



The Grey Matters Seniors Services Conference is coming to Edmonton. The 2012 event will offer a thought-provoking agenda on Creating Age-Friendly Communities and will bring together individuals and organizations who work with older adults throughout Alberta.

Edmonton Seniors Coordinating Council is pleased to co-host this event, with the Government of Alberta, and to offer you and your organization the opportunity to connect with leaders in the seniors' services sector. By supporting Grey Matters 2012, you will not only get your message out to more than 300 individuals who work closely with seniors every day, you will also be able to meet and build relationships with organizations and agencies that serve seniors.

The Seniors Services Conference has been providing opportunities for the seniors' sector to network, gain knowledge and increase awareness since 2000. Whether you are looking for advertising opportunities or to support a specific area of learning, we have a level of sponsorship that fits every budget. Please refer to the following **Details at a Glance** and visit the Edmonton Seniors Coordinating Council website at www.seniorscouncil.net to register your interest.

Sincerely,

Sheila Hallett
Executive Director
Edmonton Seniors Coordinating Council

**Government
of Alberta** ■



EDMONTON
SENIORS
COORDINATING
COUNCIL



Details at a Glance

History: An annual event since 2000

Date: September 13 and 14, 2012

Location: Fantasyland Hotel
17700 87 Ave NW
Edmonton

Benefits to You:

- High visibility for your product or service
- Access to professional staff who work with older adults
- Province-wide coverage
- Networking opportunities with other services or organizations
- Opportunity to build contacts with a business card draw at your display

Conference Mission:

The Grey Matters Seniors Services Conference provides opportunities to network, gain knowledge and increase awareness for those who work within the seniors serving sector.

Attendance: 300 people are expected to attend from across the province. This includes social workers, health care staff, public service workers, other professional staff and board members.

Sponsorship: A variety of sponsorship tiers are available (see attached for details).

Display Fair:

A display fair is planned as a feature event on **Friday September 14, 2012**. The hours of the fair will be 8:30 a.m. – 3:00 p.m. Food and beverages (breakfast, morning snack, lunch) will be provided free of charge to your representative. Free parking is available for participants.

Platinum and Gold sponsors receive a prime location display booth on both days of the conference.

**Government
of Alberta** ■



EDMONTON
SENIORS
COORDINATING
COUNCIL