

Benefits of Participation

- ✓ Recognition and logo on delegate sponsorship pamphlet
- ✓ Company listed on OACAO website for remainder of 2010
- ✓ Optimum exposure to staff and volunteers working with older adults
- ✓ Enhance brand and product visibility
- ✓ Make key industry contacts
- ✓ Gather leads
- ✓ Stay on top of customer needs

Make The Most Of Your Display

Three seconds... that's about how long you have to get the attention of a potential customer walking by your trade show booth. Having the right trade show display is critical to your trade show exhibiting success. Your trade show exhibit booth needs to stand out from all the other exhibit booths and get your company noticed. It has to grab qualified prospects and draw them into your trade show booth. It has to get the job done.

- Visual Impact: make a strong first impression
- Be Clear: Who are you? What do you do?
- Company name should be clear and visible
- Explain to visitors "What's in it for them? How can you help them?"
- Add creativity and colour: giveaways, promotional items, free samples
- Make a connection: Smile! Eye contact, positive attitude
- OACAO encourages exhibitors to make their display interesting and interactive

To register or for more information:

Wendy Kornelsen, Tradeshow Committee Chair
c/o Evergreen Senior's Centre
683 Woolwich Street
Guelph, Ontario N1H 3Y8
519-823-1291 ext. 2684
wendy.kornelsen@guelph.ca

By 2021, the population age 65+ will increase to 17.9% from the current 12.7%

-OSSA : "The Mosaic" newsletter Winter 2002/03



Tradeshow Exhibitor
Information Package

“Every seven seconds a baby boomer turns 50”

-Bartlett DF

What Is OACAO?

Older Adult Centres' Association of Ontario is an incorporated non-profit provincial organization and registered charity. We ensure that Older Adult centres in Ontario have a voice as we advocate on their behalf so they can provide their senior members with opportunities and choices that lead to healthy and active lifestyles. We have a membership of 125 centres and organizations, representing 300 staff and 150,000 older adults across Ontario.

We are the voice of Older Adults Centres!

www.oacao.org/tradeshow

2010 OACAO Education Forum & Trade Show



The 2010 Education Forum and Trade Show provides workshops, guest speakers, networking and brainstorming opportunities for delegates who represent older adult / senior centres from across Ontario. This annual forum is a prime opportunity for staff and volunteers working with seniors and seniors themselves to keep in touch with up-to-date research, contacts and services related to the aging population



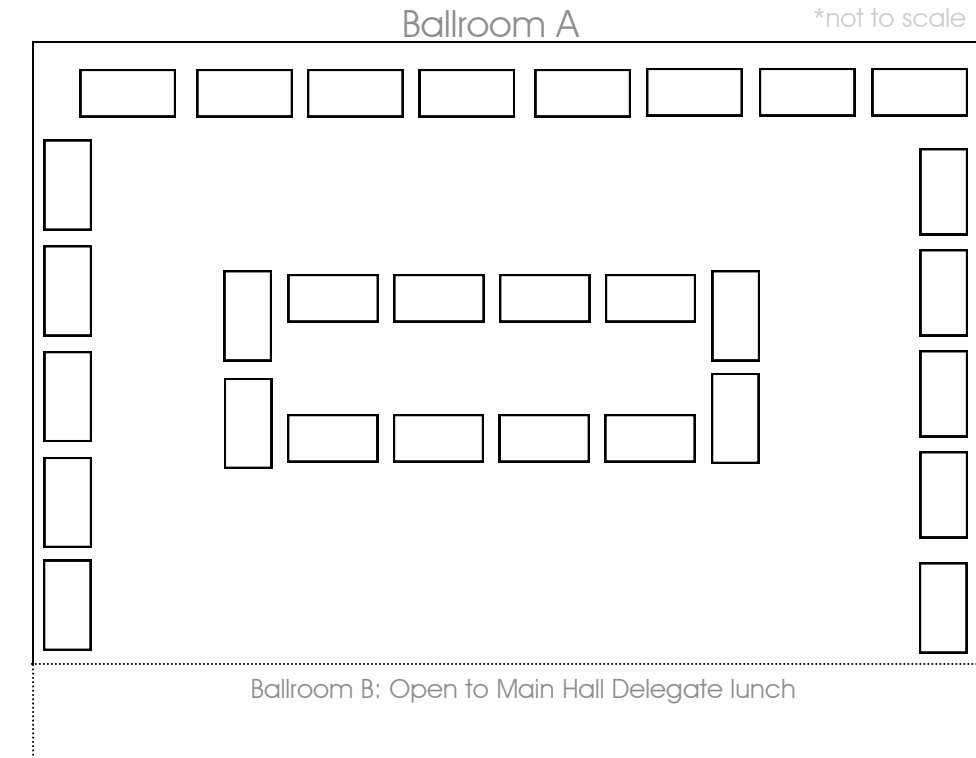
The Trade Show portion of the forum is designed to draw together a variety of organizations under one umbrella to promote the most current initiatives, issues and projects relevant to conference delegates.

2010 OACAO Trade Show
Monday October 18, 2010
Delta Hotel & Conference Centre
50 Stone Road West
Guelph, Ontario



Tradeshow Exhibitor Information

2010 Tradeshow Floor Plan



Trade Show Set Up

Monday October 18th
9:00 am—11:00 am

***Light refreshments provided for exhibitors*

11:00 am—11:30 am

Trade Show Hours

12:00 noon—2:00 pm

(The Trade Show has been situated in the Main Ballroom for the duration of the conference lunch time to ensure optimal traffic and interaction for exhibitors)

Notes:

- Tables along the exterior of the ballroom will be set up against the wall
- Tables in the centre of the ballroom will be back to back and are intended for standing in front
- Booth space is assigned by the Tradeshow Committee, who will attempt to ensure competing businesses are not located in close proximity

Tradeshow Exhibitors can expect:

- 6ft. x 3ft.- foot table with 1 ft. between tables
- Tablecloth & skirting
- Access to electrical outlet
- All tradeshow exhibitors set up in main ballroom for optimum exposure and interaction with delegates

Corporate Rate

\$350 (Non OACAO Business Partner)

Non Profit Organization

\$100

OACAO Business Partner

Pre-Paid (included in Business Partner Agreement)

Have Promotional Items to provide?

We can insert your items in the conference packages.

The 2010 OACAO Education Forum & Trade Show is held over three days. To ensure every delegate receives your promotional item— we will insert them in the packages that are distributed to all attendees. An option for organizations who cannot attend the trade show.

Fee: \$50.00 (approx. 120 items)