



Ontario Society of Senior Citizens Organizations  
*La Société des Organisations des Citoyens Aînés de l'Ontario*



# **2023 PROSPECTUS**

## **Diversify!**

### **Older Workers Add Value Conference and Employment Networking Expo**

**Date:** Tuesday, March 28, 2023

**Conference:** 9:30-3:45

**Employment Networking Expo:** 11:00-3:00

**Location:** Montecassino Event Centre

3710 Chesswood Dr.

North York, ON M3J 2W4



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Ontario Society of Senior Citizens Organizations (OSSCO©) empowers older adults to be independent, financially secure and live safely in their community. For the past 6 years, more than 2,300 people 55+ accessed OSSCO's Job Search and Employment Networking programs. 22% of graduates found work within 3 months of completing a program. Another 47% found work after 6 months. Let's build on that together!

OSSCO is proud to be the organizer of many highly anticipated events that regularly receive a score of 98% satisfaction in meeting expectations. This year's event, **Diversify: Older Workers Add Value Conference & Employment Networking Expo**, is on Tuesday, March 28, 2023. Attendees discover how to find their next job, where age-friendly employers are, and gain confidence from learning that older workers are good for business. OSSCO also presents the 2023 **Business Excellence Award** for age-diversity to a business for best practices in recruitment and retention of an intergenerational work force.



## 2023 SPONSORSHIP OPPORTUNITIES

The **2023 Age Diversify! Conference & Employment Networking Event** is an excellent opportunity to profile your company as a leader in employee hiring, to boost online visibility through OSSCO's network of online partners, and directly reach up to 300 attendees at the event.

| Conference Sponsors   | Platinum<br>\$4,000 | Gold<br>\$3,500 | Silver<br>\$2,500 | Bronze<br>\$1,500 |
|---|---------------------|-----------------|-------------------|-------------------|
| Opening Remarks (Platinum)  | ✓                   |                 |                   |                   |
| Closing Remarks (Gold)  |                     | ✓               |                   |                   |
| Opportunity to moderate panel discussion or sit on panel discussion | ✓                   |                 |                   |                   |
| Platinum – receive list of Conference Delegates and Expo Attendees  | ✓                   |                 |                   |                   |
| Gold – receive list of Conference Delegates                         |                     | ✓               |                   |                   |
| Silver – receive list of Expo Attendees                             |                     |                 | ✓                 |                   |
| Opening and Closing Conference Credit Recognition                   | ✓                   | ✓               |                   |                   |



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| <b>Conference Sponsors</b>   | <b>Platinum<br/>\$4,000</b> | <b>Gold<br/>\$3,500</b> | <b>Silver<br/>\$2,500</b> | <b>Bronze<br/>\$1,500</b> |
|--|-----------------------------|-------------------------|---------------------------|---------------------------|
| Comprehensive recognition and marketing opportunity in all OSSCO communications around the event | ✓                           | ✓                       |                           |                           |
| Promote your business in our March, and April online Newsletter with 1/3 of a page logo insert   | ✓                           | ✓                       | ✓                         | ✓                         |
| Priority recognition on sponsor signage and looping PowerPoint                                   | Logo                        | Logo                    | Logo                      | Logo                      |
| Complimentary Exhibitor Table at the Employer Networking Expo                                    | ✓                           | ✓                       | ✓                         | ✓                         |
| Company listing in Conference Guide  | ✓                           | ✓                       | ✓                         | ✓                         |

## EMPLOYMENT NETWORKING EXPO EXHIBITOR PACKAGE

Boost your public profile! Become an Exhibitor at the Employment Networking Expo! Here's your chance to reach 200+ motivated job seekers who want to find out more about your company and share their expertise with you.

Make a difference and demonstrate that your company supports fairness in hiring. Secure your Exhibitor table in the Expo. Employment Networking Expo runs concurrently with the Diversify! Older Adults Add Value Conference.

**For a cost of \$400**, you receive: one 6' table, 2 chairs, lunch and *free* business listing in the Diversify! Older Adults Add Value Conference guide.

## Digital Advertisement

| <b>Digital Advertisement in Newsletter</b> | <b>Until March</b> | <b>After March 1 *</b> |
|--|--------------------|------------------------|
| <b>Full Page</b>                           | \$600              | \$750                  |
| <b>Half Page</b>                           | \$350              | \$500                  |
| <b>Quarter Page</b>                        | \$250              | \$350                  |
| <b>Business Card</b>                       | \$175              | \$250                  |

\* After March 1, advertisement is included in April 2023 Newsletter or you can select your advertisement to be included in the Conference guide.



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## CONFERENCE AGENDA:

|                 |   |
|-----------------|---|
| 9:00-9:30am:    | Conference Registration                                       |
| 9:30 – 9:45am:  | <b>Conference opening, Greetings<br/>Land Acknowledgement</b> |
| 9:45- 10:15 am: | Key Note Address  |
| 10:15 -11:00am  | <b>Workshop – Networking Strategies from the Pros</b>         |
| 11:00 -11:45am: | Workshop - Job Search Essentials                              |
| 11:45 – 12:30pm | <b>Panel Discussion: Employers Talent Search</b>              |
| 12:30 –2:00pm   | Lunch/ OSSCO Alumni Mix & Mingle at Expo                      |
| 2:00 - 2:15pm:  | <b>2023 Diversify! Employer Award Presentation</b>            |
| 2:15 – 3:00 pm: | Workshop- Building Your Personal Brand                        |
| 3:00 – 3:30pm   | <b>Virtual Panel: Maximizing Online and AI tools</b>          |
| 3:30-3:45pm     | Conference Closing remarks                                    |



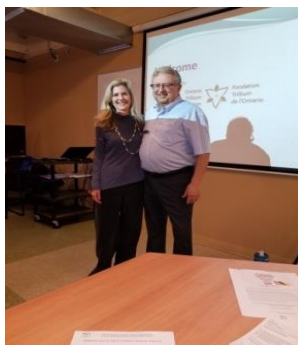
## EMPLOYMENT NETWORKING EXPO

Open to the Public 11:00 – 3:00pm

OSSCO Alumni Mix & Mingle 12:00 – 1:30pm



Attendees are encouraged to share their opinions on topics of interest to job seekers and gathered by volunteers.





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**2023 AGE DIVERSIFY! CONFERENCE & EMPLOYMENT NETWORKING EXPO AGREEMENT**

**YES!** We will participate in the **2023 Age Diversify! Conference and Employment Networking Expo**

**Confirm your space by completing and returning this form by copying it into the body of your email to: [lcavanagh.eventsbyossco@gmail.com](mailto:lcavanagh.eventsbyossco@gmail.com)**

**Payment can be made online at [ossco.org/donate/](https://ossco.org/donate/)**

Company Name:

**REGISTER NOW!**

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Type (Please select by highlighting your choice in bold)**

- ☐ Platinum Sponsor Package \$4,000
- ☐ Gold Sponsor Package \$3,500
- ☐ Silver Sponsor Package \$2,500
- ☐ Bronze Sponsor Package \$1,500
- ☐ Speaker Workshop or Session sponsor: \$500
- ☐ Exhibitor Package \$400
- ☐ Other Sponsorship Amount

**Advertisement Types (Please select by highlighting your choice in bold)**

Please Note: All ads to be supplied to OSSCO in electronic format (e.g. JPG, EPS, PDF) . Contact [programs@ossco.org](mailto:programs@ossco.org) for specific electronic requirements.

- ☐ Full Page: \$600
- ☐ Half Page: \$350
- ☐ Quarter Page: \$250
- ☐ Business Card: \$175
- ☐ Delegate Bag inserts \$300