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 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, Enabling Functional Ability, 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). 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) and the overarching goals of the WHO Global Strategy and Action Plan (GSAP) (2016) 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.

Conference Themes and Sub-Themes

“Towards a Decade of Healthy Ageing – From Evidence to Action”
## Location, Price and Technical Specifications

All Exhibits will be located in Mountbatten Lane of the Chelsea Hotel Toronto, the official hotel of the IFA 14th Global Conference on Ageing. The conference will be split between Ryerson University and Chelsea Hotel Toronto, with all health breaks and lunch taking place in Mountbatten room. Additionally, all poster sessions, health breaks and lunches will be hosted at the Chelsea Hotel providing exhibitor’s maximum exposure to conference delegates.

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<th>August 8-10</th>
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<tr>
<td>Corporate</td>
<td>$2000 USD</td>
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<tr>
<td>NGO/Non Profit Orgs</td>
<td>$800 USD</td>
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Tables will be assigned on a first come, first served basis. Pre selection of table location will not be accepted.
INCLUDED IN PACKAGE:

- Total space size is approximately 75 sqft
- One (1) 3’x 6’ skirted foot table and two (2) chairs
- One (1) poster board backdrop
- One (1) complimentary exhibitor badge which entitles you to morning coffee and lunch
- Promotional posts IFA twitter and Facebook pages
- Listing on the IFA2018 mobile app.
- Listing and description in the official program handbook and conference website with click through to company website
- One (1) complimentary conference registration for Corporate exhibitors only

Please Note: Additional Exhibitor badges can be purchased at time of registration. AV equipment such as electronic display screen can be secured through Freeman Audio Visual Canada at the exhibitors cost.

TERMS OF PAYMENT

- 50% deposit on signing of the Space and Services Rental Contract
- Balance due on June 1, 2018

Benefits

The potential and importance of the IFA 14th Global Conference on Ageing and of the North American market on the world economy provides your organization with a unique platform for reaching the global experts in the field of ageing, policy makers, industry leaders and sector leaders. Take this valuable opportunity to showcase and demonstrate your company/organization contributions to the field. IFA2018 gives your organization global exposure to more than 1,500 professionals and key decision-makers from across the globe.

The rapid ageing of the world’s populations will have a substantial effect on the world economy, but at the same time will provide significant market opportunities now and for the foreseeable future. Capitalize on the access to key decision makers and leaders in the sector by exhibiting at this prominent conference. The Global Conference will be promoted through a well-planned global promotional campaign.

REASONS TO EXHIBIT

- Enhance your company profile on North American and international stages
- Increase customer contact and business opportunities with key decision-makers
- Provide a unique showcase of your products/services
- Open new markets and prospects in countries and regions with rising economies
- Create new leads and reach large national and international audiences.
- Showcase services/product/devices that offer beneficial outcomes in the care and support of older people.
- Access key thought leaders, academics and sector leaders.
"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 coincides with population ageing."

Dr. Jane Barratt, Secretary General IFA

FOR MORE DETAILS ABOUT THE CONFERENCE VISIT
WWW.IFA2018.COM

Contact Information

For further information or to discuss sponsorship opportunities please contact:

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