

SENIORS' EXPO 2026

EXPLORE • GROW • CONNECT

Sponsorship and Exhibitor Opportunities



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

Saturday, September 26, 2026

Unison at Veiner Centre
225 Woodman Avenue SE
Medicine Hat, Alberta T1A 3H2

403-529-8307
unisonalberta.com



Sponsorship and Exhibitor Opportunities

Unison at Veiner Centre – Second Annual Seniors' Expo Saturday, September 26, 2026 | 9:00 am – 3:00 pm

Southern Alberta's premier event for the 50+ community returns for its second year, and we want you to be part of it.

The Seniors' Expo brings together more than 30 trade-show booths, information sessions, and live entertainment under one roof, showcasing a wide range of products, services, and resources tailored to seniors and their families. We expect 300–500 attendees, including seniors, caregivers, healthcare professionals, and community members.

Sponsoring the Expo puts your brand directly in front of a engaged, targeted audience while making a meaningful difference in the lives of older adults across Southern Alberta. As a sponsor, you'll have a unique opportunity to share your products and services with the people who need them most.

Unison is a non-profit organization dedicated to supporting seniors' wellbeing through a variety of programs and services — and the Seniors' Expo is one of the ways we bring that mission to life. Your sponsorship helps make it happen.

Join us in leading the way for seniors in Southern Alberta.

Supporting Unison at Veiner Centre

Mission

To support older adults to live well in their community.

Vision

A community of engaged older adults.

Bring a non-perishable food donation and
help us build a tower of food for seniors in need!

Sponsorship and Exhibitor Opportunities

Seniors' Expo 2026 Sponsorships

Golden Sponsor

\$1,500 | ~~4 Opportunities~~ **SOLD OUT**

Premium Table | Mid-Section Location 8' x 2.5' draped table with 2 chairs

Your company logo featured across all Expo marketing, promotion, and programming, including **exclusive promotion featured placement in Pattison Transit shelters throughout Medicine Hat**

Print

- Logo placement in a half-page Expo ad in the September edition of Unison News
- Quarter-page company profile with logo and photo in the September edition of Unison News

Digital

- Featured in our eNewsletter reaching 10,000 recipients
- Business ad and logo displayed on Veiner Centre digital signage
- Logo and company link featured on the Seniors' Expo landing page

Engagement Opportunities

- Keynote speaker opportunity at the 2026 Medicine Hat Seniors' Expo
- Presentation series opportunity at Veiner Centre (dates TBC)
- Guest expert opportunity on Unison TV, our virtual programming platform

Post-Event Recognition

- Thank-you ad in the October edition of Unison News
- Recognition on the Unison landing page and in the post-event eNewsletter

For more information about becoming a sponsor, please contact
587-441-3696 | andresg@unisonalberta.com

Sponsorship and Exhibitor Opportunities

Seniors' Expo 2026 Sponsorships

Partner Sponsor

\$750

Preferred Medium Table | SMP & NMP Entry Areas 8' x 2.5' draped table with 2 chairs

Your company name featured across all Expo marketing, promotion, and programming, including:

Print

- Logo placement in a half-page Expo ad in the September edition of Unison News
- Quarter-page company profile with logo and photo in the September edition of Unison News

Digital

- Featured in our eNewsletter reaching 10,000 recipients
- Business ad and logo displayed on Veiner Centre digital signage
- Company name and link featured on the Seniors' Expo landing page

Engagement Opportunities

- Presentation opportunity at Veiner Centre (date TBC)

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Sponsorship and Exhibitor Opportunities

Seniors' Expo 2026 Sponsorships

Exhibitors

Multiple Opportunities – See Registration Form

Your company name featured on the Expo program and event-day signage

Table Options (choose one):

- **Exhibitor Table** — Inside SMP & NMP Rooms | 7' x 3.5' table with 2 chairs
- **Non-Profit Partner Table** — Craft & Arts Room | 7' x 3.5' table with 2 chairs

Engagement Opportunities

- Connect directly with 400+ visitors on Expo day
- Build lasting relationships with organizations and leaders across the senior services industry

Event Promotion

- Print exposure in Unison News, reaching 30,000+ readers monthly, in the two months leading up to the event
- Featured in our eNewsletter reaching 10,000 recipients monthly, plus business ad on Veiner Centre digital signage
- Visibility through the Expo program, social media promotion, and media channels

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Sponsorship and Exhibitor Registration Form

Please select your preferred option:

SPONSORS

- Golden (Premium location – Mid Centre) 8'x2.5' Table + 2 chairs ☐ **\$1,500**
- Partner (Preferred Location – SMP & NMP Entrance) 8'x2.5' Table + 2 chairs ☐ **\$750**

EXHIBITORS

- Exhibitors Tables (Inside SMP & NMP Rooms) 7'x3.5' Table + 2 Chairs ☐ **\$250**
- Non-Profit Partner Tables (Crafts & Activities Room) 7'x3.5' Table + 2 Chairs ☐ **\$150**

EXHIBITOR INFORMATION

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

SUBMIT COMPLETE REGISTRATION TO:

Andres Gutierrez: andresg@unisonalberta.com, 587-441-3696

CANCELLATION POLICY

The rental fee (minus a \$50 admin fee) will be returned to registrations cancelled **before 3 pm, Friday, September 11**. No refunds for registrations cancelled after this time. Sponsorships are non-refundable.

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