Convention on the Convention App and in the onsite guide
- > ½ page ad in the onsite guide

Lights. Camera. Robot!

\$5,000 (One Available) Wednesday, May 19, 5:00 pm – 7:00 pm

The Robot that's Always Ready for Your Close-Up

Bring the future of event photography to the conference with an interactive Robo Picture Robot experience. Unlike traditional photo booths, Robo Picture Robots move throughout the event, capturing fun moments, engaging attendees, and creating memorable photos on the spot. Guests share and keep their personalized photos after the event for extended brand exposure.

What's In It for Your Brand:

- > Sponsor logo and branding incorporated into the photo experience
- > Custom branded photo prints, frames, overlays, filters and digital effects
- > Promotion of the Lights. Camera. Robot! sponsorship on the Convention App and in the onsite guide
- > Sponsor messaging incorporated into the guest photo experience
- > Branded digital photos delivered instantly to attendees' phones
- > Physical branded prints that guests can take home as memorable keepsakes
- > Opportunities for attendee-generated social media content and organic brand sharing
- > Robot styling to complement your brand or event theme
- > Customized voice messaging to create a fun and memorable brand interaction
- > A dedicated onsite attendant to manage the activation and enhance guest interaction
- > Two fully mobile Robo Picture Robots to maximize coverage, participation and visibility
- > ½ page ad in the onsite guide
- > \$100 gift card purchased on your behalf for the prize at the Farewell Remarks



SCAN ME





Innovation Showcase

\$5,000 (One Available)

Your place to connect with the latest senior care technology and the companies behind them.

New for 2027, the Innovation Showcase is where Convention attendees will discover, experience, and connect with the most cutting-edge technologies in seniors' care. The showcase will feature 12 carefully selected innovations, with opportunities to engage directly with the solution providers and the technologies themselves. As the exclusive sponsor, your company will be seen as an innovator in shaping the future of senior care.

What's In It for Your Brand:

- > Exclusive Naming Rights — The Innovation Showcase presented by the sponsor's name
- > Recognition included on the Convention website, event app, onsite guide, Showcase signage, and social media promotions
- > Prominent signage at the Showcase entrance: The Innovation Showcase presented by sponsor's name and logo
- > Recognition in a Convention email promoting the Innovation Showcase
- > Dedicated sponsor acknowledgment prior to Convention
- > Sponsor recognition during Convention announcements promoting the Showcase
- > A 30-second video message, recorded by the sponsor, shown during the Convention opening session.
- > Opportunity for a sponsor representative to be at the Showcase entrance to welcome attendees
- > Reserved tabletop to showcase your company within the Showcase itself
- > Recognition in Convention post-event communications
- > Sponsor of the Innovation Showcase People's Choice, which recognizes the technology voted best by attendees. The winner will be announced on the Friday of Convention.

“We appreciated the quality of attendees and the positive engagement at our booth.”

– 2026 Exhibitor/Sponsor

Lanyards Sponsorship

\$4,800 (One Available)

Every Delegate Will Wear Your Brand.

Put your brand around the neck of every delegate! Your company name and logo will be featured on the official Convention lanyard, worn throughout all three days of the event.

This sponsorship delivers continuous, high-visibility brand exposure as delegates carry your brand throughout the Convention and beyond. And when the day is over, the lanyard travels back to the hotel, keeping your brand visible even after the Convention closes.

What's In It for Your Brand:

- > Promotion of the Lanyards Sponsorship on the Convention App and in the onsite guide which includes a branded logo
- > Company logo printed on all attendee lanyards
- > ½ page ad in the onsite guide
- > \$100 gift card purchased on your behalf for a prize at the Farewell Remarks

Name Badges Sponsorship

\$4,800 (One Available)

Your Brand Front and Centre. Every Delegate. Every Day.

Make your brand part of every delegate interaction. Your logo will be prominently displayed in full colour on both the front and back of every Full Delegate name badge, giving your brand a high-profile presence throughout the Convention. From check-in and networking to sessions and social events, your brand will be visible as delegates connect, exchange information and meet new people. With your logo featured on every badge, this sponsorship creates consistent recognition and puts your brand at the centre of the delegate experience. Your brand. Every connection. Every conversation.

What's In It for Your Brand:

- > Promotion of the Name Badge's sponsorship during the Convention on the Convention App and in the onsite guide which includes branded logo
- > Your logo will be on both sides of the name badge
- > ½ page ad in the onsite guide
- > \$100 gift card purchased on your behalf for a prize at the Farewell Remarks

“The conference provided excellent exposure and valuable new business opportunities.”

– 2026 Exhibitor/Sponsor

Human Statue Sponsorship

\$4,700 (One Available)

Wednesday, May 19, 5:00 pm – 7:00 pm and Thursday, May 20, 10:00 am – 2:00 pm

Bring your brand to life with a striking living statues activation that captures attention and creates memorable photo opportunities throughout the Convention. Over two days, professionally painted performers will interact with attendees from their pedestal, featuring your sponsor logo and booth number for added brand visibility. This unique, eye-catching experience creates a natural conversation starter.

What's In It for Your Brand:

- > Includes full body paint and pedestal with sponsor logo
- > Promotion of the Human Statue sponsorship during the Convention on the Convention App and in the onsite guide which includes branded logo
- > ½ page ad in the onsite guide
- > \$100 gift card purchased on your behalf for a prize at the Farewell Remarks

Donut Worry, Be Happy Wall

\$4,300 (One Available) Thursday, May 20, 10:00 am – 2:00 pm

Donuts Worth Gathering For

The Donut Wall Experience is a visually stunning and highly interactive activation that combines delicious treats with a memorable networking moment. Featuring an eye-catching display of gourmet donuts, attendees are invited to select their favourite flavour while naturally gathering, connecting and sharing the experience with fellow delegates. With branded elements positioned alongside the display, your organization will benefit from strong visibility as attendees stop, snap photos, share content and enjoy the experience.

What's In It for Your Brand:

- > Custom donut wall branding designed to showcase your company in a high-visibility setting
- > Promotion of the Donut Worry, Be Happy Wall sponsorship on the Convention App
- > Branded signage prominently displayed at the Donut Wall activation
- > Custom-coloured donuts featuring colours that align with your brand
- > Branded takeaway bakery bags that keep your company visible as attendees enjoy their donuts throughout the event
- > Sponsor name and logo featured on branded napkins
- > Four RGB up lights in your brand colours to enhance the visibility of your activation
- > ½-page ad in the onsite guide
- > \$100 gift card purchased on your behalf for a prize at the Farewell Remarks

QuickLink:

See What's
Included in
Sponsorship
Packages



Tier 2 - À La Carte Sponsorships



Tier 2 - À La Carte Sponsorships

Hit The Road Lunch

\$3,900 (One Available) Friday, May 21

Leave a Lasting Impression.

Be the exclusive Hit the Road Lunch Sponsor. This high-profile opportunity gives your company a valuable presence at the end of the day, as attendees pick up their lunch and head out.

With prominent brand visibility at the lunch pick-up point, verbal recognition and logo on each lunch box and logo positioned on the main screen, your brand will be one of the last things that attendees experience before they leave—helping ensure your company is remembered long after the Convention ends.

What's In It for Your Brand:

- > Additional signage
- > Verbal recognition at the Friday plenary
- > Sponsor logo on all boxed lunches
- > Your company logo on screen during the lunchbox pickup
- > Promotion of the Hit The Road sponsorship on the Convention App and onsite guide
- > ¼-page ad in the onsite guide
- > \$200 gift card purchased on your behalf as a prize at the Farewell Remarks

“A great opportunity to connect with decision-makers and industry professionals.”

– 2026 Exhibitor/Sponsor

Keys to Riches

\$3,900 (One Available)

Wednesday, May 19 5:00 pm – 7:00 pm and Thursday, May 20, 10:00 am – 2:00 pm

Unlock the Excitement. Win the Moment.

An exciting interactive prize experience that invites delegates to select a key for their chance to win. Each key offers the anticipation of discovering whether it will unlock the prize box and trigger the lights and siren, creating a thrilling moment for every participant tied to your brand.

What's In It for Your Brand:

- > Position your brand at a high-energy activation designed to attract attention
- > Promotion of the Keys to Riches sponsorship during the Convention on the Convention App and in the onsite guide
- > Branded signage onsite and prominently displayed at the activation
- > Custom branding on the activation
- > ¼-page ad in the onsite guide

Connection Lounge Sponsorship

\$3,800 (One Available) (Wednesday, Thursday)

Where Conversations Happen. Your Brand Belongs There.

Be part of the heart of the Convention. Located in the Vide Foyer, the Connection Lounge is a central gathering place where delegates can connect, catch up on messages, take a break and recharge between sessions. With hundreds of delegates passing through the lounge each day, this high-traffic space offers exceptional visibility and a natural opportunity to connect with attendees in a relaxed, welcoming environment. Put your brand at the centre of where delegates connect, recharge and engage.

What's In It for Your Brand:

- > Lounge name will be included with your company name
- > Promotion of Lounge sponsorship during Convention on the Convention App and the onsite guide
- > Additional signage
- > ¼-page ad in the onsite guide
- > Banner bug/signage (sponsor supplied) on display in the lounge area
- > Opportunity to provide a branded token, giveaway item or treat to attendees, creating a memorable connection with your brand.



2027 CONVENTION THEME

Seniors' Care Expo Lunch Sponsorship

\$3,800 (One Available)

Connect with Attendees during the Convention's Largest Lunch!

The Thursday Seniors' Care Expo Lunch is the busiest meal of the Expo, where delegates enjoy lunch while continuing to explore exhibitor booths and learn about the latest senior care products and services. As the sponsor, your brand will be featured during this high-traffic networking opportunity, fostering valuable connections and sustained engagement throughout the event.

What's In It for Your Brand:

- > Two complimentary lunch tickets for your staff
- > Promotion of the Seniors' Care Expo Lunch sponsorship during Convention on the Convention App and in the onsite guide
- > \$100 gift card purchased on your behalf for a prize at the Farewell Remarks
- > Additional signage
- > ¼-page ad in the onsite guide
- > Opportunity to hand out a QR code to showcase product information, a contest or fill out a form to book a time to meet you onsite.

Giant Operation

\$3,500 (One Available)

Wednesday, May 19, 5:00 pm – 7:00 pm and Thursday, May 20, 10:00 am – 2:00 pm

Take Your Best Shot. Don't Touch the Sides!

Bring a nostalgic favourite to life on a giant scale with Giant Operation. Attendees test their focus, precision and steady hand as they use oversized tongs to remove body parts without touching the edges, triggering lights and buzzers if they make a mistake. This fun, highly visual activation creates meaningful face-to-face engagement, encourages friendly competition and connects your brand with fun, nostalgia and excitement.

What's In It for Your Brand:

- > Additional signage
- > Promotion of the Giant Operation sponsorship during the Convention on the Convention App
- > Branded signage onsite and prominently displayed at the activation
- > Custom front panel branding
- > ¼ page ad in the onsite guide

QuickLink:

See What's
Included in
Sponsorship
Packages



AdvantAge Ontario Board Reception Sponsorship

\$3,300 (One Available)

Connect with Leaders. Build Lasting Relationships

Sponsoring the AdvantAge Ontario Board Reception offers a unique opportunity to engage directly with the leaders who help shape the Association's direction and champion its work to strengthen the sector. This exclusive gathering offers an ideal setting for meaningful conversations, building connections, and showcasing your company's commitment to the long-term care and seniors' care community.

What's In It for Your Brand:

- > Three invitations for your staff to attend that includes refreshments and hors d'oeuvres
- > Logo on event signage
- > Logo on email invitations
- > ¼-page ad in the onsite guide

Gourmet Pretzel Bar Wall

\$3,200 (One Available) Wednesday, May 19, 5:00 pm – 7:00 pm

Twisting Up A Warm Welcome. One Pretzel at a Time.

Turn a classic favourite into one of the Convention's most irresistible experiences! The Gourmet Pretzel Bar Wall brings the warm, delicious appeal of freshly baked pretzels together with a tempting selection of savoury and sweet toppings, creating a fun and interactive experience that attendees will want to stop and enjoy. Its eye-catching presentation and interactive nature make a memorable part of the Convention experience, while also creating plenty of opportunities for photos and social sharing.

What's In It for Your Brand:

- > Promotion of the Gourmet Pretzel Bar Wall during the Convention on the Convention App
- > Branded signage prominently displayed at the Pretzel Wall activation
- > Sponsor name and logo featured on 200 custom-printed takeaway bakery bags
- > Provide a branded brochure or provide an exclusive giveaway
- > Offer a branded prize draw to encourage attendee participation
- > Custom RGB lighting that can be coordinated with your brand colours (Two branded wall bases providing additional sponsor visibility)
- > 200 authentic German pretzels creating individual brand touchpoints
- > Branded takeaway packaging that extends your brand exposure beyond the activation
- > Onsite activation staff support to manage the experience and enhance guest engagement
- > ¼-page ad in the onsite guide

“An outstanding event with exceptional organization and support from the conference team.”

– 2026 Exhibitor/Sponsor

Convention App Sponsorship

\$3,200 (One Available)

Put Your Brand at Every Delegate's Fingertips.

Put your brand in the palm of every delegate's hand at our 2027 Convention! The Convention App is an essential tool that delegates rely on throughout the event, providing quick and convenient access to schedules, speaker information, session details, sponsors, exhibitors and important Convention updates. As the App Sponsor, your brand will be integrated into a platform that delegates use throughout their Convention experience, giving you valuable and consistent visibility both before and during the event.

What's In It for Your Brand:

- > Your company logo on all pages of the Convention App, along with a banner ad
- > Verbal recognition at opening remarks
- > Logo on App signage
- > Two complimentary Banquet tickets
- > ¼-page ad in the onsite guide
- > \$100 gift card will be purchased on your behalf for a prize at the Farewell Remarks

Registration Area Sponsorship

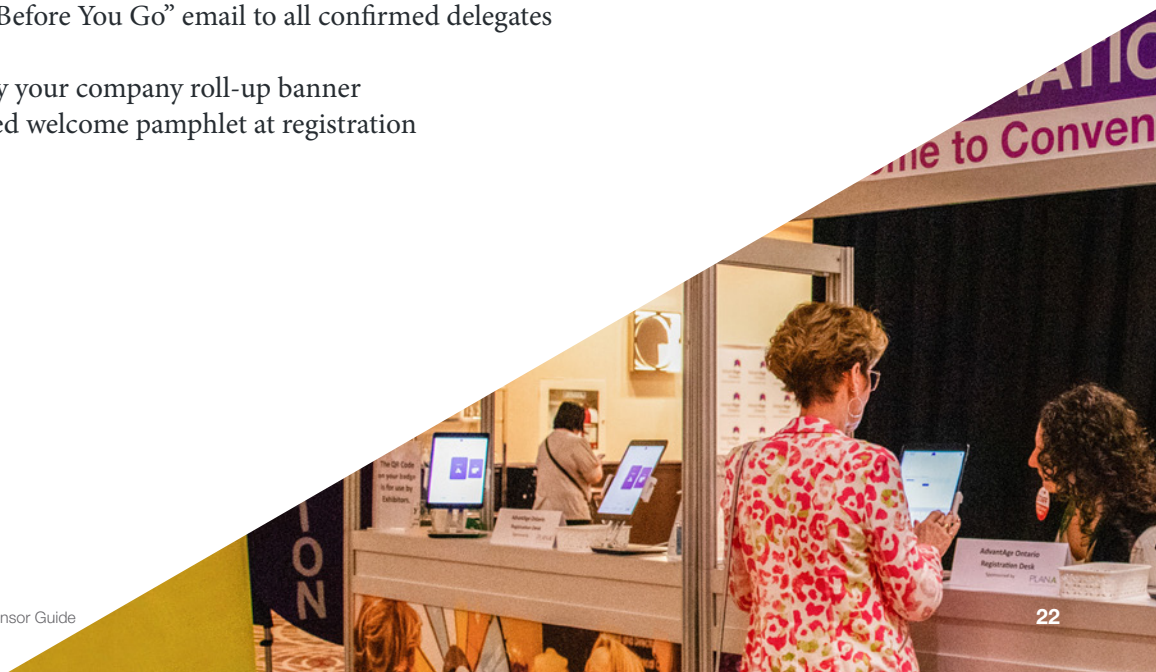
\$3,100 (One Available)

Make a Memorable First Impression!

Every delegate, speaker, and guest visits the registration desk to pick up their name badge and event materials, making this a prime spot for high-impact brand exposure. By sponsoring the Registration Area, your brand is the first thing attendees see upon arrival, setting a welcoming tone and ensuring maximum visibility throughout the event. It's an unbeatable opportunity to connect with every attendee right from the start and position your organization at the heart of the Convention experience.

What's In It for Your Brand:

- > Additional signage
- > Your logo in our final "Know Before You Go" email to all confirmed delegates
- > ¼ page ad in the onsite guide
- > Opportunity for you to display your company roll-up banner
- > Opportunity to place a branded welcome pamphlet at registration



Breakfast Sponsorships

\$2,200 - Continental Breakfast (One Available) Thursday, May 20

\$3,200 - Full Buffet Breakfast (One Available) Friday, May 21

Fuel the Day. Fuel New Connections.

Help delegates fuel up for a great day of learning, networking and connecting by sponsoring their first meal of the day! Breakfast is the perfect opportunity to put your brand front and centre as attendees arrive, settle in and prepare for a busy Convention. It's a great way to associate your brand with energy, hospitality and the start of a successful Convention experience.

What's In It for Your Brand:

- > Additional signage
- > Verbal recognition by the Convention Emcee
- > One ad announcement in the Convention App as the Breakfast Sponsor of the day
- > Recognition in the onsite guide
- > Branded napkins with company name and logo
- > Include an acrylic sign with your sponsored QR code for attendees to enter a sponsored contest or link to a pamphlet or flyer

“A well-organized event with excellent networking opportunities. We look forward to returning next year.”

– 2026 Exhibitor/Sponsor

Social Mixer Sponsorship

\$5,200 - Exclusive Sponsorship

Your company is the **only sponsor** and receives exclusive sponsorship rights.

\$2,700 - Shared Sponsorship

Your company shares the sponsorship with **one other sponsor**.

(Available Wednesday 7:30 pm – 12:30 am – Provincial Room)

Keep the Connections Going.

Continue the conversations long after the Opening Kickoff on Wednesday evening with The Social Mixer — a relaxed and inviting space where delegates unwind, connect, and build relationships in a casual setting. This networking experience is one of the highlights of the Convention, is always well attended and provides the perfect opportunity for attendees to continue conversations, meet new colleagues, and enjoy light snacks and beverages in a welcoming atmosphere. This sponsorship offers a unique opportunity to align your brand with meaningful connections and memorable moments at Convention.

What's In It for Your Brand:

- > Sponsor branding and signage throughout the room
- > The opportunity to showcase your company with your sponsor-supplied roll-up banner/signage, marketing materials and business cards in the room.
- > Promotion of the Social Mixer during Convention on the Convention App and the onsite guide
- > Opportunity to host a prize draw
- > Promotion through Convention communications
- > Sponsor will have the opportunity to provide a branded giveaway item to attendees in the Social Mixer room.
- > ¼ page ad in the onsite guide

Chinese Calligraphy

\$2,500 (One Available) Wednesday, May 19, 5:00 pm – 7:00 pm

Your Name, Beautifully Brought to Life in Calligraphy.

Give attendees a unique and meaningful keepsake with an authentic Chinese calligraphy experience. A skilled calligrapher creates each guest's name in beautiful Chinese characters on branded parchment, transforming a simple interaction into a personalized piece of art they can take home. This elegant, cultural activation connects your brand with creativity, artistry and tradition while creating a visually engaging experience that naturally attracts attendees and encourages participation. The personalized takeaway also keeps your brand top of mind long after the event.

What's In It for Your Brand:

- > Promotion of the Chinese calligraphy sponsorship during Convention on the Convention App and in the onsite guide
- > Branded signage onsite and prominently displayed at the activation
- > Custom branding incorporated into the calligraphy experience and branded parchment
- > Provide additional branded materials, promotional offers, giveaways or QR codes for a call to action in the calligraphy area
- > ¼ page ad in the onsite guide
- > Provide additional branded materials, promotional offers or giveaways

QuickLink:

See What's
Included in
Sponsorship
Packages



Educational Workshop Opportunity

\$2,500 (Three Available)

Share Your Expertise. Build Your Credibility.

You have requested more opportunities to engage directly with members, and we've listened! This is a chance for your staff to showcase their expertise in the field. The session will consist of a 90-minute workshop presentation by your company staff on a long-term care topic approved by the AdvantAge Ontario Education department. (The presentation should focus on providing educational value and does not allow for the promotion of the company's products and services.) Two presenters from your company are allowed to participate in the presentation.

It's important to note that your company is not a sponsor of the workshop; rather, your staff are serving as professional presenters.

What's In It for Your Brand:

- > Your workshop name, description and speaker names in the registration program for the educational session
- > Speaker bios included on the Convention App and website
- > You may have your logo on your PowerPoint presentation
- > You may leave your business cards for delegates who may want to follow up with you on your presentation

Note: This is not a first right-of-refusal sponsorship.

Strategic Communications Package

\$2,300 (Four Available)

Extend Your Reach Beyond the Convention.

Put your brand directly in front of nearly 5,000 leaders across Ontario's long-term and senior care sector. With every Convention marketing email reaching AdvantAge Ontario's exclusive audience, this sponsorship gives your organization a powerful way to build visibility and connect with an engaged professional network. Your logo will be featured prominently across Convention email communications, extending your reach well beyond the delegates who attend in person. It's a valuable opportunity to keep your brand top of mind with industry leaders before, during and after the Convention.

What's In It for Your Brand:

- > Your company logo in two Convention promotion emails delivered to nearly 5,000 long-term care and senior care professionals
- > Announcement messages on the Convention App (one each day)
- > ½ page ad in the onsite guide
- > Your logo in the "Know Before You Go" email blast, delivered to confirmed Convention delegates — our most-opened email every year
- > One social media post thanking our Strategic Communications sponsors, post-event
- > Two AdvantAge Ontario posts on LinkedIn promoting your sponsorship of Convention

The Big Screen Spotlight

\$2,200 (Four Available) Wednesday, May 19, Thursday, May 20, and Friday, May 21

Your Brand Deserves the Big Screen.

Put your brand front and centre with high-visibility exposure on the Convention's large-format LED wall, strategically positioned at the top of the concourse escalators across from the glass elevator. Located in a busy public area of the hotel, this premium traffic point provides visibility to Convention delegates, attendees, hotel guests and visitors throughout the event. Showcase your company logo, products, services, campaign or promotional message on a permanent LED display, with sponsor-provided content professionally deployed alongside other Convention messaging in a premium digital environment. This large-scale presence is designed to capture attention and keep your company top of mind.

What's In It for Your Brand:

- > Your company featured on the large-format LED wall throughout a high traffic area at Convention
- > One dedicated branded image or video clip displayed as part of the rotating content
- > Use motion and video to create a more dynamic and attention-grabbing brand experience
- > Extended exposure beyond traditional conference signage and the Expo floor
- > Repeated brand impressions as content rotates throughout the duration of the Convention
- > Drive awareness of a product, service, promotion or upcoming initiative
- > ¼ page ad in the onsite guide



Tier 3 - À La Carte Sponsorships

Whack-A-Mole

\$2,000 (One Available)

Wednesday, May 19, 5:00 pm - 7:00 pm and Thursday, May 20, 10:00 am – 2:00 pm

Think Fast. Hit Fast.

Bring out everyone's competitive side with this fast-paced, head-to-head version of the classic Whack-a-Mole game. Players have 30 seconds to test their speed and reflexes, racing to hit the pods as they light up while the scoreboard tracks every successful hit. With colourful lights, instant scoring and a winner revealed at the end of each round, this high-energy activation is designed to draw a crowd, encourage friendly competition and create a memorable experience around your brand.

What's In It for Your Brand:

- > Associate your brand with energy, competition, speed and fun
- > Create direct, face-to-face engagement through a fun and competitive experience
- > Branded signage onsite and prominently displayed at the activation
- > A visually engaging activation with lights, colour and instant scoring that attracts spectators and makes your brand stand out

“Professional, engaging, and a great experience from start to finish.”

– 2026 Exhibitor/Sponsor

Charging Station Sponsorship

\$1,950 (One Available) Wednesday, May 19, Thursday, May 20, and Friday, May 21

Power Devices. Power Connections.

Be the hero when delegates hit 1% battery! Give attendees a place to safely recharge their phones while putting your brand directly in front of them. The secure charging station features convenient lock boxes with passcodes, allowing delegates to power up with peace of mind while they network, attend sessions and enjoy the Convention. With delegates returning to the station throughout the day, your sponsorship delivers repeated visibility and a fun, useful touchpoint throughout the Convention.

Power up your brand and become the sponsor that delegates are thankful for!

What's In It for Your Brand:

- > Your company logo and branding on the charging station
- > Additional signage
- > Place your own display banner beside the charging station
- > Opportunity to feature a branded message, tagline or call-to-action at the station

Making Connections Sponsorship

\$1,700 (One Available) Wednesday, May 19, and Thursday, May 20

Break The Ice!

A highlight of Convention is the chance for delegates to spark new connections. We will energize the crowd in the plenary room with a lively two-minute icebreaker designed to ignite conversation and camaraderie. As the exclusive Making Connections Sponsor your company will take centre stage in each activity, ensuring your brand shines before delegates.

What's In It for Your Brand:

- > Verbal recognition by the emcee each day
 - > Company logo displayed on screen in the plenary room
 - > ¼ page ad in the onsite guide
-

Handwriting Expert

\$1,600 (One Available) Thursday, May 20, 12:00 pm – 2:00 pm

Sign Your Name. Discover Your Story.

Create a unique and memorable attendee experience with a professional Handwriting Expert Experience. A certified graphologist provides fun and engaging personality insights by analyzing attendees' handwriting samples or signatures. As attendees discover what their handwriting may reveal about their personality, the sponsor has a valuable opportunity to engage in meaningful discussions.

What's In It for Your Brand:

- > Branded signage positioned alongside the handwriting experience
- > Personalized takeaway cards that give attendees a lasting reminder of the experience and your brand
- > Association with an intriguing, creative experience
- > Opportunity to provide branded giveaways or promotional materials to participants
- > Opportunity to display a promotional roll-up banner at the display

Delegate Wi-Fi Sponsorship

\$1,450 (One Available)

Keep Everyone Connected.

Put your brand at the centre of the delegate experience with the exclusive Wi-Fi Sponsorship. As attendees connect throughout the Convention, your company will receive consistent, practical visibility through the Convention App, onsite signage and every delegate badge. This sponsorship positions your brand as a helpful part of the attendee experience while creating repeated exposure from check-in through to the final day.

What's In It for Your Brand:

- > Recognition as the Wi-Fi sponsor in the Convention App
- > Additional signage
- > Your company logo along with the Wi-Fi code on the back of every delegate badge
- > ¼ page ad in onsite guide

“Our team had meaningful conversations that led to valuable new connections.”

– 2026 Exhibitor/Sponsor

Refreshment Break Sponsorship

\$950 (Four Available)

Thursday break in Seniors' Care Expo (shared sponsorship)	2 Available
Thursday afternoon break	1 Available
Friday morning break	1 Available

Refresh Minds. Recharge Conversations.

Provide much-needed refreshment during Convention breaks!

Give delegates a chance to refuel and recharge during the Convention with a Refreshment Break Sponsorship. Your brand will be prominently featured at a high-traffic refreshment location, putting your company in front of engaged attendees as they take a break, grab a refreshment and recharge. This sponsorship creates a natural association with energy, hospitality and a positive attendee experience.

What's In It for Your Brand:

- > Company name and logo displayed on signage at the Refreshment Break locations
- > Recognition in the Convention App as the Refreshment Break Sponsor
- > Recognition in the onsite guide



The Pop-Up Sponsorship

\$650 (Four available)

Surprise. Delight. Be Remembered.

Offer an element of surprise at the Convention with a Pop-Up sponsorship designed to create unexpected moments that attendees will remember. When delegates see a flashing blue light, it means there's a fun giveaway! These surprises will add some fun and delight to the Convention experience.

What's In It for Your Brand:

- > Logo recognition at the pop-up activation
- > Choose from four available options, with the opportunity to select multiple options
- > Recognition in Convention communications
- > Branded signage prominently displayed onsite
- > Direct attendee engagement opportunity

“An excellent opportunity to showcase our products and services to the right audience.”

– 2026 Exhibitor/Sponsor

Member Home Tours Sponsorship

\$500 (Two Available)

Take Your Brand on the Journey.

Delegates enjoy visiting other homes to explore innovative operating models, unique resident features, programming and best practices in action. With approximately 15–20 attendees per tour, this sponsorship offers an intimate opportunity to build connections and engage directly with delegates.

What's In It for Your Brand:

- > Verbal recognition on the bus by the Tour Monitor
- > Opportunity to have one of your staff on the bus to talk to delegates for five minutes about your product/service
- > Company logo in promotions of the tour
- > Meet members by joining them on the tour



2027 CONVENTION THEME



► Add-On Options

If you have purchased a booth or any sponsorship package, you may purchase the following Add-On Options to enhance your exposure!

Advertise in the Onsite Guide Price Varies

Put your brand directly into the hands of Convention delegates by advertising in the official onsite guide. With **1,100 copies distributed to attendees**, your ad provides valuable visibility throughout the Convention as delegates use the guide to navigate sessions, activities, exhibitors and event details. Choose from a full-, half- or quarter-page placement to showcase your company, promote your services, highlight a special offer or drive attendees to a website or QR code. This is a simple and effective way to extend your brand presence beyond the event floor and remain visible throughout the delegate experience.

Full page ad-\$800

½ page ad-\$500

¼ page ad-\$300

Membership Directory 2027

Extend Your Reach Beyond Convention.

Keep your brand in front of senior care decision-makers all year long by advertising in the AdvantAge Ontario 2027 Member Directory. Distributed electronically to more than 800 member organizations and used year-round by administrators and senior leaders in long-term care, housing, and community services, the Directory is a trusted resource for sourcing products and services. Complement your Convention participation with a Directory advertisement to increase visibility, generate leads, and stay top-of-mind long after the event ends.

Reserve your space now to connect with buyers year-round.

Call Krista at 416-705-3096.

**Book Your
Member
Directory Ad
Today!**

Sponsorship Options Summary

SPONSORSHIP		COST	AVAILABLE
Title Sponsorship		\$22,000	1
Thursday Plenary Sponsorship		\$12,000	1
Friday Plenary Sponsorship		\$10,000	1
Education Block Sponsorship		\$8,000	6
Banquet Sponsorship		\$8,000	1
Edible Balloon Bar		\$6,800	1
Delegate Bag Sponsorship		\$6,000	1
Seniors' Care Expo Kick-Off		\$5,500	1
Lights. Camera. Robot!		\$5,000	1
Innovation Showcase		\$5,000	1
Lanyards Sponsorship		\$4,800	1
Name Badges Sponsorship		\$4,800	1
Human Statue Sponsorship		\$4,700	1
Donut Worry, Be Happy Wall		\$4,300	1
Hit The Road Lunch		\$3,900	1
Keys To Riches		\$3,900	1
Connection Lounge Sponsorship		\$3,800	1
Seniors' Care Expo Lunch Sponsorship		\$3,800	1
Giant Operation		\$3,500	1
AdvantAge Ontario Board Reception Sponsorship		\$3,300	1
Gourmet Pretzel Bar Wall		\$3,200	1
Convention App Sponsorship		\$3,200	1
Registration Area Sponsorship		\$3,100	1
Breakfast Sponsorships	Continental Breakfast	\$2,200	1
	Full Buffet Breakfast	\$3,200	1
Social Mixer Sponsorship	Exclusive Sponsorship	\$5,200	1
	Shared Sponsorship	\$2,700	2
Chinese Calligraphy		\$2,500	1
Educational Workshop Opportunity		\$2,500	3
Strategic Communications Package		\$2,300	4
The Big Screen Spotlight		\$2,200	4
Whack-A-Mole		\$2,000	1
Charging Station Sponsorship		\$1,950	1
Making Connections Sponsorship		\$1,700	1
Handwriting Expert		\$1,600	1
Delegate Wi-Fi Sponsorship		\$1,450	1
Refreshment Break Sponsorship		\$950	4
The Pop-Up Sponsorship		\$650	4
Member Home Tours Sponsorship		\$500	2
Advertise in the Onsite Guide		\$300-\$800	

**Place Your
Order Today!**

Contact:
Krista Hook
krista@eismanagementgroup.com
416-705-3096





Take the Next Step

To purchase:

- > a booth in the Seniors' Care Expo
- > a sponsorship package
- > **Click here** to [login to complete an exhibit booth application or to purchase a sponsorship.](#)

Contact:

Krista Hook, Show Manager
krista@eismanagementgroup.com
or by phone 416-705-3096

AdvantAge
Ontario
thanks all
commercial
members
for their
support.

View the
[online Expo
Floor Plan](#)
to check
availability.

Need-to-Know Details

Eligibility

Exhibitor and sponsorship opportunities are available exclusively to **AdvantAge Ontario Commercial Members in good standing**.

To participate, organizations must:

- > Hold an active and fully paid Commercial Membership at the time of application.
- > Maintain their Commercial Membership through the 2027 Convention & Seniors' Care Expo.
- > Pay 2027 Commercial Membership dues by **January 15, 2027** (date subject to confirmation).

Membership eligibility will be verified prior to booth and sponsorship assignments and again before the event.

Confirmation

A detailed confirmation package of your assigned booth and/or sponsorship will be issued once:

- > Commercial Membership eligibility has been verified.
- > Required Commercial Membership dues have been paid.
- > Booth space and/or sponsorship has been assigned.
- > Booth and/or sponsorship fees have been received.

Payment

Once Commercial Membership eligibility has been confirmed and booth space and/or sponsorship has been assigned by the Seniors' Care Expo Manager, an invoice will be issued outlining your assigned booth location (where applicable) and the associated fees.

- > Payment is due within **three (3) weeks** of the invoice date to secure your booth or sponsorship.
- > All remaining booth and sponsorship fees must be received by **Friday, January 29, 2027**.
- > Booth space or sponsorships purchased after **Friday, January 29, 2027**, require **immediate payment**.
- > Sponsorships paid by invoice (rather than by credit card) are payable **Net 30** from the invoice date.
- > Failure to remit payment within the required timeframe may result in AdvantAge Ontario releasing the booth space or sponsorship opportunity for resale.
- > A **50% non-refundable deposit** applies to all booth and sponsorship purchases.
- > AdvantAge Ontario reserves the right to release unpaid booth space or sponsorship opportunities for resale if payment is not paid on time.



Cancellation Policy

Cancellations received on or before **Friday, February 5, 2027**, are subject to a **50% cancellation fee**.

Cancellations received on or after **Saturday, February 6, 2027**, are non-refundable, and the full booth and/or sponsorship fee remains payable.

Non-Payment

Failure to maintain an active Commercial Membership or to pay membership dues and exhibitor or sponsorship fees by the required deadlines may result in cancellation of your booth and/or sponsorship. In these circumstances, AdvantAge Ontario reserves the right to:

- > Retain **50% of the exhibitor and/or sponsorship fee**; and
- > Release the booth space or sponsorship opportunity for resale without further notice.

continued...

Need-to-Know Details

First Right of Refusal

2027 Convention exhibitors and sponsors will be given the first opportunity to renew their booth location and selected sponsorship opportunities before they are released for sale to new exhibitors and sponsors.

Booth Teardown Policy

The exhibit hall officially closes at **2:15 p.m. on Thursday, May 20, 2027.**

Early teardown or dismantling of exhibits is **strictly prohibited.**

Exhibitors are required to keep their booths fully staffed and operational until the official closing time. Early teardown disrupts the integrity of the Seniors' Care Expo and may create safety concerns for attendees who remain in the exhibit hall.

Exhibitors must agree to remain on the exhibit floor with their booth fully operational until the official close of the Seniors' Care Expo.

Competitive Activities and Event Participation Policy

AdvantAge Ontario reserves the right to decline or limit sponsorship, exhibitor, advertising, speaking or other participation opportunities where the primary purpose is the promotion or sale of products, services, programs, platforms or educational offerings that directly compete with those of the Association. AdvantAge Ontario may also restrict promotional activities, messaging or materials that are intended to promote a competing offering during Association events.

Delegate Information

To comply with **Canada's Anti-Spam Legislation (CASL)**, AdvantAge Ontario does not distribute delegate mailing or email lists.

Exhibitors wishing to capture attendee information are encouraged to purchase the official **Seniors' Care Expo Lead Retrieval System**, allowing delegates to voluntarily share their contact information.

Respect and Professionalism

AdvantAge Ontario is committed to providing a professional, respectful, and collaborative Convention environment.

Commercial members, exhibitors, sponsors, and booth staff are expected to conduct themselves in a fair, ethical, and professional manner throughout the event.

Sponsors attending educational sessions are asked to refrain from promoting products or services during presentations and to respect the educational nature of these sessions.

Courtesy and professionalism toward fellow exhibitors, sponsors, delegates, speakers, volunteers, and staff are expected at all times.

Booth Sharing

Booth sharing is **not permitted.**

- > All booth personnel must be employees or authorized representatives of the exhibiting company.
- > Representatives from other companies, subsidiaries, affiliates, distributors, or partner organizations may not staff or promote products or services from another exhibitor's booth.
- > Companies wishing to participate in the Seniors' Care Expo must maintain their own Commercial Membership with AdvantAge Ontario and purchase their own exhibit space.
- > Promotional materials, brochures, giveaways, signage, or marketing materials for another company may not be displayed or distributed from an exhibitor's booth.
- > Any concerns regarding non-compliance should be reported to Seniors' Care Expo Management.

AdvantAge Ontario reserves the right to enforce these policies and may require the immediate removal of unauthorized personnel or materials from the exhibit hall.

