

# CERAH | CONFERENCE

Oct 2 & 3, 2025

AGING ACROSS THE LIFE CYCLE

## SPONSORSHIP & EXHIBITOR PROSPECTUS



Lakehead  
UNIVERSITY

Centre for  
Education and Research  
on Aging & Health

# About CERAH

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The Centre for Education and Research on Aging & Health (CERAH), Lakehead University, was established in 1991 (originally as the Northern Education Centre for Aging & Health). In the past 30+ years, CERAH has established itself as a leader in education and research related to aging in health.

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## Mission

To conduct high quality knowledge translation, rigorous research and education to advance health and social care promoting health & wellbeing of people aging **across the life cycle**.

## Vision

CERAH will be a recognized leader in education and research regionally, provincially, nationally, and internationally in the areas of aging and health.

## Values

- We hold an appreciation for the contributions and participation of all who work towards our vision
- We espouse cultural humility in our daily practice and interactions with the community
- We aspire to contribute to reconciliation with Indigenous peoples
- We embrace ingenuity, free thinking, creativity, and collaboration
- We exemplify professional, ethical, and inclusive behaviour
- We act from a place of compassion, dedication, integrity and respect
- We believe in being regionally responsive and promoting local capacity



# Prospectus

## Join us for the inaugural CERAH Conference: Aging Across the Life Cycle

The Centre for Education and Research on Aging & Health (CERAH) will hold its first ever collaborative conference on October 2 & 3, 2025 at the Superior Inn in Thunder Bay, Ontario. This conference will combine education, knowledge translation and activities representing all four of our areas of expertise: Aging in Place, Indigenous Peoples' Health & Aging, Dementia and Seniors' Mental Health and Palliative Care.

Through this conference, you have the opportunity to showcase your organization, products, services, research and other information to approximately 300 health and social care professionals, including physicians, nurses, allied health professionals, researchers, academics, health and community service administrators, government representatives, national organization executives, students, and community members.

We offer a variety of sponsorship and exhibitor opportunities, each with their own benefits and advertising space.

# Sponsorship Opportunities

Benefits	Platinum \$8000 <b>SOLD</b>	Gold \$5000	Silver \$3000
Exhibitor Booth	Yes - Preferred location	Yes	Yes
Program Advertisement	Yes - Full Page	Yes - Half Page	Yes - Small
Complementary Registrations for Full Conference	Four	Two	One
Logo & Link on Conference Website	Yes	Yes	Yes
Acknowledgement in Conference Slide Show	Yes - Full Slide	Yes - Half Slide	Yes - Small
Acknowledgement in Promo & Social Media	Yes	Yes	No
Acknowledgement & Link in E-Blast Newsletter (5000+ Subscribers)	Yes	No	No
Logo on Delegate Bag	Yes	No	No

# Other Opportunities

Sponsorship includes Exhibitor Booth

## **Keynote Sponsor: 5 available @ \$2000**

- Keynote recognition by speaker
- Recognition of sponsorship on website and program

## **Breakfast: 6 available @ \$2000**

- Acknowledgement in breakfast area
- logo & link on conference website and program

## **Nutrition Break: 8 available @ \$1800**

- Acknowledgment in break area
- Logo & link on conference website and program

## **Lunch: 6 available @ \$2500**

- Acknowledgment in lunch area
- Logo & link on conference website and program

## **Student Poster Prize: 1 available @ \$500**

- Acknowledgment in poster presentation area for full conference
- Logo & link on conference website and program

## **Printed Materials & Program: 1 available @ \$2000**

- Acknowledgment on first page of program
- Logo & link on conference website

## **Registration Sponsor \$375/Delegate; \$150/Student**

- Slide Show recognition
- Logo & link on conference website and program

## **Community Evening Event Sponsor: \$2500**

- Acknowledgement at event
- Logo & link on conference website and program

# Exhibiting Opportunities

The 2025 CERAH Conference will offer an Exhibitors Hall which will feature products, services and technology relevant to the field of aging and health. Exhibitors can include educational, government, for-profit, and non-profit organizations.\*

Exhibit Type	Cost
For-Profit Organization	\$450
Educational or Non-Profit Organization	\$250

## Exhibit Hours:

### Thursday, October 2, 2025

- 8:00 AM - 9:00 AM (Breakfast)
- 11:00 AM - 11:30 AM (Nutrition Break)
- 12:30 PM - 1:30 PM (Lunch)
- 3:00 PM - 3:30 PM (Nutrition Break)

### Friday, October 3, 2025

- 8:00 AM - 9:00 AM (Breakfast)
- 11:00 AM - 11:30 AM (Nutrition Break)
- 12:30 PM - 1:30 PM (Lunch)
- 3:00 PM - 3:30 PM (Nutrition Break)

## Booth Includes:

- 8 foot table & tablecloth
- 2 chairs
- Link on conference program to your website
- Feature in conference slideshow
- One exhibitor-only pass\*\*

\*Booth spaces are limited. Selection of booths will be at the discretion of the organizers.

\*\*Does not include conference registration. Full conference registration can be purchased at a discounted rate if you wish to participate as a delegate.

# Commitment Form

If you are ready to submit a request to sponsor or become an exhibitor, please click the button below to download the Sponsor/Exhibitor Commitment Form.

When you have filled out the form, please email it along with a photo of your organization's logo to [cerah@lakeheadu.ca](mailto:cerah@lakeheadu.ca)

[Download Commitment Form](#)

## Connect With Us



(807) 343-8010 ext. 7271



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