



*A Celebration of  
Inclusion & Diversity  
in Active Ageing*



**WORLD CONGRESS ON  
ACTIVE AGEING**

GLASGOW • 13-17 AUGUST 2012

Scottish Exhibition and Conference Centre

**Exhibition & Sponsorship  
Prospectus**

Co hosted by:



Congress Alliance Partners



[www.wcaa2012.com](http://www.wcaa2012.com)



## General Information

### Welcome & Introduction

#### *'A Celebration of Inclusion and Diversity in Active Ageing'*



Dear Colleagues,

We would like to take this opportunity to invite you to support the 8th World Congress on Active Ageing (WCAA) Co hosted by Glasgow Caledonian University and BHF National Centre physical activity and health. The Congress will take place 13 - 17 August 2012 at the Scottish Exhibition and Congress Centre (SECC), Glasgow, UK. We believe that the Congress



will provide a unique opportunity for ageing and physical activity professionals in the UK to come together with colleagues from Europe and across the world to engage in debate and discussions towards making real improvements in the wellbeing and physical activity in older people.

The 8th World Congress on Active Ageing will involve the sharing of ideas concerning the role of physical activity across the international community of researchers, policy makers and practitioners who work with older people. We aim to:

- Provide a forum for debate on active ageing
- Provide an accessible programme for researchers, practitioners and older people
- Provide an accessible "active ageing experience" for older people
- Disseminate up-to-date research and practice
- Leave a lasting legacy for active ageing

To assist with the planning of the Congress, we have appointed Congrex as our Local Professional Congress Organisers (PCO). The Congrex Group specialises in the management of international conferences and conventions whose general size falls within the 800 - 3,000 delegate attendance level, with supporting sponsorship and exhibition activities Congrex has an exceptional track record in managing medical and life-science international events.

We would be delighted if you would consider being a major sponsor of this event, this proposal outlines our ideas on how we can enter into a partnership which is mutually beneficial.

If there is anything that you feel we have not covered or if there are any elements that you would like to discuss further at this stage, please do not hesitate to call or email.

Our sincere thanks for your time and commitment.

With best regards

Yours sincerely

Dawn Skelton

Bob Laventure

Co-hosts of 8th World Congress on Active Ageing

### Venue

The WCAA 2012 will take place in the Scottish Exhibition and Congress Centre, (SECC) Glasgow, UK.

The SECC is located right in the heart of the city on the banks of the River Clyde and provides purpose-built Congress and exhibition facilities of the highest standard, while its level of service represents the best of traditional Scottish warmth and hospitality.

A commercial exhibition and an "Experience Demonstration Zone" will be held in conjunction with the Congress and will be open from Monday 13 August 2012. The exhibition, scientific poster sessions, the Experience Demonstration Zone and delegate catering will all be located within Hall 5 of the SECC. Lunch each day, and tea and coffee will be served in the exhibition hall, and there will be delegate lounges/catering and Internet Area in order to maximise the amount of time delegates and older people spend within the exhibition.

### WCAA 2012 Objectives

Our challenge is to offer our supporters an exciting Congress programme which is fully inclusive of our sponsors and exhibitors. We aim to deliver packages which offer supporters a wide range of opportunities which will allow them to meet their objectives by participating in WCAA 2012 -

- Building relationships and recognising roles
- Identifying business needs & creating innovative solutions
- Support for education and training
- To exchange scientific information
- To network amongst researchers, scientists & practitioners
- To present cutting edge research and developments
- To secure public engagement in active ageing

### Active Ageing Events

The 8th World Congress aims to leave a lasting legacy for Active Ageing through a UK wide programme of Active Ageing events. The overriding aim of Active Ageing events is to reach out to new participants and give as many older people as possible the opportunity to experience enjoyable, appropriate and sustainable physical activities in a safe, friendly, supportive and fun atmosphere. With the United Kingdom about to host both the 2012 Olympic Games and, in Glasgow, the 8th World Congress on Active Ageing in 2012 and the Commonwealth Games in 2014, this is an exciting time for participation in physical activity and this programme of Active Ageing events is designed to ensure that older people are included in the legacy for these and other similar events.

For more information visit:

[www.active-ageing-events.co.uk](http://www.active-ageing-events.co.uk)



# General Information

## What is the World Congress of Active Ageing?

The 8th World Congress on Active Ageing (WCAA 2012) is held every 4 years and presents a unique opportunity in bringing together scientists and practitioners, experts and enthusiasts from a range of professional interests and disciplines involved in the promotion of Active Ageing. Previous World Congresses have been held in Finland, Germany, USA, Canada and Japan. The 8th WCAA will be the first to be held in the UK.

## Profile of Attendance of Past Congresses

The 7th World Congress on Aging and Physical Activity was held in Tsukuba, Japan, from July 26-29, 2008. The theme for the 2008 World Congress was "Active Aging: Focus on Longevity and Physical Activity." In attendance were professionals, including fitness scientists, exercise gerontologists, sports medicine specialists, and health and leisure professionals, from 26 countries including Korea, Taiwan, Thailand, Singapore, United States, Canada, United Kingdom, Germany, Finland, the Netherlands, and Brazil.

The 6th World Congress on Aging and Physical Activity was held in London, Ontario, Canada. More than 600 delegates attended from around the World.

Uniquely, the 8th WCAA will be the first World Congress to engage with the public and specifically older people and their carers. We aim to reach 800 - 1000 delegates with the marketing assistance of our Congress Partners and Supporters such as Human Kinetics.

## Why Participate in WCAA 2012?

- Promote your company/organisation as a leading supporter to practitioners in active ageing and physical activities
- Show your company supports ongoing scientific research in the field of best practise in physical activity & active ageing
- Strengthen your brand profile
- Provide direct access to and contact with around 1000 potential delegates
- Develop high level, long term contacts with leading figures
- Strengthen existing relationships
- Differentiate you from your competitors
- Achieve onsite brand presence with a captive audience
- Maximise the gains from our extensive marketing activities

**A Strong Presence at WCAA 2012  
= Return on Investment**

### WCAA Partnerships and Supporters

**Congress Hosts**



GCU  
Glasgow Caledonian  
University



BHF National Centre  
**physical activity+health**

**Congress Alliance Partners**



NHS  
Health  
Scotland



The Scottish  
Government

**Congress Supporters**



HUMAN KINETICS  
THE INFORMATION LEADER IN PHYSICAL ACTIVITY & HEALTH



AACC  
Active Ageing Community Center

## Promotion Plan

The effective marketing of the WCAA 2012 Congress is essential to maximise the number of delegates and contributing to the overall financial success. Methods of promotion will include the internet, direct mail, promotion at related events and through related events, associations and organisations such as charities, foundations and commercial/media companies, governmental organisations, clinics, hospital departments, health ministries and health promotion organisations where appropriate. Advertising will be placed in relevant scientific and professional journals and magazines and this will be supplemented by editorial wherever possible.

The WCAA 2012 Organising Committee will also be actively promoting the Congress to ensure an excellent delegate attendance and reaching out to a larger audience.

## IPCAA Guidelines

In order to meet the needs of industry wherever possible, the Medical Congress Guidelines and Housing Guidelines, as produced by the International Pharmaceutical Congress Advisory Association, (IPCAA), have been taken into consideration.

## Environmental Awareness

The WCAA 2012 Organising Committee members and Congrex UK Ltd, aim to maintain a high standard of environmental awareness, both internally and externally. We affect the environment in a number of different ways, and we naturally strive to minimise the negative environment impact where possible.

Internally, we minimise waste and recycle where possible. Externally, we are, to an extent, dependent upon the environmental ambitions of our suppliers. We recognise that organising conferences can have a significant carbon imprint; however we will make every effort to use suppliers who pursue their own environmental policies and look at ways to source local produce and materials.



## WCAA 2012 Important Diary Dates

Programme Announcement	April 2011
Call for Congress Abstracts	August 2011
Early Rate Deadline for Exhibition Space	31 December 2011
Deadline for Abstract Submission	January 2012
Notification of Acceptance of Papers	March 2012
Congress Early Bird Registration Deadline	April 2012
<b>WCAA 2012 Congress</b>	<b>13 - 17 August 2012</b>



# Scientific Programme

## Preliminary Scientific & Professional Programme

Our Local Organising and Scientific Programme Committees are already planning and working with our key partner agencies on an exciting and stimulating Congress programme. Key one day Congress themes will focus on active ageing in the prevention and self management of the conditions associated with old age.

- Cognitive functioning and dementia
- Neurological and musculoskeletal conditions
- Falls, fractures and bone health
- Cardiovascular and respiratory conditions

These themes will be complimented by a series of strands which will include:

- The impact of the built and natural environment and technology upon physical activity participation
- Training and instruction in exercise leadership and safe and effective programming
- Motivation to take up and adhere to physical activity and exercise
- Measurement of physical activity and exercise outcomes
- Active Ageing and health promotion

## Sponsorship

A wide variety of sponsorship opportunities have been created to allow each company the opportunity to showcase their organisation.

For companies wishing to be a sponsor of WCAA 2012, there are different levels of sponsorship available -

- PLATINUM ● GOLD ●
- SILVER ● BRONZE ●

## Sponsorship Education and Training Workshops

There will be time within the Scientific Programme for Company Sponsored Workshop Sessions (Satellite Symposia). Two slots exists:

1. Lunchtime Workshops slots each day - an hour has been allocated within the 1½ hour lunch break.
2. Early Evening Workshop slots from 17.00-18.30 hours. Sponsors will “host” the event, organise their own presenters and pay the presenters registration fee, travel and accommodation. The Workshops will be highlighted in a special section within the programme and the sponsors logo and information will be included in this section.



## Sponsorship Rewards Chart

Sponsorship recognition will be awarded based on financial threshold which an individual supporter’s package meets or exceeds. This strategy allows the flexibility to build a package which both fulfils individual marketing requirements and budget, while offering appropriate recognition for their financial contribution to the Congress. For example, if you choose items from the list on page 5 to a value of £10,000, you will be recognised as a Gold Sponsor. You will be able to build on your package at anytime, allowing you to increase to a higher sponsorship level.

The sponsorship rewards chart below outlines the additional benefits you will receive from each level of sponsorship.

Level of Sponsorship Rewarded	Platinum	Gold	Silver	Bronze
<b>Minimum Spend on Sponsorship Items</b>	<b>£15,000</b>	<b>£10,000</b>	<b>£5,000</b>	<b>£2,500</b>
Quarterly Congress Update from Congress and Programme Organising Committees	✓	✓		
Logo on main conference introductory & information slides	✓	✓		
Advance mailing to delegate list	✓	✓		
Complimentary full delegate registration	3	2	1	1
Invitations to the Congress Dinner	3	2	1	
Car parking passes	3	2	1	
Advertisement in the Final Programme	Double page	Full page	½ page	
Discount on exhibition space	20% of total	15% of total	10% of total	5% of total
Announcement of sponsorship on Social Media	✓	✓	✓	✓
Logo link on Congress website to own site	✓	✓	✓	✓
Insert in delegate briefcase	✓	✓	✓	✓
Final Programme - editorial	150 words	100 words	75 words	50 words
Final Programme - logo	✓	✓	✓	✓
Company name and logo on sponsor acknowledgement boards around the venue	✓	✓	✓	✓



# Sponsorship

## Platinum Sponsorship

Spend a minimum of £15,000 on the items listed opposite and receive . . .

- Quarterly Congress Update from Congress and Programme Organising Committees
- Logo on main conference introductory and information slides
- Advance mailing to delegate list
- 20% discount on exhibition stand fee
- 3 free full delegate registrations
- 3 invitations to the Congress Dinner
- 3 Car Parking Passes
- Double page colour advertisement in the Final Programme
- Announcement of sponsorship on Social Media
- Insert in delegate briefcase
- Logo link on Congress website to own site
- Acknowledgement as Platinum Sponsor in all Congress literature

## Gold Sponsorship

Spend a minimum of £10,000 on the items listed opposite and receive . . .

- Quarterly Congress Update from Congress and Programme Organising Committees
- Logo on main conference introductory and information slides
- Advance mailing to delegate list
- 15% discount on exhibition stand fee
- 2 free full delegate registrations
- 2 invitations to the Congress Dinner
- 2 Car Parking Passes
- Full page colour advertisement in the Final Programme
- Announcement of sponsorship on Social Media
- Insert in delegate briefcase
- Logo link on Congress website to own site
- Acknowledgement as Gold Sponsor in all Congress literature

## Silver Sponsorship

Spend a minimum of £5,000 on the items listed opposite and receive . . .

- 10% discount on exhibition stand fee
- 1 free full delegate registrations
- 1 invitations to the Congress Dinner
- 1 Car Parking Passes
- ½ page full colour advertisement in the Final Programme
- Announcement of sponsorship on Social Media
- Insert in delegate briefcase
- Logo link on Congress website to own site
- Acknowledgement as Silver sponsor in all Congress literature

## Bronze Sponsorship

Spend a minimum of £2,500 on the items listed opposite and receive . . .

- 5% discount on exhibition stand fee
- 1 free full delegate registrations
- Insert in delegate briefcase
- Logo link on Congress website to own site
- Acknowledgement as Bronze sponsor in all Congress literature

## Sponsorship Opportunities for Pharmaceutical/Devices Companies

There are a selection of sponsorship items which can be supported by pharmaceutical companies and also by device companies. All companies can support the Scientific Programme or be part of our exhibition. However, not all branding opportunities are available to pharmaceutical companies due to WCAA rules and in order to comply with the ABPI guidelines, The Association of the British Pharmaceutical Industry regulations Code of Practice for the Pharmaceutical Industry 2011. For more information regarding the APBI Code of Practice, please visit the website at [www.abpi.org.uk](http://www.abpi.org.uk) or contact us by email at [industry@wcaa2012.com](mailto:industry@wcaa2012.com).

## Sponsorship Items

Item	Cost
Glasgow Senior Games Events	£15,000
Experience Demonstration Zone	£15,000 for Congress or £5,000 per day
Final Programme	£10,000
Photography Competition	£8,000
Congress Briefcase	(if supplied by sponsor) £5,000 otherwise £8,000
Internet Area	£7,000
Official Congress Signposting	£5,000
Pocket Programme	£5,000
Poster Presentations	£5,000
Print Centre	£5,000
Social Media	£5,000
Transportation Cards	£5,000
Wi-Fi Connection	£4,000
Public Lectures and Debates	£4,000
Education and Training Workshop - Lunchtime	P.O.A.
Education and Training Workshop - Evening	P.O.A.
Concourse Banners	£3,000
Joining Instructions	£3,000
Pads and Pens (supplied by sponsor)	£3,000
Delegate Badge Lanyards	(if supplied by sponsor) £2,500 otherwise £4,000
Educational Grant for Existing Session	£2,500
Lifetime Achievement Awards	£2,500
Memorial Lecture or Celebratory Lecture	£2,500 per day
Support Staff Uniforms	£2,500
Catering Breaks	£2,000 per session
Adverts in Final Programme	From £1,000
Delegate Bag Inserts	£1,000
Delegate Gift	£1,000
Webcasting/Session Relay	POA
Audience Response System	POA



## Sponsorship

### Glasgow Senior Games Events **£15,000**

To enhance the UK wide programme of Active Ageing events, the Congress organizers wish to stage Senior Games events that provide opportunities for sporting and participative events for seniors. Senior Games events may be sports specific or multi-activity by nature and elite competition or mass participation “festivals” organized in collaboration with Scottish Sports and Physical Activity organisations.

In addition to the Active Ageing events, the Congress organisers wish to stage a series of games events which would attract older participants into physical activity participation during the time of the World Congress. The organisers would be willing to work with local partners and sports organisations to bring this about.

### Experience Demonstration Zone **£15,000 for Duration or £5,000 per day**

Delegates can visit the Experience Demonstration Zone and participate in a range of exercises and fitness opportunities which will be running throughout the day. Sponsor will have their logo and branding on wall panels and logo recognition in Final Programme. This area will be open to visitors and registered delegates.

### Final Programme **£10,000**

Will be distributed to each delegate on arrival at the Congress and will contain information including the definitive Scientific Programme. This is a key document which will be in constant use by delegates and will also subsequently become a source of reference. The sponsor will have their advertisement on the inside front cover and logo on the outside back cover. Please note that there will be other sponsors adverts on the internal pages.

### Photography Competition **£8,000**

Ahead of the Congress there will be an open photography competition on Active Ageing. There will be awards in different age categories (of the people taking the photographs!) and the top 20 finalists in each category will be displayed around the conference venue and used in PowerPoint presentations during breaks and before sessions. The winning photos will appear in the Final Programme. The sponsor has the opportunity to supply photographs as large images which will be prominently displayed around the venue, these can also feature the sponsor's logo. In addition to this, the sponsor can also supply images as a book as the official speaker's gift.

### Congress Briefcase (if supplied by sponsor) **£5,000 otherwise £8,000**

This is a high profile, much sought after sponsorship item. Sponsor should supply approximately 1,000 briefcases which should include the Congress logo and event details. Alternatively, the Congress will supply the bags for an additional cost.

### Internet Area **£7,000**

The Internet Area will be located within the exhibition area. The sponsor would have the following benefits -

- Sponsor may set log in and password which delegates collect from sponsor's exhibition stand
- Sponsor's home page set as default page on all workstations
- Sponsor's logo set as screen saver on each workstation
- Sponsor may supply additional branded items for area such as mouse mats

### Official Congress Signposting **£5,000**

Supplementary to the venue signs, there will be official directional signage supplied by the Congress, and the opportunity exists for a sponsor to support this service and have their company logo on all directional signs.

### Pocket Programme **£5,000**

The Pocket Programme will be distributed to all delegates on site and will contain a handy overview of the Congress. The sponsor's logo will appear on the back cover.

### Poster Presentations **£5,000**

The sponsor's logo and name will be printed on all poster header panels accompanying the Congress logo. The sponsor's logo will also be printed on the poster instructions sent to all poster presenters and in the Final Programme. There will be the opportunity to offer a sponsor's best poster prize.

### Print Centre **£5,000**

The Print Centre will be located within the exhibition area, either as part of the sponsor's stand or in a nearby location, this area will be around 15sqm. This facility will offer delegates the opportunity to print information from their CD-Rom. The sponsor will have their logo and branding on wall panels within the Print Centre and their logo as screen saver on all terminals. This area will be well utilised by delegates during the Congress. There will also be the opportunity to supply additional branded items such as pads and pens.

### Social Media (Facebook & Twitter) **£5,000**

The Congress will be using various networking sites (Facebook & Twitter) for the purpose of promoting the Congress and for discussion forums. The sponsor of this item will have exclusive branding of these sites. Sites will be active until 4 weeks after the Congress. There is currently a Facebook site for the WCAA 2012 with news and information and this can be rebranded. The Facebook site will remain indefinitely.

### Transportation Cards **£5,000**

The sponsor's logo will be printed on travel ticket which will be distributed to delegates when they collect their registration materials. The transport ticket will give the delegates free access to public transport throughout the city during Congress days.

### Wi-Fi Connection **£4,000**

Delegates wishing to access the internet via their own laptop may do so by accessing the Congress Wi-Fi. An initial splash screen will bear the sponsor's logo as well as the Congress logo and will ask for a password. On accessing the internet, the default home page can be the sponsor's home page.





## Sponsorship

### Public Lectures and Debates **£4,000**

On each day of the main programme there will be lectures and public debates featuring two distinguished speakers. The sponsor can work with the Scientific Committee on the content of the debate and will receive acknowledgements on the Congress website and Final Programme.

### Education and Training Workshop - Lunchtime **P.O.A.**

Sponsors have the opportunity to hold an Education and Training Workshop of up to 60 minutes. This session is exclusive so there will be no other session running at this time. This item includes the following:

- Room Rental
- Standard audio-visual equipment and use of technician
- Inclusion of invitation in the Congress Briefcase
- Details of Workshop will be advertised in the Final Programme and Website
- Sponsor may set up their own online registration facility which we can link to the Congress website allowing delegates to pre-register (optional)

Sponsors will be asked for details of suggested title, presentation topics, speakers and chairperson in order that the Scientific Committee can ensure workshops are fully integrated, and that there is a balance within the overall programme.

### Education and Training Workshop - Evening **P.O.A.**

As previous, the sponsor will have the opportunity to hold an Education and Training Workshop of up to 60 minutes, immediately after the official programme ends. This item includes the following:

- Room Rental
- Standard audio-visual equipment and use of technician
- Inclusion of invitation in the Congress Briefcase
- Details of Workshop will be advertised in the Final Programme and Website
- Sponsor may set up their own online registration facility which we can link to the Congress website allowing delegates to pre-register (optional)

Sponsors will be asked for details of suggested title, presentation topics, speakers and chairperson in order that the Scientific Committee can ensure workshops are fully integrated, and that there is a balance within the overall programme.

### Concourse Banners **£3,000**

Sponsors may have a banner on the main public concourse of the SECC. Banners will be visible from the main entrance and in close proximity to the exhibition and session halls. Banners can be double sided and measure a maximum of 6m long by 2m wide. Sponsor is responsible for providing the banner, however the Congress will cover all rigging and dismantling costs. As banners will be displayed in a public area, no prescription drug logos are permitted (where applicable).



### Joining Instructions **£3,000**

The joining instructions will be distributed electronically to delegates three weeks prior to the Congress and will provide delegates with useful information to help with the journey to and arrival in Glasgow. The sponsor will have a banner featured prominently at the bottom of the page with a link to their own site.

### Pads and Pens (*supplied by sponsor*) **£3,000**

Distributed via the delegate briefcase, the pads and pens are items which will see continuous use throughout the Congress and beyond. Sponsor to supply pads and pens to an estimated 1,000 delegates.

### Delegate Badge Lanyards (*if supplied by sponsor*) **£2,500 otherwise £4,000**

Sponsor will have the opportunity to provide lanyards displaying their name and logo which will be distributed to delegates with their delegate badges. Sponsor should supply approximately 1,000 lanyards. Alternatively, the Congress will supply the lanyards for an additional cost.

### Educational Grant for Existing Session **£2,500**

Parallel and Keynote Sessions will run from Monday 13 - Friday 17 August 2012. Grant includes accommodation for 4 nights, a travel allowance for all speakers, and all costs related to the programme, (audio visual, session hall staff etc). Cost is for one session of 1½ hours.

### Lifetime Achievement Awards **£2,500**

Lifetime Achievement Awards and prizes will be issued to three or four people with an outstanding record of achievement in active ageing. Winners will be chosen by the Scientific Committee. Prizes and awards will be issued during the Closing Ceremony. The sponsor will be acknowledged in the Final Programme and on the website. Your logo will also be projected during the Closing Ceremony when the awards are being issued.

### Memorial or Celebratory Lecture **£2,500**

Sponsors have the opportunity to support an Speaker of renown (chosen by the Scientific Committee) to present at Congress. The sponsor will have their logo and branding available during the lecture and logo recognition in Final Programme.



## Sponsorship

### Support Staff Uniforms

**£2,500**

All support staff will wear uniforms at the registration desks, during sessions and in the exhibition, these are highly visible throughout the duration of the Congress. This is a unique opportunity for a company to sponsor the shirts which will bear the Congress name and logo.

### Catering Breaks

**£2,000 per session**

**£5,000 for duration of the Congress**

Catering points will be located within the exhibition area. The sponsor will be entitled to the following:

- Sponsor may provide pop up banners to brand catering areas, banners are subject to approval of the venue
- The sponsor's logo will appear in the Final Programme next to section about catering
- Sponsor may provide own branded items such as napkins and coasters

## Engaging the Public in the World Congress

For the first time in the history of the World Congress, the organisers of WCAA 2012 will be engaging the (older, Scottish) public in the 8th World Congress programme. This will be achieved through a series of opportunities inviting the public to attend key lectures and presentations, participating in demonstrations, exhibitions and visit the Experience Demonstration Zone. We will be working towards making a "senior pass" available on selected days which would allow the public to attend a range of attractions for a small fee, (including lunch) which may also provide additional opportunities for sponsorship.



### Adverts in Final Programme

Will be distributed on-site to all delegates, and will include all Congress information including the definitive scientific programme outline. Companies may advertise as follows:

• Double Page Spread	£3,000
• Inside page	£2,000
• Half page	£1,000

### Delegate Bag Inserts

**£1,000**

Companies may have a single page insert, maximum size A4 and can be double sided, which will be inserted into the delegate bag by the organisers. We will require approximately 1,000 inserts.

### Delegate Gift

**£1,000**

Companies may supply delegates with a branded gift that will be distributed in the delegate briefcase. The gift must be approved by the Congress organisers to make sure it is appropriate. Some ideas are perhaps; memory stick or bookmark. We will require approximately 1,000 items.

## Sponsorship Terms and Conditions

Terms and conditions relating to sponsorship can be found on the reverse of the Exhibition and Sponsorship Application Form which you will find on the website and at the end of this document.

## Sponsorship Manual

A Sponsorship Manual, giving further general and technical information relating to all aspects of sponsorship will be circulated in March 2012.

## Terms of Payment

Invoices will be issued as follows: A deposit of 60% would be required on signing, and the remaining 40% in March 2012.

## VAT

All prices quoted are exclusive of VAT which will be charged at the prevailing rate.

For all matters relating to sponsorship please contact:

Exhibition and Sponsorship Manager, WCAA 2012  
 Congrex UK Ltd.  
 4B, 50 Speirs Wharf, Port Dundas, Glasgow G4 9TH  
 Tel: +44 (0)141 331 0123  
 Fax: +44 (0)141 331 0234  
 Email: [Industry@wcaa2012.com](mailto:Industry@wcaa2012.com)

## Website

The Congress website contains all details relating to WCAA 2012. It will be continually updated, so please visit it regularly.

[www.wcaa2012.com](http://www.wcaa2012.com)



# Exhibition Information

## Location

The exhibition will take place in Hall 5 at the SECC, which will form the 'hub' of the Congress. The exhibition provides an excellent opportunity for delegates to interact with companies and to familiarise themselves with the latest advances in active ageing such as fitness, rehabilitation, equipment and medical supplies. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitors to answer questions and provide hands-on product demonstrations.

In addition to the commercial exhibits, lunch and tea and coffee will be served in the exhibition hall and delegate lounges. The Internet Area, Poster Presentations, Experience Demonstration Zone, and the Print Centre will also be located in the exhibition, to ensure maximum contact between exhibitors and delegates.

## Commercial Stands

The charge per square metre for stand rental is as follows:

- £280.00 + VAT per sqm for bookings up to and including 31 December 2011
- £325.00 + VAT for bookings from 1 January 2012 onwards

The stand fee is inclusive of the following exhibitor services on-site:

- Shell Scheme stand with standard furniture package, if required
- Hire of a barcode reader (lead retrieval device) 1 per stand
- Exhibition personnel badges (2 per 9sqm)
- Complimentary tea and coffee for stand personnel (2 per 9sqm)
- Attendance at the Welcome Reception

## Charity - Non Profit Stands

For small charities and organisations working with Older People, there is a special discounted stand area immediately adjoining the Experience Demonstration Zone. Each stand will consist of only one small table and chair and space for one upright banner stand. This will be available only to charities and non profit organisations with an annual turnover of less than half a million pounds (proof will be necessary) and the cost will be £150 plus VAT for the duration of the conference. These stands will be signposted "Information Village".

## Technical Manual

A Technical Manual giving further general and technical information, advice and full details about the exhibition, venue, organisers and ancillary services available to exhibitors will be circulated in March 2012.

## Website

The Congress website contains all details relating to WCAA 2012. It will be continually updated, so please visit it regularly.

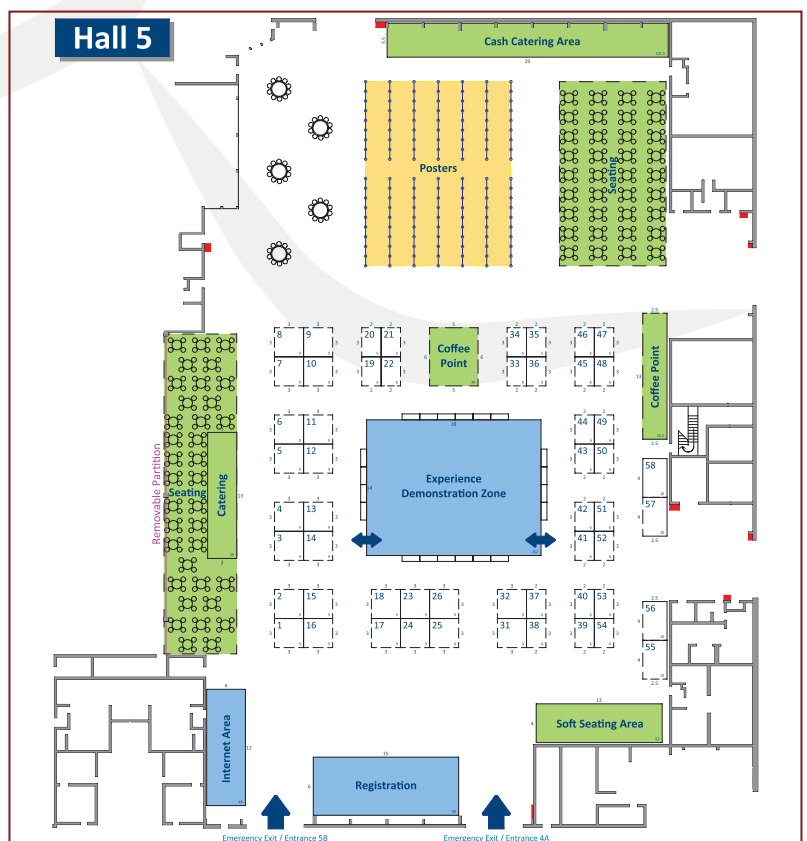
[www.wcaa2012.com](http://www.wcaa2012.com)

## Provisional Exhibition Hours

Sunday 12 August	08:00 - 18:00	Exhibition build
Monday 13 August	08:00 - 16:00	Exhibition build
Monday 13 August	18:00 - 21:00	Exhibition open
Tuesday 14 August	09:00 - 17:00	Exhibition open
Wednesday 15 August	09:00 - 17:00	Exhibition open
Thursday 16 August	09:00 - 17:00	Exhibition open
Friday 17 August	09:00 - 16:00	Exhibition open
Friday 17 August	16:00 - 20:00	Exhibition Breakdown

## Networking Opportunities within the Exhibition Hall

- Catering each day
- Exhibition and Experience Demonstration Zone
- Poster Presentations
- Internet Area
- Print Centre





## Application & Contract for Exhibition & Sponsorship

PLEASE USE BLOCK LETTERS		
Name of Company		
Contact		
Position		
Address		
Postcode	Country	
Invoice Address <i>(if different from above)</i>		
Postcode	Country	
Purchase Order No.		
Telephone No. <i>(including country &amp; area code)</i>	Fax No.	
Email		

### Sponsorship

Please indicate your preferred Sponsorship Items (subject to availability)

	Item	Cost
1st		
2nd		
3rd		
Please tick box if Platinum, Gold, Silver or Bronze status is achieved through level of spend on the above		
Platinum Sponsorship	<input type="checkbox"/>	Gold Sponsorship <input type="checkbox"/>
Silver Sponsorship	<input type="checkbox"/>	Bronze Sponsorship <input type="checkbox"/>

### Exhibition

I would like to apply for exhibition space at WCAA 2012

Please indicate your preferred choice of exhibition site: Stand Space only  Shell Scheme Package

	1st Choice	2nd Choice	3rd Choice
Preferred Stand No.			
Stand Size (sq m)			
Booking up to and including 31 December 2011	£280.00 + VAT per sq m x Stand Size	=	£
Booking from 1 January 2012 onwards	£325.00 + VAT per sq m x Stand Size	=	£
I would like to apply for a charity/non profit stand in 'Information Village' <input type="checkbox"/>	£150.00 + VAT		£

**This Application is Legally Binding** Signature of this Application and Contract implies acceptance of the Terms and Conditions as outlined on the reverse or as may be outlined in the Technical Exhibition/Sponsorship Manual announced on the Congress website.

Signature of Applicant:

Name Printed:

Date:

Please return this Application & Contract to: WCAA 2012, c/o 4B, 50 Speirs Wharf, Port Dundas, Glasgow, UK, G4 9TH  
 Fax: +44(0)141 331 0234 • Email: [industry@wcaa2012.com](mailto:industry@wcaa2012.com)



# Terms & Conditions of Application & Contract

## Terms of Payment

- 60% deposit invoice will be issued on receipt of Application Form and Contract
- Final balance invoice will be issued in March 2012
- All invoices must be settled within 30 days, non-receipt of payments may result in release of reserved items
- Payment will be accepted in GBP. Sender must check the current exchange rate and pay all transaction charges relating to the payment.

## Cancellation Policy

All cancellations must be made in writing to the Congress Secretariat and the following cancellation policy will be enforced:

- 10% of the contract price if cancellation is received up until 9 months before the start of the Congress
- 50% of the contract price if cancellation is received up until 6 months before the start of the Congress
- 100% of the contract price if cancellation is received less than 3 months before the start of the Congress

The Organisers reserve the right to amend the Exhibition and Sponsorship Prospectus if necessary. The organisers reserve the right in unforeseen circumstances to amend or alter the location of the exhibition and/or stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Organisers.

## Liability

The Organisers accept no responsibility for any damages if the sponsored event is not performed because of any obstacle or hindrance outside the control of the Organisers, which the Organisers could not reasonably have foreseen when signing this contract and which the Organisers could not have avoided at a reasonable effort or cost. Such obstacles and hindrances include, but are not limited to, the outbreak of war, civil riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.





## Contact us

For further details and assistance, please contact:

Exhibition and Sponsorship Manager, WCAA 2012  
Congrex UK Ltd  
4B, 50 Speirs Wharf  
Port Dundas  
Glasgow, G4 9TH

Tel: +44 (0)141 331 0123  
Fax: +44 (0)141 331 0234  
Email: [Industry@wcaa2012.com](mailto:Industry@wcaa2012.com)



Follow us on  
**Facebook**

[www.wcaa2012.com](http://www.wcaa2012.com)