



Your invitation to exhibition and sponsorship opportunities



Welcome to ISG's 12th World Conference of Gerontechnology,
October 6-9, 2020, Trondheim, Norway

ISG 2020 is arranged as a completely digital event using [OnAIR software from EventsAIR](#). This gives exhibitors and sponsors new and valuable possibilities. We can mention:

- Sponsor Advertising – up to five rotating ads at the top of the OnAIR time. Each image is sized at 870px by 155px
- Login Page Image – we can customize the Login Page Image to include sponsor messaging as appropriate.
- Virtual Exhibition – even when the exhibition is not formally open and staffed, attendees can visit the exhibition and preview exhibitors. Exhibitors (and sponsors) can have videos and handouts available for download.
- Meeting Matching – we can offer opportunities for pre-scheduled one-to-one meetings between attendees and sponsors or exhibitors. Once these meetings are scheduled, they appear in the time for easy access at the scheduled time.

[This video](#) gives an overview of the total possibilities of OnAIR.

Who should exhibit?

- Medical, diagnostic, imaging, health monitoring and assistive devices companies
- Health care products and services
- Home care companies
- Pharmaceutical companies
- Information systems providers
- Housing corporations, retirement communities, assisted and supportive living facilities
- Long term care facilities
- IoT for community support
- Home automation
- AI for smart ageing
- Lifestyle monitoring
- Publishers
- Government agencies
- Vision and hearing enhancement services
- Fitness equipment and services
- Personal care products
- Personal emergency response system providers
- Educational institutions
- Voluntary and professional organizations

Exhibition and Sponsorship Opportunities – Price list

Exhibition			
Type	What do you get?	Price (NOK)	Note
1 booth	<ul style="list-style-type: none"> • One digital booth • Complimentary listing in the Conference program • Complimentary weblink from the Conference website to your website with up to 75 words • Access to the digital conference for two persons 	<p>12,000</p> <p>6,000</p> <p>6,000</p>	<p>Business or Government</p> <p>Non-profit Organization</p> <p>Educational Organization</p>
Sponsorship			
Type	What do you get?	Price (NOK)	Note
Platinum sponsor	<ul style="list-style-type: none"> • Three complimentary conference registrations • One complimentary, digital booth • Sponsor's name and logo on Login Page • A short presentation of your organisation at two selected symposia • Platinum Sponsor acknowledgement with your name, logo, and a link to your website in Sponsors Section of ISG 2020 website • A full page presentation in the Sponsors Page of the conference program 	60,000	
Gold sponsor	<ul style="list-style-type: none"> • Two complimentary conference registrations • One complimentary, digital booth • Sponsor's name and logo on Login Page • A short presentation of your organisation at one selected symposium 	30,000	

	<ul style="list-style-type: none"> • Gold Sponsorship acknowledgement with your name, logo, and a link to your website in Sponsors Section of ISG 2020 website • A half page presentation of your organisation in the Sponsors Pages of the conference program 		
Silver sponsor	<ul style="list-style-type: none"> • One complimentary conference registration • One complimentary, digital booth • Silver Sponsorship acknowledgement with your name, logo, and link to your website in Sponsors Section of ISG2020 website • A quarter page presentation of your organisation in the Sponsors Pages of the conference program. 	15,000	

To give you an idea of what an amount in NOK is in other currencies, you can use the [currency converter](#).

For information about other advertising and sponsorship opportunities, contact **Exhibits and Marketing for ISG's 12th World Conference of Gerontechnology**

Phone: +47 917 66 188

E-mail: maja@personservice.no or

Phone: +47 958 05 227

E-mail: siri@personservice.no

Conference overview

The ISG World Conference is held once every two years. In October 2020 Trondheim in Central Norway will be the host for this prestigious event. As the principal multi-disciplinary meeting for professionals working in the field of [Gerontechnology](#), this conference will bring together participants from around the world. The Conference and its associated Exhibition provide a unique opportunity to highlight your products, services, and innovations to leading representatives in key regional, national and international markets.

We have designed our sponsorship program with you in mind. Enhance your market impact by selecting the most attractive option for your organization, or by combining two or more of the options described here.

We also encourage you to approach us with your ideas for a sponsorship opportunity personalized to fit your needs!

Contact the ISG 2020 Secretariat today to discuss the opportunities and benefits of being a sponsor of this important event!

Phone: +47 917 66 188

E-mail: maja@personservice.no or

Phone: +47 958 05 227

E-mail: siri@personservice.no

Conference website

We recommend you to cheque the conference website for updates about the program etc.:

<https://www.sintef.no/ISG2020>

Information for exhibitors

The World Conference is the principal multi- disciplinary meeting for professionals working in the field of gerontechnology (gerontology + technology). ISG explains that gerontechnology is about **"designing technology and environment for independent living and social participation of older persons in good health, comfort and safety"**. In the Nordic countries we are familiar with the expression "welfare technology", and therefore a short explanation for "gerontechnology" could possibly be **"welfare technology for elderly"** based on the needs of elderly, and keeping in mind that it is also about technology used to prepare for old age.

Who attends?

The Conference brings together designers, developers, service providers, researchers, and policy-makers around technologies that enhance the health, functional capacity, and quality of life of older adults. These include architects, computer scientists, engineers, gerontologists, health and social care providers, housing developers and managers, leisure and recreation specialists, and administrators in industries such as assisted living, hospitals and skilled nursing facilities. Together they represent key regional, national, and international markets. The Conference Exhibition provide a platform for building relationships with a long-term view.

Between **25 and 30 nations** will be represented at the ISG 2020 conference. This means that exhibited products and solutions will be made known in many countries. Previous surveys show that an estimated 1/4 of participants at these types of conferences have a direct influence on procurement. There is plenty of time in the conference program to be able to visit the exhibition. Most speakers are researchers in "welfare technology for the elderly" and represent **an important contact network for collaboration on testing, adaptation and evaluation of products and solutions in new markets.**

This event provides a special opportunity for the host nation **Norway** to showcase their products and innovations on a world stage. A strong presence from the host nation is important. In a recent announcement, the Research Council of Norway has indicated that they want to encourage increased cooperation with the following countries outside Europe: **The USA, Canada, Japan, South Korea, Brazil**, Russia, India, China and South Africa. Those **highlighted** here are very strongly represented at the conference. In these countries, and in several areas in the world, there are also regional "Chapters" of ISG that also have their own events.

Program advertising discount

Receive a 15% Exhibitor's Discount for advertising in the conference program.

Advertisement rates (colour, camera ready)

Full Page	NOK 3750
Half Page	NOK 2500
Quarter Page	NOK 1250

Welcome to ISG 2020



Espen H. Aspnes, Vice President of ISG & Chair of ISG 2020