



Your invitation to exhibition and sponsorship opportunities



Welcome to ISG's 12th World Conference of Gerontechnology,
October 7-9, 2020, Trondheim, Norway

Exhibition and Sponsorship Opportunities – Price list

Exhibition			
Type	What do you get?	Price (NOK)	Note
1 booth	<ul style="list-style-type: none"> • One booth 2 x 3 m including table, chair, electricity and Wifi connection • 24-hour security services • Complimentary listing in the Conference program • Complimentary weblink from the Conference website to your website with up to 75 words <p><i>In order to secure your booth, a 50% deposit is required</i></p>	<p>10,000</p> <p>5,000</p> <p>5,000</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 • Two complimentary booths in conference exhibit hall • Sponsor's name and logo on banner displayed prominently throughout the conference • Platinum Sponsor acknowledgement with your name, logo, and a link to your website in Sponsors Section of ISG2020 website • Your name and logo on Sponsors Page of conference program • Two promotional inserts in each delegate's bag 	145,000	
Gold sponsor	<ul style="list-style-type: none"> • Two complimentary conference registrations • One complimentary booth in conference Exhibit Hall • Sponsor's name and logo on banner displayed prominently throughout the conference • Gold Sponsorship acknowledgement with your name, logo, and a link to your website in Sponsors Section of ISG2020 website • Your name and logo on Sponsors Page of conference program • One promotional insert in each delegate's bag 	72,500	
Bronze sponsor	<ul style="list-style-type: none"> • One complimentary conference registration • One complimentary booth in conference Exhibit Hall • Bronze Sponsorship acknowledgement with your name, logo, and link to your website in Sponsors Section of ISG2020 website • Listing on Sponsors Page of conference program* 	36,250	
Sponsored Symposia Packages	Thematic Symposia are highlights of the Scientific program. Each Symposium is comprised of three to five internationally renowned speakers chosen for their expertise. Prime time within conference program; prime location.	35,000 - 145,000 plus speakers' costs and registration	Content/speakers subject to approval of Scientific Program Committee

To give you an idea of what an amount in NOK is in other currencies, you can use the [currency converter](#). (NOK 10,000 is about € 1,036 or \$1,113.)

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

Phone: +47 465 40 062

E-mail: maja@personservice.no

Conference overview

The ISG World Conference is held once every two years. In May 2020 Trondheim in Central Norway will be the venue 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: **+47 465 40 062** Email: maja@personservice.no

Conference and exhibition venue:
[Clarion Hotel & Congress](#)

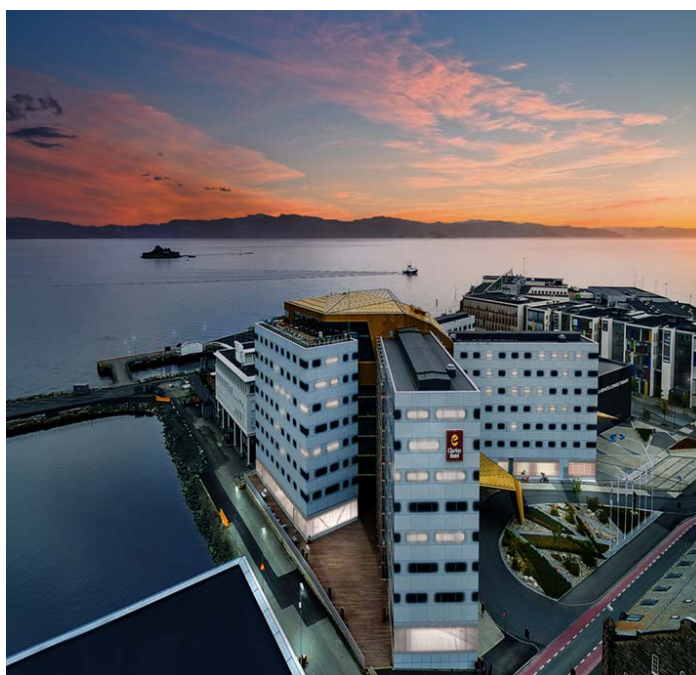
Brattørkaia 1, Trondheim, Norway

Exhibition

Conference website

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

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



Welcome to Trondheim!

On behalf of [The International Society for Gerontechnology](#) it is a great pleasure to welcome you to the ISG's 12th World Conference of Gerontechnology in the historic city of Trondheim, Norway, October 7-9. On October 5-6 there will be arranged a Masterclass at NTNU.

The name Trondheim derives from the old Norse Þrondheimr, meaning home of the strong and fertile ones. The city was founded by Viking King Olav Tryggvason in AD 997, and it occupies a special place in Norwegian culture and history. Trondheim was the nation's first capital, and it continues to be the coronation city where Norway's kings from Harald Hårfagre ("Fairhair") (872–933) to King



Harald V (1991 -) have been hailed, crowned and blessed. In its history the city was and is now again a popular destination for pilgrimages. Trondheim is also an ecclesiastical centre, a regional capital, a centre for industry and commerce, and an important education and research centre. After a catastrophic fire in 1681 destroyed most of the houses in the city, Major Jean Caspar de Cicignon was brought to Trondheim (from Luxembourg) to design a new city plan in the Baroque style. The streets were made wide to prevent fires from spreading. Some of the narrow alleys and narrow streets, many originating in the Middle Ages, nevertheless still exist, contrasting with Cicignon's wide boulevards from the 1600s. Even today Trondheim is spoken of as one of the typical wooden cities of Europe, and the city centre has many special wooden buildings, some built as far back as the 1700s. Trondheim also has many beautiful Art Nouveau buildings.

Today Trondheim has a small but steadily increasing population of under 400,000 within the region, and about 200,000 in the city, Trondheim is home to Norway's largest university, NTNU, and Scandinavia's largest private research organisation, SINTEF. This translates into a dynamic citizen population where one in five inhabitants are registered students and one in seven inhabitants work within the knowledge and innovation sectors, heavily focussed on green technology. With a public sector that incorporates new innovative services from the cradle to the grave and augments democracy by partnering with the private sector, academia and civil society, making it an effective quadruple-helix model city. These considerations, along with a driven provincial and municipal government who have signed Europe's most comprehensive Municipality-City collaboration agreement (University-City 3.0 Agreement), provides the ultimate premise for an interactive living lab. Students, researchers and citizens alike are encouraged and willing to test their ideas and co-create methodology to mitigate global challenges, using Trondheim as a starting arena. The role of the University municipality TRD3.0 is to develop a model for innovation and conversion in the public sector through research, innovation, education and participation in development projects of strategic importance for the public sector. Based on the above, we are proud to host ISG 2020.

Welcome to Trondheim!



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

Information for exhibitors

The Exhibition will be a dynamic event for all involved. In addition to exhibit booths, the Exhibit Hall will be the venue for nutrition breaks, lunch service and poster sessions. On the conference website you will find a [Floor Plan](#).

On Thursday October 8th we want to open the Exhibition for the Public in the afternoon. The visitors will be offered a simple serving with tea/coffee and some snacks.

Gerontechnology

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 which will be in the same area as the poster 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 Europe, there are also regional "Chapters" of ISG that also have their own events.

Exhibit hours at Clarion Hotel & Congress

Move-In

Tuesday, October 6: 7:00pm - 10:00pm

Dismantling

Friday, October 9: 4:30pm - 6:00pm

Exhibit Hours

Wednesday, Oct. 7: 8:00am - 6:00pm

Thursday, Oct. 8: 8:00am - 8:00pm

Friday, Oct. 9: 8:00am - 4:30pm

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

