



SENIORS' EXPO 2026

EXPLORE • GROW • CONNECT

Sponsorship and Exhibitor Opportunities



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

Saturday, April 25th 2026

Unison at Kerby Centre
1133 – 7 Avenue SW
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, on **Saturday, April 25, 2026 from 9AM-3PM.**

The Expo offers a full day of fun and connections for the 50+ community with more than 70 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 showcase 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 organization 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 seniors in need.



EXPLORE • GROW • CONNECT

SENIORS' EXPO 2026 SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities provide a year round of engagement and visibility not only to Unison membership but to seniors at large in Calgary and Southern Alberta.

| SPONSORSHIP LEVEL & BENEFITS | PLATINUM SPONSOR \$6,500 | GOLDEN SPONSOR \$4,500 | VOLUNTEER SPONSOR \$3,500 | ENTERTAINMENT SPONSOR \$3,500 | PARTNER SPONSOR \$2,300 | FRIEND SPONSOR \$1,500 |
|--|--------------------------|------------------------|---------------------------|-------------------------------|-------------------------|------------------------|
| PREMIUM BOOTHS WITH POWER INCLUDED | PREMIUM LARGE BOOTH | PREMIUM MEDIUM BOOTH | PREMIUM MEDIUM BOOTH | PREMIUM MEDIUM BOOTH | PREFERRED MEDIUM BOOTH | PREFERRED MEDIUM BOOTH |
| EVENT LANDING PAGE RECOGNITION | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| POST-EVENT RECOGNITION & ENGAGEMENT | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| DIGITAL ADVERTISEMENT THROUGH UNISON CHANNELS | 12 MONTHS | 12 MONTHS | 12 MONTHS | 12 MONTHS | 12 MONTHS | 6 MONTHS |
| YOUR BRAND FEATURED ON ALL PROMOTIONAL MATERIAL | LOGO | LOGO | LOGO | LOGO | LOGO | NAME |
| KERBY CENTRE TV'S PROMOTION | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| UNISON PLATFORMS ADVERTISING DISCOUNTS* | 10% | 10% | 10% | 10% | 10% | 15% |
| 2026 GOLF TOURNAMENT PARTICIPATION | HOLE SPONSOR | HOLE SPONSOR | 10% PLAYER DISCOUNT | 10% PLAYER DISCOUNT | 10% PLAYER DISCOUNT | 10% PLAYER DISCOUNT |
| ONLINE PRESENTATION | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| UNISON NEWS ADVERTISEMENT | 3 - 1/4 PAGE ADS | 3 - 1/4 PAGE ADS | 3 - 1/6 PAGE ADS | 3 - 1/6 PAGE ADS | 2 - 1/6 PAGE ADS | |
| POST-EVENT IN-PERSON PRESENTATION OPPORTUNITY | ✓ | ✓ | ✓ | ✓ | | |
| PATTISON C-TRAIN ADVERTISING | LOGO | | | | | |
| UNISON PARTNER RECOGNITION AT UNISON SPECIAL EVENTS YEAR-ROUND | ✓ | | | | | |
| EXPO 2026 KEY NOTE SPEAKER | ✓ | | | | | |

*Dates and deadlines based on availability

**Sponsors will receive one complimentary parking pass

***See the following pages for more details on benefits and sponsorship opportunities.

Sponsorship and Exhibitor Opportunities

Seniors' Expo 2026 Exhibitor's Benefits

Exhibitors

Multiple Opportunities - See Registration Form

Company NAME featured on Expo Program & Event Day Signage

- **Two Booth options to choose from:**
 - Medium booth (8' x 6') with 6' table + 2 chairs OR
 - Small booth (8' x 4') with 6' table + 2 chairs
- **Engage:**
 - Opportunity to engage with over 1,500 visitors and prospects on Seniors Expo day
 - Build lasting B2B connections with over 70 committed organizations and leaders in the senior service industry joining us at the Seniors' Expo
- **Event Promotion:**
 - Benefit from the event printed promotion on Unison News, which reaches over 30,000 readers per month, during the three months leading to the event
 - Enjoy eNewsletter promotion to 10,000 recipients each month, plus signage at Unison Kerby Centre TVs
 - Gain visibility to new prospect clients through our program, social media promotion and media channels
- **Complimentary:**
 - Receive a 10% discount on your next 2027 Seniors Directory Ad
 - Receive a complimentary 15% discount on any Unison News Advertisement Pack 2026

**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 2026 Sponsorships

Platinum Sponsor \$6,500 | 3 Opportunities

Premium Large booth (12'x6') with 8' table + Power + 4 chairs (value \$1,350)

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: 3 - 1/4 Page Ads*
 - Join us at our **2026 Unison Calgary Charity Classic Golf Tournament as Hole Sponsor**
 - 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 2027 Seniors Directory ad
 - Receive a complimentary extra 10% discount on any Unison News Advertisement Pack in 2026
 - Receive 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 2026*
 - 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 2026
- **Recognition:**
 - Post event Thank You ad in the May edition of Unison News + Unison Landing Page + eNewsletter

**Dates and deadlines based on availability*

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Sponsorship and Exhibitor Opportunities

Seniors' Expo 2026 Sponsorships

Golden Sponsor

\$4,500 | 4 Opportunities

Premium Location Medium booth (8'x6') with 6' table + Power + 2 chairs (value \$900)

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: 3 - 1/4 Page Ads*
 - Join us at our **2026 Unison Calgary Charity Classic Golf Tournament as Hole Sponsors**
 - Receive a complimentary extra 10% discount on any Unison News Advertisement Pack in 2026
 - Receive a 10% discount on your next 2027 Seniors Directory ad
 - Receive 1 Full Day Parking Pass at the designated parking lot across from Unison
- **Engage:**
 - Opportunity to present at one of the Being Proactive Sessions 2026*
 - 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 2026 Sponsorships

Volunteer Sponsor *\$3,500 / 1 Opportunity*

Premium Medium booth (8' x 6') with 6' table + Power + 2 chairs (value \$900)

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
 - 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: 3 - 1/6 Page Ads*
 - Receive a complimentary extra 10% discount on any Unison News Advertisement Pack 2026
 - Receive a 10% discount on your next 2027 Seniors Directory ad
 - Receive 1 Full Day Parking Pass at the designated parking lot across from to Unison
- **Engage:**
 - Extra signage and recognition at the Seniors' Expo Volunteer Room
 - Opportunity to present at one of the Being Proactive Sessions 2026*
 - 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 2026 Sponsorships

Entertainment Sponsor *\$3,500 1 Opportunity*

Premium Medium booth (8' x 6') with 6' table + Power + 2 chairs (value \$900)

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
 - 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: 3 - 1/6 Page Ads*
 - Receive a complimentary extra 10% discount on any Unison News Advertisement Pack 2026
 - Receive a 10% discount on your next 2027 Seniors Directory ad
 - Receive 1 Full Day Parking Pass at the designated parking lot across from to Unison
- **Engage:**
 - Opportunity to host an **extra booth** in the Kerby Café at Seniors' Expo day
 - Opportunity to present at one of the Being Proactive Sessions 2026*
 - 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*

For more information about becoming a sponsor, please contact
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Sponsorship and Exhibitor Opportunities

Seniors' Expo 2026 Sponsorships

Partner Sponsor

\$2,300

Premium Medium booth (8' x 6') with 6' table + Power + 2 chairs (value \$900)

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 2026*

- **Complimentary:**

- 12 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 2027 Seniors Directory ad
- Receive a complimentary 10% discount on any Unison News Advertisement Pack 2026
- Receive 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*

For more information about becoming a sponsor, please contact

587-441-3696 | AndresG@UnisonAlberta.com

Sponsorship and Exhibitor Opportunities

Seniors' Expo 2026 Sponsorships

Friend Sponsor

\$1,500

Premium Medium booth (8' x 6') with 6' table + Power + 2 chairs (value \$900)

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 company name will be placed on the event landing page linked to your company's website

- **Engage:** Opportunity to present at one of the Being Proactive Sessions in 2026*

- **Complimentary:**

- 6 Months XL Billboard Digital Banner Ad on Unison News Online
- Receive a 10% discount on your next 2027 Seniors Directory Ad
- Receive a complimentary 15% discount on any Unison News Advertisement Pack 2026
- 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*

For more information about becoming a sponsor, please contact

587-441-3696 | AndresG@UnisonAlberta.com



Sponsorship and Exhibitor Registration

PLEASE SELECT YOUR PREFERRED OPTION:

SPONSORSHIP OPPORTUNITIES:

- Platinum (includes premium large booth + Golf Tournament Hole Sponsorship) **\$6,500**
- Golden (includes premium medium booth + Golf Tournament Hole Sponsorship) **\$4,500**
- Volunteer Sponsor & Entertainment Sponsor (includes premium medium booth) **\$3,500**
- Partner (includes premium medium booth) **\$2,300**
- Friend (includes preferred medium booth) **\$1,500**

EXHIBITORS OPPORTUNITIES:

- Medium booth (preferred location) 8' x 6' with 6' table + 2 chairs **\$825** **\$900 with power**
- Medium booth (Lounge) 8' x 6' with 6' table + 2 chairs **\$550** **\$625 with power**
- Small booth (Lecture Room) 8' x 4' with 6' table + 2 chairs **\$450** **\$525 with power**

REGISTRATION INFORMATION

Date: _____ Phone: _____

Company name: _____

Address: _____ City/PC: _____

Contact name: _____

Email (required): _____

PAYMENT INFORMATION

Visa/MC: _____ Exp: _____ CSV _____

Name on card + signature: _____

Invoice required: Yes No

PLEASE SUBMIT YOUR REGISTRATION TO:

Glasha Dunlop at **Glashad@UnisonAlberta.com** or call her at **403-560-3078**

For information about becoming a sponsor, please contact:

Andres Gutierrez at **AndresG@UnisonAlberta.com** or **587-441-3696**

Parking is NOT included with your Exhibitor's registration. Parking is available in city lots adjacent to Unison at Kerby Centre. Information will be provided after registration.

CANCELLATION POLICY

The rental fee (minus a \$100 admin fee) will be returned for agreements cancelled before 3pm, Friday, April 10, 2026. There will be no refunds for agreements cancelled after this time. Sponsorships are non-refundable.