The Power of Community

From Local Vision to National Action on Ageing

2026 Sponsorship and Exhibitor Package

June 7-9, 2026 | Victoria Inn | Winnipeg, Manitoba

HelpAge Canada

About the Summit Host

The Summit is proudly hosted by HelpAge Canada with guidance from the Interim pan-Canadian Community Leadership Council.

About HelpAge Canada - Founded in 1975, HelpAge Canada is the only Canadian registered charity and international NGO dedicated exclusively to partnering with community organizations and the older people they serve to improve ageing equity and well-being. We are the national backbone of the Community-Based Seniors Serving (CBSS) sector, representing more than 10,000 organizations.

About Leadership Council - The Interim Pan-Canadian CBSS Community Leadership Council was established in 2024 and brings together representatives from all provinces and territories, as well as other diverse perspectives. The Council provides leadership and guidance on strategic initiatives to strengthen and advance the CBSS sector across Canada.

About the Summit

Building on the momentum of our inaugural 2024 gathering, the 2026 Summit brings together hundreds of community-based organizations from across Canada. It's a national opportunity to connect, learn from one another, and move from shared vision to coordinated action.

The gathering will build on insights from provincial and territorial consultations to strengthen the Community-Based Seniors' Services (CBSS) sector.

Our attendees: CBSS organizations and allies (healthcare organizations, academia and research, all levels of government, private sector)

323
Summit Attendees in 2024

“I found the Summit program to be **highly engaging** and **informative**. The topics covered were relevant and timely, and the speakers brought **valuable insights** and expertise to their sessions.

The organization of the event was smooth, and the schedule was well-structured, allowing for ample **networking opportunities**.”

– 2024 Summit Participant

CBSS organizations support older adults. They may include:

- Seniors Centres/ Active Living Centres
- Multi-Service Agencies
- Funders
- Community Centres
- Ethno-Cultural Organizations
- Intermediary Organizations
- Neighbourhood Houses
- Community Coalitions
- Governments

CBSS organizations provide:

- Nutritional Supports
- Physical Activity
- Transportation
- Accessible and Affordable Housing
- Information, Referral and Personal Advocacy
- Health and Wellness
- Social, Education, and Creative Arts Programs

Summit Goals

- **Bring people together** from CBSS organizations and allies across the country to strengthen relationships.
- **Share progress** since the 2024 Summit, including insights from national consultations.
- **Help organizations grow stronger** by learning from each other and building new skills.
- **Mobilize coordinated action** to move forward a unified, community-driven approach to aging in Canada.

Why Sponsor or Exhibit?

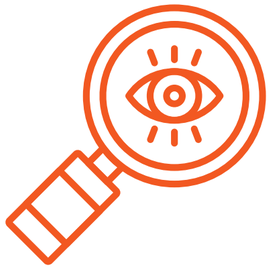
Be part of the momentum and growing movement to celebrate and shape the future of ageing – by community, for community.

Thought Leadership

Position your organization as a leader committed to community-driven solutions, equity, and innovation in ageing.

Networking Opportunities

Build relationships with hundreds of community-based organizations, sector leaders, researchers, funders, and decision makers from across the country.



Brand Visibility

Gain national exposure among a highly engaged audience while aligning your brand with values of inclusion, community impact, and collective action.

Build Sector Capacity

Support knowledge sharing, skill building, and collaboration that helps community organizations respond to real-world needs and challenges.

	PRESENTING SPONSOR $45,000+	EVENT CHAMPION $30,000	COMMUNITY PARTNER $20,000	ADVOCATE $10,000	FRIEND $5,000
Mainstage Recognition					
Brand Recognition & Visibility					
Summit Program	• Full page feature	• Half-page feature	• Logo only	• Logo only	• Name listed
Conference Pass	• 3 in-person • 5 virtual	• 2 in-person • 4 virtual	• 1 in-person • 3 virtual	• 1 in-person • 2 virtual	• 1 in-person • 1 virtual
Exhibitor Hall Showcase					
Speaking opportunity					
Priority Seating					
Exclusive Networking					
Custom Activation Opportunity					

PRESENTING SPONSOR $45,000+

Conference Pass

- 3 in-person
- 5 virtual

Brand Recognition & Visibility

- Digital acknowledgment and recognition in pre- and post-Summit communications, online app, logo on event materials, and logo & link to organization on event website

Mainstage Recognition

- Emcee and CEO remarks
- Showcase slide between sessions
- Recognition on sponsor slide

Speaking Opportunity

- Opening Remarks (3-5 mins)
- Introduce plenary on day 1
- Closing remarks (2 mins)

Exhibitor Hall Showcase

- 1 table included

Summit Program

- Full page feature

Priority Seating and Exclusive Networking

Custom Activation Opportunity

- Special showcase/activity to engage attendees

EVENT CHAMPION $30,000

Conference Pass

- 2 in-person
- 4 virtual

Summit Program

- 1/2 page feature

Exhibitor Hall Showcase

- 1 table included

Brand Recognition & Visibility

- Online app, logo on event materials, and logo & link to organization on event website

Mainstage Recognition

- Emcee remarks
- Recognition on sponsor slide

Speaking Opportunity

- Introduce plenary on day 2

COMMUNITY PARTNER $20,000

Conference Pass
- 2 in-person
- 2 virtual

Summit Program
- Logo

Exhibitor Hall Showcase
- 1 table included

Brand Recognition & Visibility
- Online app, logo on event materials, and logo & link to organization on event website

Mainstage Recognition
- Recognition on sponsor slide

ADVOCATE $10,000

Conference Pass

- 1 in-person
- 2 virtual

Mainstage Recognition

- Recognition on sponsor slide

Brand Recognition & Visibility

- Online app, logo on event materials, and logo on event website

Summit Program

- Logo

FRIEND $5,000

Conference Pass

- 1 in-person
- 1 virtual

Mainstage Recognition

- Recognition on sponsor slide

Brand Recognition & Visibility

- Online app, name listed on event materials and website.

Summit Program

- Name listed

EXHIBITOR OPPORTUNITIES

We have a limited number of in-person exhibitor opportunities available for non-profit and for-profit organizations.

Exhibitor Showcase: June 8 and 9 (set up on June 7)

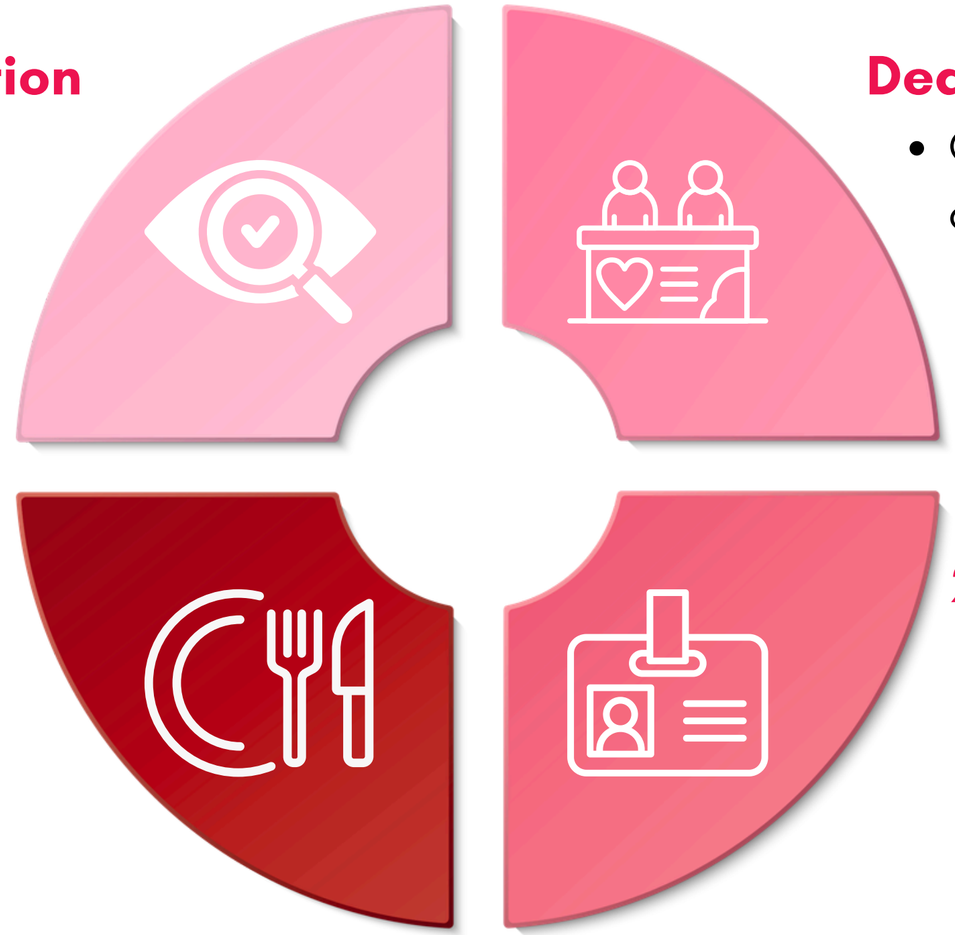
Exhibitors Receive:

Brand Recognition and Elevation

- Exhibitor Profile on Pheedloop (digital platform)
- ¼ Page description with logo in virtual summit program

Meals (June 8 & 9)

- Enjoy breakfast and lunch



Dedicated in-person 8" Table

- Opportunity to showcase your organization in the Exhibitor Hall

2 Exhibitor Hall Badges

- Exhibitors can register separately to attend the event and access a discounted rate if registering before April 15th.

EXHIBITOR OPPORTUNITIES

Pricing

$750	**Non-profit and/or charitable organizations**
$2,000	**For-profit organization**

***Cost includes 8' x 2' skirted table and table cloth.**
Access to electricity at an additional cost of $80.00/per outlet + tax.

Interested in exhibiting? Submit an Expression of Interest

Once your Expression of Interest is approved, you will receive access to the Exhibitor Portal, where you can process payment and complete your Exhibitor staff registration.

Interested in tailoring a sponsorship package?
Or have questions?

Let's connect: Summit@HelpAgeCanada.ca