



SENIORS' EXPO 2025

EXPLORE • GROW • CONNECT

Sponsorship and Exhibitor Opportunities



Join us for an inside scoop on all things generations 50+

Saturday, April 26th 2025

Unison at Kerby Centre
1133-7 Avenue S.W.
Calgary, Alberta

(403) 265-0661

UnisonAlberta.com

Exhibitor Booths • Educational Sessions • Music
Giveaway Bags • FREE Admission



Sponsorship and Exhibitor Opportunities

Unison at Kerby Centre is excited to host the Seniors' Expo, our annual signature event, in person on **Saturday, April 26, 2025 from 9AM-3PM.**

The Expo offers a full day of fun for the 50+ community with more than 60 trade-show booths, information sessions & entertainment featuring an impressive variety of products, services and information for older adults and their families. Approximately **2,000 people attended this one-day event last year**, making it a must-see annual event for the 50+ in Calgary.

The Seniors' Expo offers an incredible opportunity to profile your business to an engaged audience of older adults in Calgary. You'll get great visibility with your target demographic at this well-attended Expo and in marketing activities leading up to the event.

We are offering corporate sponsorships that give you significant opportunities to get in front of your target audience and share valuable information about your products and services.

Supporting Unison at Kerby Centre

Mission

To support older adults to live well in their community.

Vision

A community of engaged older adults.

Lead the way to change lives and make a real impact for vulnerable seniors in Southern Alberta. Unison is a non-profit that supports seniors through a variety of programs and services.

We are inviting sponsors and exhibitors to bring non-perishable food donations to the Expo. Help us build a tower of food to feed hungry seniors!



Sponsorship and Exhibitor Opportunities

Seniors' Expo 2025 Sponsorships

Platinum

\$6,000 | 3 Opportunities

Premium Large booth (12'x6') with 8' table + Power + 4 chairs (value \$1,250) + Company LOGO featured on all Expo marketing + promotion and program including:

Exclusive Promotion: Your Logo included on our **Pattison electronic board Ad at C'train Kerby Station** 2 weeks prior to Seniors' Expo

Printed Promotion:

- Logo on Half page Expo ad spread in the April edition of Unison News
- Full color 1/4 page ad featuring company logo/photo + business bio in April's Unison News edition

Digital Promotion:

- Via eNewsletter to 10k recipients, signage at Unison Kerby Centre TVs + business ad
- Your Logo will be placed on the Seniors' Expo landing page linked to your company's website

Complimentary:

- 12 Months XL Leaderboard Digital Banner Ad in Unison News Online
- Unison News Advertisement: 2 - 1/4 Page Ads*
- Hole Sponsorship included to join us at our **2025 Unison Calgary Charity Classic Golf Tournament**
- Receive recognition as Partner Sponsor on the following events: Being Proactive Series, Seniors Week, Active Aging Week (your Logo included on all promotional material)
- Receive a 10% Discount on your next Full OR Half Page Ad in the 2026 Seniors Directory
- Receive a complimentary extra 10% discount on any Unison News Advertisement Pack in 2025
- Received 1 Full Day Parking Pass at the designated exhibitor parking lot across from Unison

Engage:

- Opportunity to present at one of the Being Proactive Sessions 2025*
- Opportunity to share your knowledge and expertise at one of our Unison Virtual sessions through our Online Active Aging Program
- Opportunity to be one of our Key Note Speakers at the Seniors' Expo 2025

Recognition:

- Post event Thank You ad in the May edition of Unison News + Unison Landing Page + eNewsletter

**Dates and deadlines based on availability*

For more information about becoming a sponsor, please contact

587-441-3696 | AndresG@UnisonAlberta.com

Sponsorship and Exhibitor Opportunities

Seniors' Expo 2025 Sponsorships

Golden

\$4,000 | 4 Opportunities

Premium Location Medium booth (8'x6') with 6' table + Power + 2 chairs (value \$750)
+ Company LOGO featured on Expo marketing + promotion and program including:

Printed promotion:

- Logo on Half page Expo ad spread in the April edition of Unison News
- Full color 1/4 page ad featuring company Logo/photo + business bio in April's Unison News edition

Digital Promotion:

- Via eNewsletter to 10k recipients, signage at Unison Kerby Centre TVs + business ad
- Logo placed on the Seniors Expo landing page linked to your company website

Complimentary:

- 12 Month XL Leaderboard Digital Banner Ad on Unison News Online
- Unison News Advertisement: 2 - 1/4 Page Ads*
- Hole Sponsorship included to join us at our **2025 Unison Calgary Charity Classic Golf Tournament**
- Receive a complimentary extra 10% discount on any Unison News Advertisement Pack in 2025
- Receive a 10% Discount on your next Full OR Half Page Ad in the 2026 Seniors Directory
- Received 1 Full Day Parking Pass at the designated parking lot across from Unison

Engage:

- Opportunity to present at one of the Being Proactive Sessions 2025*
- Opportunity to share your knowledge and expertise at one of our Unison Virtual sessions through our Online Active Aging Program

Recognition:

- Post event thank you ad in the May edition of Unison News + Unison website + eNewsletter

**Dates and deadlines based on availability*

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Sponsorship and Exhibitor Opportunities

Seniors' Expo 2025 Sponsorships

Entertainment Sponsor

\$3,000

Premium Medium booth (8' x 6') with 6' table + Power + 2 chairs (value \$750) + Company LOGO featured on Expo marketing + promotion including:

Entertainment Sponsor: Opportunity to host an extra booth in the Kerby Café.

Printed promotion:

- Logo on Half page Expo ad spread in the April's Unison News edition
- Full color 1/4 page ad featuring company logo/photo + business bio in the April's Unison News edition

Digital Promotion:

- Via eNewsletter to 10k recipients, signage at Unison Kerby Centre TVs + business ad
- Logo placed on the Seniors Expo landing page linked to your company website

Complimentary:

- 12 Months XL Leaderboard Digital Banner Ad on Unison News Online
- Unison News Advertisement: 2 - 1/4 Page Ads*
- Receive a complimentary extra 10% discount on any Unison News Advertisement Pack 2025
- Receive a 10% Discount on your next Full OR Half Page Ad in the 2026 Seniors Directory
- Received 1 Full Day Parking Pass at the designated parking lot across from to Unison

Engage:

- Opportunity to present at one of the Being Proactive Sessions 2025*
- Opportunity to share your knowledge and expertise at one of our Unison Virtual sessions through our Online Active Aging Program

Recognition:

- Post event thank you ad in the May edition of Unison News + Unison website + eNewsletter

**Dates and deadlines based on availability*

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Sponsorship and Exhibitor Opportunities

Seniors' Expo 2025 Sponsorships

Partner

\$2,000

Premium Medium booth (8' x 6') with 6' table + Power + 2 chairs (value \$750) + Company LOGO featured on Expo marketing + promotion including:

Printed Promotion:

- Logo on Half page Expo ad spread in the April's Unison News edition
- Full color 1/4 page ad featuring company logo/photo + business bio in the April's Unison News edition

Digital Promotion:

- Via eNewsletter to 10k recipients, signage at Unison Kerby Centre TVs + business ad
- Your Logo will be placed on the Seniors Expo landing page linked to your company's website

Engage:

- Opportunity to present at one of the Being Proactive Sessions 2025*

Complimentary:

- 6 Months XL Billboard Digital Banner Ad on Unison News Online
- Unison News Advertisement: 2 - 1/6 Page Ads*
- Receive a 10% Discount on your next Full OR Half Page Ad in the 2026 Seniors Directory
- Receive a complimentary 10% Discount on any Unison News Advertisement Pack 2025
- Received 1 Full Day Parking Pass at the designated parking lot across from Unison

Recognition:

- Post event Thank You ad in the May Unison News + Unison Landing Page + eNewsletter

**Dates and deadlines based on availability*

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Sponsorship and Exhibitor Opportunities

Seniors' Expo 2025 Sponsorships

Friend
\$1,300

Premium Medium booth (8' x 6') with 6' table + Power + 2 chairs (value \$750) + Company NAME featured on Expo marketing + promotion and program including:

Printed Promotion:

- Name on Half page Expo ad spread in the April's Unison News edition
- Full color 1/4 page ad featuring company logo/photo + business bio in the April's Unison News edition

Digital Promotion:

- Via eNewsletter to 10k recipients, signage at Unison Kerby Centre TVs + business ad
- Your Name will be placed on the Seniors Expo landing page linked to your company's website

Engage: Opportunity to present at one of the Being Proactive Sessions in 2025*

Complimentary:

- 6 Months XL Billboard Digital Banner Ad on Unison News Online
- Receive a 10% Discount on your next Full OR Half Page Ad on the 2026 Seniors Directory
- Receive a complimentary 15% Discount on any Unison News Advertisement Pack 2025
- Received 1 Full Day Parking Pass at the designated parking lot across from Unison

Recognition:

- Post event Thank You ad in the May edition Unison News + Unison Landing Page + eNewsletter

**Dates and deadlines based on availability*

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Sponsorship and Exhibitor Registration

Please select your preferred option:

Sponsors

- Platinum (includes premium large booth + Hole Sponsorship) **\$6,000**
- Golden (includes premium medium booth + Hole Sponsorship) **\$4,000**
- Volunteer Sponsor & Entertainment Sponsor (includes premium medium booth) **\$3,000**
- Partner (includes premium medium booth) **\$2,000**
- Friend (includes preferred medium booth) **\$1,300**

Exhibitors

- Medium booth (preferred location) 8' x 6' with 6' table + 2 chairs **\$750** **\$825 with power**
- Medium booth (Lounge) 8' x 6' with 6' table + 2 chairs **\$500** **\$575 with power**

Date: _____ Phone: _____

Company name: _____

Address: _____ City/PC: _____

Contact name: _____

Email (required): _____

PAYMENT INFO

Visa/MC: _____ Exp: _____ CSV _____

Name on card + signature: _____

Invoice required: Yes No

Parking is NOT included. Parking is available in city lots adjacent to Unison at Kerby Centre.

CANCELLATION POLICY

The rental fee (minus a \$100 admin fee) will be returned for agreements cancelled **before 3pm, Friday, April 11, 2025**. There will be no refunds for agreements cancelled after this time. Sponsorships are non-refundable.

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