## Conference Partners

<table>
<thead>
<tr>
<th>Alzheimer's Disease International</th>
<th>Expertfile</th>
<th>Janaseva Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian Centre for Aging and Brain Health Innovation</td>
<td>FADOQ</td>
<td>MACOSS</td>
</tr>
<tr>
<td>Canadian Longitudinal Study on Aging</td>
<td>FADOQ</td>
<td>McMaster Institute for Research on Aging</td>
</tr>
<tr>
<td>CERS</td>
<td>Golden Age Foundation</td>
<td>Medical Corporation Junko-Ike</td>
</tr>
<tr>
<td>Common Age</td>
<td>Hall and Prior Residential Health and Aged Care Organization</td>
<td>MIFNET</td>
</tr>
<tr>
<td>Community Development Volunteers for Technical Assistance</td>
<td>Haven Toronto</td>
<td>Realize Canals</td>
</tr>
<tr>
<td>Cyber Seniors</td>
<td>HelpAge International</td>
<td>Reversa</td>
</tr>
<tr>
<td>Egale Canada Human Rights Trust</td>
<td>Hong Kong Council of Social Services</td>
<td>Services and Advocacy for GLBT Elders</td>
</tr>
<tr>
<td>Elder Abuse Ontario</td>
<td>Hospice Palliative Care Ontario</td>
<td>South Riverdale Community Health Centre</td>
</tr>
<tr>
<td>Essential Conversations Project</td>
<td>International Longevity Centre Global Alliance</td>
<td>University of Toronto Institute of Life Course and Aging</td>
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"Towards a Decade of Healthy Ageing-From Evidence to Action"
About

The International Federation of Ageing (IFA)

The International Federation on Ageing is an international non-governmental organization (NGO) with a membership base comprising government, NGOs, academics, industry and individuals in 70 countries. The IFA began operations in 1973, at a time when the social and economic impact of population ageing was only just beginning to be understood by governments around the world.

The IFA has General Consultative Status at the United Nations (UN) and its agencies and is in formal relations with the World Health Organization (WHO). The IFA has been involved in: drafting key initiatives such as the UN Principles for Older Persons; is an active organization in the drive toward older people being recognised in the Sustainable Development Goals (SDGs); and has a strong voice in the dialogue on how best to legally protect the rights of older people globally.

The IFA is a registered charity in Canada, with an international Board of Directors democratically elected by its members, and led by the IFA President Mr Bjarne Hastrup, founder and Chief Executive Officer DaneAge.

International Federation of Ageing 14th Global Conference

“Towards a Decade of Healthy Ageing – From Evidence to Action” is the catch cry for the IFAs 2018 Global Conference. Four main themes: Combating Ageism, Toward Healthy Ageing, Age-Friendly Environments, and Addressing Inequalities are the foundation blocks that connect the sub-themes into a cohesive, proactive framework for intersectoral and interdisciplinary dialogue.

The WHO defines healthy ageing “as the process of developing and maintaining functional ability that enables well-being in older age” (2015)\(^1\). This new narrative requires transformational systemic actions that enable older people to do what they value. The conference is aligned with the WHO World Report on Ageing and Health (2015)\(^2\) and the two goals of the WHO Global Strategy and Action Plan (GSAP) (2016)\(^2\) namely evidence-based action to maximize functional ability that reaches every person; and establishing evidence and partnerships necessary to support a Decade of Healthy Ageing from 2020 to 2030.

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Toronto and Ryerson University

The IFA has called Toronto home for the past decade. Toronto is the largest city in Canada and is one of the most multicultural cities in the world. Over 140 languages and dialects are spoken in Toronto and over half of Toronto’s population was born outside of Canada. Toronto is a hub of art, business, culture and finance and provides a unique opportunity for our delegates to experience the breadth and depth of the life course around the world in a single place.

There are several festivals in Toronto at the same time as the conference. One of these festivals is the 25th year of “Taste of the Danforth” in Greektown which showcases Greek food and culture and attracts as many as 1.6 million people; making it one of Canada’s largest street festivals.

Ryerson University is a leader in innovative, career-focused education with a focus on innovation and entrepreneurship. The IFA is very proud to be convening its 14th Global Conference in the urban setting of Ryerson in the heart of Toronto. Its mission is to serve societal need and its commitment to engaging the community is complementary to the goals of this global conference.

Who attends IFA conferences?

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## Program Framework

### “Towards a Decade of Healthy Ageing – From Evidence to Action”

#### Combating Ageism

Ageism and age discrimination can take many forms, including prejudicial attitudes, discriminatory practices, or institutional policies and practices that perpetuate stereotypical beliefs. This socially ingrained phenomenon must be combatted rather than become a self-fulfilling prophecy through the promotion of stereotypes of social isolation, physical and cognitive decline, lack of physical activity and economic burden.

Discrimination against individuals based on their age has serious consequences for older people. Negative stereotypes often become engrained in health and social care systems where older people require the most support.

The issue of the employment of ‘older workers’ and the ageing workforce has been featured prominently in policy documents for more than a decade. Defining what is meant by an ‘older worker’, however, is becoming more problematic in the context of employment laws and financial protection, including pensions and social security. Given that ageism is an important exclusion factor for older workers in labor markets a transformational change is required with a systematic strategy to confront and resolve age discrimination in employment.

Rather than steering older people towards predetermined social purposes, public-health policy would be better aimed at empowering and enabling older people to achieve things previous generations could never imagine. Tackling ageism will require building and embedding in the thinking of all generations, a new understanding of ageing.

**Sub-Themes:** Abuse Against Older Persons; Access to Health and Social Care; End of Life Care; Access to Work; Social Exclusion; and Income Security

#### Toward Healthy Ageing

Healthy ageing is the process of developing and maintaining functional ability that enables wellbeing in older age. New evidence suggests that a combination of a person’s physical and mental capacities is a strong predictor of health and wellbeing but represents only one factor that will determine the actions and activities of an older person.

Concomitant with an ageing global population with multi-morbidities is the cost to societies. The greatest costs however may not be the expenditures to foster functional ability, but the benefits that might be missed if nations fail to make the appropriate investments. Through the theme “Toward Healthy Ageing” aspects of ageing, health and functional changes will be explored. For instance:

- Older persons are particularly vulnerable to malnutrition and many of the diseases suffered in later age are the result of dietary factors.
- An emerging priority is to identify low cost, accessible interventions that offer a promise of reducing cognitive ageing and more severe cognitive pathologies worldwide or enhancing cognitive function.
- Older people have a right to avoid getting sick when there are safe, cost effective ways of doing so. With vaccination rates significantly higher in infants than in their grandparents, should a life course approach to vaccination be the public health goal?

**Sub-themes:** Cognitive Health; Disease Management; Eye Health; Hearing; Life Course Approach to Vaccination; Nutrition; and Oral Health
**Age-Friendly Environment**

At a population level, dynamic strategies are necessary to not only aim to raise overall levels of ability but to paying particular attention to those subpopulations with the least resources or lowest level of functional ability.

The interaction between the physical and mental capacities of a person (intrinsic capacity) with their surrounding environment (the external world) is highly influential in determining level of functioning and ability to contribute to society.

Physical and social environments are powerful influences on health ageing and shape the trajectories of capacity to extend what a person is able to do (their functional ability). Age-friendly environments facilitate older people to be and to do what they have reason to value by enabling them to maximize both their capacity and their ability.

To enable society to render health and social policy to ensure individuals are equipped to pursue their goals and achieve their full potential in life, new thinking and emerging technology must be embraced when looking at functional ability. For example reablement is part of a new policy narrative and challenges the negative discourse of ageing and age-related morbidities towards a perspective which focuses on intrinsic capacity and functional ability. Also there is the emerging field of cognitive ageing where mitigation of severe cognitive deterioration is imperative and is a global public health concern.

**Sub-themes:** Age-friendly Cities; Brain Health; Companion Animals; Innovation in Long-Term Care; Rehabilitation and Reablement; and Technology and Ageing

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**Addressing Inequalities**

Diversity is often overlooked in policies and programs that aim to improve the health and well-being of older people and the ageing population. This is problematic because at some level of development there is an assumption that the experience of all older people is the same regardless of factors such as gender, race, sexual orientation, citizenship status, and so forth.

Furthermore, it dismisses the fact that life experiences significantly impact and at times jeopardise the health and ability of older people to meet their basic needs. For instance:

- Older women are 33% more likely to be poor compared to men of the same age in OECD countries\(^4\).
- Cognitive pathologies and physical diseases common to older adults are seriously exacerbated for those living in refugee camps or seeking asylum as medical attention and psychological support is limited, supplies are minimal, malnutrition is rampant, and adequate shelter is often lacking\(^4\).
- LGBT older adults are at greater risk for physical and mental illness because there are less likely than heterosexual and/or non-transgender older people to access support at non-LGBT health service providers, meal programs, and other type of social support programs due to the fear of experiencing severe discrimination and sexual harassment\(^5\).

**Sub-themes:** Older LGBTQI Persons (Lesbian, Gay, Bisexual, Transgender, Queer, and Intersex); Older Migrants; Older Refugees; Older Prisoners; Older Women; Older Homeless Persons; and Older Indigenous Persons

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Bursary Program

The Bursary Program enables selected delegates living in less developed countries to obtain financial assistance to participate in the International Federation on Ageing’s 14th Global Conference and affiliated events. To have a diversity of opinions and views, the IFA will select delegates from a maximum of different countries and at least 50% of the Bursary Program will be allocated to women.

The Bursary Program has been defined in accordance with Canadian Laws, as determined by the Canadian Charter of Rights. In compliance with the Charter, the Outreach Program has no restrictions with regard to gender, race, religion, physical ability, sexual orientation, political beliefs or HIV/health status.

Eligibility Criteria includes:

- At least 18 years of age and living in a less developed country or country in transition
- Have had an abstract accepted for the IFA 2018 conference
- Preferably a member of the IFA
- Agree to write a brief report about your experience at the IFA conference

10% of your sponsorship dollars will go towards this important Bursary Program

“...would like to express my heartiest thanks to IFA and you for giving me this wonderful opportunity to participate in the conference and for accepting me for the bursary. I had a memorable experience. Met friends and initiated long lasting friendships. We have promised ourselves to meet again in Toronto too.”

Shyama Ranabahu
IFA 13th Global Conference on Ageing Attendee
Lecturer, University of Ruhuna
Sri Lanka
## Summary of Key Sponsorship Opportunities

**Premium Sponsors**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Combating Ageism (Taken)</td>
<td>$75,000</td>
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<tr>
<td>Toward Healthy Ageing (Exclusive)</td>
<td>$75,000</td>
</tr>
<tr>
<td>Age-Friendly Environments (Exclusive)</td>
<td>$75,000</td>
</tr>
<tr>
<td>Addressing Inequalities (Exclusive)</td>
<td>$75,000</td>
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**Contributor Sponsors**

<table>
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<tr>
<th>Sponsor</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Closing Reception (Exclusive)</td>
<td>$30,000</td>
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<tr>
<td>Supporting Sponsor (2 opportunities)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Symposium (3-4 opportunities)</td>
<td>$7,500</td>
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<tr>
<td>Student Lounge* (Exclusive)</td>
<td>$5,000</td>
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*Please contact Ms Tarah McMaster for more information*

**Food and Beverage Sponsors**

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<thead>
<tr>
<th>Sponsor</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Lunch (3 opportunities)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Health Break (Taken)</td>
<td>$5,000</td>
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*Please note that all amounts are in US Dollars*
## Premium Sponsorship Packages

<table>
<thead>
<tr>
<th>Category</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception</td>
<td>$30,000</td>
</tr>
<tr>
<td>Supporting Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Symposium</td>
<td>$7,500</td>
</tr>
<tr>
<td>Volunteer T-Shirts</td>
<td>$4,000</td>
</tr>
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</table>

### Signage
- Company name and logo printed on signs at Chelsea Hotel and Main Theatre at Ryerson University
- Chelsea Hotel: √
- Main Theatre: √

### Conference Program
- Company name and logo in program
- Main Theatre: √
- Mounbatten Court: √

### Advertisement
- Opportunity to provide a full colour advertisement for Conference program
- ½ page: √
  - Main Theatre: √
  - Mounbatten Court: √

### Slide show loop on all screens
- Company name and logo displayed in Main Theatre, and Mounbatten Court
- Main Theatre: √
- Mounbatten Court: √

### Media
- Recognition in any pre and post activities
- Main Theatre: √
- Mounbatten Court: √

### Conference website
- Company logo and click through ability to company website
- Main Theatre: √
- Mounbatten Court: √

### Conference registration
- Complimentary registrations
- Main Theatre: 2
- Mounbatten Court: 2

### Opening plenary session
- Verbal recognition of support
- Main Theatre: √
- Mounbatten Court: √

### Logo: on podium and signage outside session room, in program under session description and on Conference app under session description
- Main Theatre: √
- Mounbatten Court: √

### IFA membership
- Complimentary through 2018
- Main Theatre: √
- Mounbatten Court: √

### Conference program: Company logo on cover
- Main Theatre: √
- Mounbatten Court: √

### Conference program: Company logo inside on back page
- Main Theatre: √
- Mounbatten Court: √

### Exhibitor booth
- Exhibitor booth inside exhibition lane to include admission for 1 company rep
- Main Theatre: √
- Mounbatten Court: √

### Brand recognition
- On boxed lunches and napkins
- Main Theatre: √
- Mounbatten Court: √

### Conference bags: your company logo on all conference bags
- Main Theatre: √
- Mounbatten Court: √

### Conference bags: opportunity to place company material in bags
- Main Theatre: √
- Mounbatten Court: √

### Volunteer t-shirts: 150-200 t-shirts with company logo printed on the back
- Main Theatre: √
- Mounbatten Court: √

## Food and Beverage

<table>
<thead>
<tr>
<th>Category</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch</td>
<td>$20,000</td>
</tr>
<tr>
<td>Health Break</td>
<td>$5,000</td>
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</tbody>
</table>

Please note that all amounts are in US Dollars

Platinum Sponsorship packages available for sponsorship of $100,000 or greater
Other Sponsorship Opportunities

Promotional Material Sponsors

Volunteer T-Shirts (Exclusive) $4,000
Pens (Exclusive) $2,500
Water Bottle (Exclusive) $2,500

Master Class Sponsors

Master Classes will be on August 7th, 2018 at Chelsea Toronto. Master Classes are 5 hour workshop on the topics listed below. Master Classes are led by leading experts in the field of ageing.

Addressing the Sexual Rights of Older People (Exclusive) $4,000
Ageism (Exclusive) $4,000
Elder Friendly Care (Exclusive) $4,000
HIV and Ageing Unpacked (Exclusive) $4,000
Implementing Integrated Care (Exclusive) $4,000
Innovations in the Care of Dementia Carers (Exclusive) $4,000
Knowledge Mobilisation (Exclusive) $4,000

Please note that all amounts are in US Dollars

All Promotional Material and Master Class Sponsors will receive the following:

- Company name and logo on conference venue signage
- Company logo inside conference program
- Company name and logo displayed in Main Theatre, Concurrent Session Rooms and Closing Reception event slide show loop
- Company name on conference website
- Company logo on item sponsored (Promotional Material Sponsors Only)
- 2 Complimentary Registration to Master Class (Master Class Sponsors Only)
“The field of ageing holds so much promise to be a vehicle for social change and economic development. Ageing is one of the biggest business opportunities for those who recognize the value and benefits that coincide with population ageing.”

Dr. Jane Barratt, Secretary General IFA

Contact Information

For further information or to discuss sponsorship opportunities please contact:

Mr. Greg Shaw  Director, International and Corporate Relations  +1 (416) 342-1655 Ext 2  gshaw@ifa-fiv.org

Ms Tarah McMaster  Manager, Conference and Events  +1 (416) 342-1655 Ext 6  tmcmaster@ifa-fiv.org

International Federation on Ageing
1 Bridgepoint Drive, Suite G.238
Toronto, ON
M4N 2G5
Canada