



16th
GLOBAL CONFERENCE
on ageing

Bangkok | Thailand
June 27-30 | 2023

CHALLENGE | TRANSFORMATION | CHANGE

Sponsorship Prospectus





16th GLOBAL CONFERENCE on ageing

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THE HOST



The International Federation on Ageing (IFA) is an international non-governmental organization (NGO) with a membership base comprising government, NGOs, industry, academia, and individuals in over 75 countries.

The IFA has general consultative status at the United Nations (UN) and is a non-state Actor at the World Health Organization (WHO).

It is a registered charity in Canada, with an international and democratically elected board of directors.

Our vision is a world of healthy older people whose rights are protected and respected through driving the agenda of the world's ageing populations.

As an organization with almost 50 years experience, we drive this mission by being the global point of connection and networks of experts and expertise to influence and shape age-related policy across sectors and disciplines.

INTRODUCTION

In crises, as in the fight for change, we are not all equal. Some of us have advantages, due to our socio-economic background, our access to education, our citizenship, our gender, or our race. For others the journey for change is ever more complex and requires tenacity, courage, and conviction. Yet, many of us can have significant influence, including within our organisations.

The IFA 16th Global Conference on Ageing entitled Challenges, Transformation, Change is a platform to share knowledge, create opportunities for cross sector, cross disciplinary advocacy, and to communicate and drive policy change from the local to global to local.

The conference themes are purposefully selected to shine a light on issues that are not often prioritised and actioned in policy dialogue such as older women and maintaining and improving function. Then there are the themes which have received prominence namely immunization for all ages and age-friendly environments which are embedded in the intergovernmental agendas of the UN Decade of Healthy Ageing and the Immunisation Agenda 2030. Digital technologies and practice is a cross cutting themes for all themes and used in the context and creating an environment that enables a person to do what they have reason to value.



AUDIENCE DEMOGRAPHICS AND EVENT DETAILS

Connecting diverse stakeholders around the world to share and learn from others, nurturing leadership and building capacity at all levels, hearing diverse voices and creating space for meaningful engagement are the ingredients to develop common agendas that we tackle together from our different perspectives.

Our challenges need reframing, repositioning and responses that represent cross-sector cross-discipline approaches. The IFA's 16th Global Conference on Ageing will serve as an invaluable forum, fostering conversations that will help shape our future.



The 16th Global Conference on Ageing will be convened in-person from the **27th – 30th of June 2023**, at the Bangkok Marriott Marquis Queen's Park in Thailand. The IFA is proud to be supported by an international network of partners and is committed to creating an environment that enables older people to do what they value through a deeper evidence-based understanding.

This in-person conference will feature prominent experts presenting and discussing critical issues within the field of ageing and will host delegates from all over the world. IFA looks forward to welcoming delegates from across a variety of sectors and anticipates significant representation from professionals including those in health care as well as other policymakers, government officials, UN and WHO representatives, industry, NGO's and thought leaders and experts.

CONFERENCE THEMES

We have resources, skills, and networks that can be leveraged to challenge the status quo. This makes it especially important for us to consider how our actions may help address the crises that we face. With this in mind, this Global Conference is framed by 5 themes that will serve as a forum for discussions on both the challenges and solutions to some of our most pressing global concerns

**AGE-FRIENDLY
ENVIRONMENTS**

**DIGITAL TECHNOLOGIES
AND PRACTICE**

**IMMUNISATIONS
FOR ALL AGES**

**MAINTAINING AND
IMPROVING FUNCTION**

OLDER WOMEN

AGE-FRIENDLY ENVIRONMENT

Keywords:

accessibility, social participation, inclusion, intergenerational, political will

Physical, social and economic environments are important determinants of healthy ageing and powerful influences in the experience of ageing and the opportunities that ageing offers. The UN Decade of Healthy Ageing, a global collaboration to improve the lives of older people, their families, and the communities in which they live has designated age-friendly environments as one of the four areas of action, the others being integrated care, long-term care and combatting ageism.

The age-friendly cities and communities framework in 2002 has transitioned into the WHO Global Network of Age-friendly Cities and Communities with over 1,400 members from more than 51 countries, covering over 300 million people worldwide. The unprecedented growth seen in recent years (and since its inception) signifies the sustained interest and commitment of cities, communities and nations in ensuring the rights, functional ability, and autonomy of older people remain central and prioritized alongside shifting demographics.



Policies, systems, services, products and technologies are needed to address the social determinants of healthy ageing and facilitate people of all capacities and capabilities to continue to do the things that they value. Age-friendly environments are better places to grow, to live, to work, to play and to age. They enable older people with a wide range of capacities to age safely, be protected, continue personal and professional development, and participate in and contribute to their communities while retaining their autonomy, dignity, health, and well-being.

Age-friendly planning and activities should be conducted across diverse sectors and multiple levels of government and involve and leverage the expertise and experience of civil society and the private sector and be guided by the participation of older people. The Decade enablers namely voice and engagement, leadership and capacity building, connecting stakeholders, and strengthening research, data and innovation serve as important structures to inform and build better policies to foster healthy ageing at a local and country level.

Physical, social and economic environments are important determinants of healthy ageing and powerful influences on both the experience of ageing and the opportunities that ageing offers. Age-friendly environments are created by removing physical and social barriers and implementing policies, systems, services, products and technologies to: promote health and build and maintain physical and mental capacity throughout the life course; and enable people, even with diminished capacity, to continue to do the things they value.

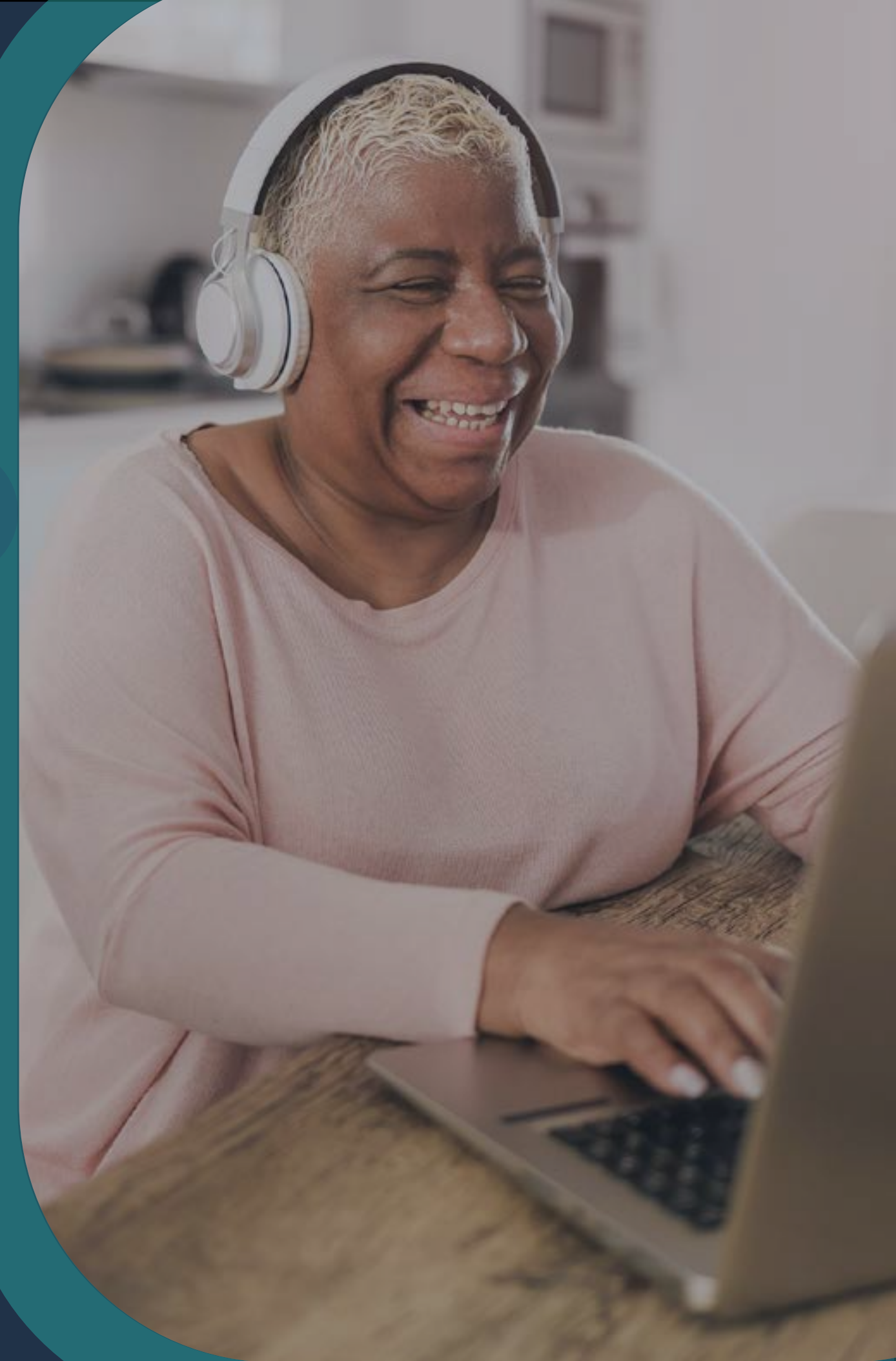
DIGITAL TECHNOLOGIES AND PRACTICE

Keywords: social inclusion, enabling, accessibility, literacy

The COVID-19 pandemic has demonstrated the various advantages of technology within health care systems, as well as the crucial role of telehealth in facilitating care delivery to older persons.

With the impacts of the pandemic still ever present, health care systems need to continue to evolve to meet the health requirements of an ageing population. However, health informatics and technology include the caveat of a certain level of digital literacy for end-users, including the public and older adults.

Older persons are disproportionately affected by technological advances and artificial intelligence (AI)-related changes. With the growing trend of the digital divide, there is an increasing lack of digital literacy and access to the internet and communication technologies amongst populations, most particularly older adults. In addition to education and access-related challenges, the financial burden of digital services by means of modern technologies prevents opportunities for older adults, particularly in low-income regions. These barriers exacerbate health disparities and leave older adults and vulnerable populations at increased risk.



The growing global trends of an ageing population and digitalization demand an interdisciplinary and multi-sectoral collaborative strategy within the colloquy of healthy ageing and technology.

- Incorporating digital accessibilities in the design stage of communities ensures comprehensive and intergenerational considerations, leading to digitally inclusive and enabling environments for all, including one of the largest global cohorts, older adults.
- Augmenting healthcare systems with emerging capabilities to improve monitoring and reporting services, promoting the accessibility of digital services, boosting older adults' health literacy, and providing better overall care to all, are essential.
- Being a resource for the facilitation of ageing in place, technology and good practice can improve and contribute to the maintenance of older persons' independence, dignity, and right to self-determination, while also improving health-related quality of life.



Ensuring integrated care, through technology, for older people reflects a continuum of care to help reorient health and social services toward a more person-centered and coordinated model of care that supports optimizing the intrinsic capacity and functional ability of older persons.

IMMUNISATIONS FOR ALL AGES

Keywords:

prevention, access, inequity, vaccine pathways, messages and campaigns, investment

Despite vaccination being the most effective public health intervention, second only to clean water, the rates of adult vaccination across all vaccine preventable diseases (e.g., COVID-19, influenza, pneumonia, shingles and pertussis) are shamefully low in all countries.

Change in vaccine policy change is a long and arduous process especially in population groups often viewed as a burden on the health and social care system. COVID-19 has not only made visible the importance of protecting and ensuring the rights of those at high-risk of serious and life-threatening complications it has also highlighted innovations and modifiable barriers that can be replicated and scaled across populations as well as ways in which health care systems could be structured to respond to certain populations.

First, a fully funded national immunisation strategy and plan that reflects equitable access to vaccines across the life course is foundational to population health. Next public health messages and campaigns must be built around the target audience rather than a generic statement and help inform the decision making of an individual. The campaigns must be accessible through various channels and in various forms from the simplest to those on websites and apps.



Simplifying vaccination pathways, we must build on innovations seen during the pandemic and expand the pool of health care professionals (HCPs) that can administer vaccines across the life course, rather than what is currently routine where some HCPs are regulated only adult vaccinations.

System reform and change while being complex and viewed mistakenly as the long game is now more urgent than ever before. Increased and sustained investment in infrastructure including surveillance and monitoring systems is urgently needed to respond to disruptions and delays in routine immunisation for respiratory infections, influenza, pneumococcal pneumonia and pertussis as well as childhood vaccination such as measles and DTaP (diphtheria, tetanus, and pertussis) which have set back population health by more than two decades.

Now more than ever, there is a need to ensure that recommended national immunisation plans based on sound epidemiological evidence is framed by (1) expanded prevention strategies and central component of universal health coverage (2) expanded access through addressing modifiable barriers and (3) reduce inequities through timely, appropriate, and affordable access to immunisation and undoing the WHO and national targets that illustrate disparity in vaccination on the basis of age.

MAINTAINING AND IMPROVING FUNCTION

Keywords:

frailty, health system reform, assessment and access, long term care, integrated care

Key to health ageing is the maintenance of function across the life course and prevention of frailty. Recent research, from across 28 countries, finds that there is a high risk of frailty among older adults, estimating that 1 in 6 community-dwelling older people may experience frailty.

Individuals with frailty experience impaired resiliency following an acute stress, resulting in diminished physical functioning. Loss of function and frailty may be associated with a combination of complex and chronic conditions and associated with numerous adverse outcomes. These may include disability, institutionalization, death, increased use of healthcare resources, in addition to social isolation, loss of connection and diminished productivity are evident.



An increased emphasis on education, screening and early disease detection is needed across many fields of health to preserve function, in addition to coordination across health care systems, including primary and long-term care settings.

While health systems currently target the treatment of disease, a shift in focus and action is needed to prevent loss of function and enhance environments to support older people at all capacities. The WHO Integrated Care for Older People (ICOPE) and framework to achieve an Integrated Continuum of Long-term Care each provide evidence-based guidance toward person-centred, coordinated and optimize the functional ability of older people.

The UN Decade of Healthy Ageing represents concerted action across sectors to improve the lives of older people, create environments in which older people can do what they have reason to value and promote healthy ageing and good well-being across the life course. Sustained action is needed to protect functional ability and prevent frailty, in order to achieve healthy ageing.



OLDER WOMEN

Keywords:

resilience, contributions, disparities, lifelong inequalities, disaggregated data

The world's population is ageing. This phenomenon has significant implications for almost all sectors of society, including the demand for goods and services and the labour and financial markets. It is crucial to note that the ageing population is predominantly female, known as feminization of older populations, as women have a greater longevity in comparison to their male counterparts.

According to the UN, at the global level in 2010-2015, women's life expectancy at birth exceeded that of men by 4.6 years. Yet, we remain largely unaware of the challenges women encounter.

Older women suffer significant gender and health inequities. In both developed and developing worlds, older women continue to endure the consequences of poor nutrition, as well as inadequate access to health care and support systems. These health issues are further compounded by socio-economic inequities women face throughout their life. Although they tend to live longer than men, older women are more likely to face poverty and struggle to meet their basic needs. Older women are also likely to experience more social isolation because they have a higher chance of becoming widowed and to live alone.



OLDER WOMEN

As demonstrated, ageing takes a greater toll on women. There is a disproportionately higher rate of disability and chronic illness in later life in women and, in most cases, they do not have anyone to provide them with care when they need it. Due to increasing dependency on caregivers, along with neglect, violence, psychological abuse, and violation of personal rights, the quality of life of older women declines.

Although older women remain invisible to policymakers, it is crucial to understand the importance of their contributions to the society. Older women have the potential to create social capital and can contribute largely to family and community health.

For instance, they serve as unpaid contributors in many parts of the world, acting as caregivers, confidants, mentors, volunteers, grandparents, and sometimes great grandparents; thus, bolstering intergenerational ties.

Despite studies on ageing, there is limited attention on gender discrimination among older adults and even less literature on the study of women and gerontology (i.e. the interconnectedness between gender and ageing). However, these studies have concluded that experiences of women, and older women in particular, are shaped by inequalities. Therefore, the impact of ageing on women and their quality of life requires further analyses. It is just as important to raise awareness about the current societal structures that are discriminatory and non supportive of older women.

To ensure that older women do not continue to be invisible or neglected and their autonomy and economic stability is not jeopardized, there is a need for a society that recognizes and values their contributions, regardless of age and gender.

LOCATION AND VENUE

The 16th Global Conference on Ageing will be convened from the 27th – 30th of June 2023, at the **Bangkok Marriott Marquis in Thailand**. This in person event will welcome delegates from around the globe and use this state-of-the-art venue as a platform for transformation and change.

The Bangkok Marriott Marquis is an ideal place to meet during the day and unwind at night. It is located along Sukhumvit Road in downtown Bangkok, surrounded by several of the city's most vibrant shopping, business, and entertainment districts. The close proximity to BTS Skytrain Station Phrom Phong, as well as the EM District lifestyle malls, enable mobility and easy access to some of the city's most talked about hotspots.

To make the most of your time here, also be sure to visit one of the many landmark attractions, like the M District: EM Quartier, Emporium shopping complex, Terminal 21 shopping mall, Benjasiri Park, Benjakitti Park, Interchange Tower, and Thonglor-Ekkamai known as Bangkok's Hippest Street!



SPONSORSHIP PACKAGES



PLATINUM SPONSORSHIP - \$60,000 USD

Three platinum sponsorship packages offer exposure and engagement opportunities directly with delegates leading up to, during, and post the conference.

Virtual Booth via the Conference App

Virtual booth on the Conference App that provides an online space to promote products and services.

Delegate Access

Three (3) complimentary registration passes that can be assigned to any delegate of the sponsors choosing.
All additional conference registrations or pre-conference events can be purchased at the member rate.

Promotion

- Advertisement and acknowledgement in the conference app
- Branded signage in the main stage at the venue
- Acknowledgement during the opening welcome
- Be featured in the conference website with links to your company profile
- 24 months complementary membership to the IFA
- Logo on:
 - o Conference website: www.ifaconf.ngo
 - o Virtual conference program book
 - o Session signage
 - o Social media
 - o At least one (1) VoltAGE newsletter (~20,000 recipients)

THEME SPONSORSHIP - \$20,000 USD | FIVE (5) PACKAGES AVAILABLE

The IFA is pleased to offer five theme sponsorship packages that feature engagement opportunities with delegates within the context of the five core conference themes (one sponsorship package is available per theme):

1. digital technologies and practice;
2. older women;
3. maintaining and improving function;
4. immunisation for all ages; and
5. age-friendly environments.

- *Advertisement and acknowledgement in the conference app*
- *Branded theme signage at all themed presentations*
- *Acknowledgement during the opening welcome*
- *Be featured in the conference website with links to your company profile*
- *12 months complementary membership to the IFA*

- *Logo on:*
 - o *Conference website: www.ifaconf.ngo*
 - o *Virtual conference program book*
 - o *Session signage*
 - o *Social media*
 - o *At least one (1) VoltAGE newsletter (~20,000 recipients)*

IFA 16th Global Conference Luncheon

The program includes a buffet lunch to be held at the Bangkok Marriott Marquis. All five theme sponsors will have the opportunity to co-host this networking luncheon, including an opportunity to speak from the podium, provide materials on specialty marketing tables and set up company signage. A full program for this luncheon will be determined once all sponsors have been secured.

IFA Membership

Membership includes access to the “Members Only” section of the IFA website, opportunities to be nominated and selected to the IFA Board of Directors, reduced registration fees to IFA Global Conferences and endless opportunities to be connected and/or collaborate with other IFA Members and Network Partners.

Delegate Access

This package includes two (2) complimentary three-day registration passes that can be assigned to any delegate of the sponsors choosing. All additional conference registrations or pre-conference events can be purchased at the member rate.

PRESIDENTIAL SYMPOSIUM SPONSORSHIP - \$12,000 US

THREE (3) PACKAGES AVAILABLE

Each day of the conference there will be one featured Presidential Symposium attended by all conference delegates where invited experts will discuss and present on three (3) specific topics/themes: **Immunization for All Ages, Frailty to Function, and The Future of Humanitarian Action.**

These Symposiums brings together thought leaders in their fields, public health, and health economics to distill the science and public health evidence and good practices into knowledge assets and action. These symposia will highlight the need to mobilize and call on governments to invest in prevention and prioritise emerging issues for all, beyond the Covid 19 pandemic.

SPONSORSHIP PACKAGES

Immunization for All Ages is one of the most important public health interventions of our time and critical to a life-course approach to healthy ageing, embodied in the vision of the WHO Immunization Agenda 2030 and the UN Decade of Healthy Ageing. Now at a critical point in the pandemic, we face reduced rates of routine immunisation, increases in vaccine hesitancy and pending austerity measures that may impact health promotion and prevention actions.

Frailty to Function is linked with monitoring frailty indicators in older people and is recommended to identify those who could benefit from rehabilitation and early intervention programs. There is the need to adopt a philosophy of enablement, based on a bio-psycho-social model, which allows people to 'live well' with these conditions and to reduce reliance on supportive care, both in the community and in residential settings.

The enablement philosophy embraces the maintenance of function and the regaining of functional capacity in people with dementia and neurodegenerative disease. Reablement and rehabilitation supports people to regain lost functional capacity as their disease progresses. It is something that should be practised at all levels of care, supported by health and other public policy.

The Future of Humanitarian Action has been raised by world leaders articulating what they can achieve when they work together to tackle the most daunting challenges. In 2015, they agreed to the Sendai Framework for Disaster Risk Reduction, the global climate change agreement and the 2030 Agenda for Sustainable Development, laying out an ambitious agenda and timeline for change. As we in the field of ageing work to ensure that humanitarian needs are met in a principled manner, so we must now work with greater determination to reduce risk and vulnerability.

Humanitarian and development actors will need to work towards collective outcomes, based on comparative advantages. We will need to break down silos, rather than starting with individual institutional mandates. Listen to some of the world's leading experts unpack what can only seem a daunting task.

EXCLUSIVE OPENING RECEPTION SPONSORSHIP - \$7,500 US

ONE (1) PACKAGE AVAILABLE

The IFA 16th Global Conference on Ageing is seeking a sponsor to host and exclusive 2 hour opening reception on the evening of the 28th of June to be attended by all delegates. Get in front of all attendees just as the conference's energy hits full tilt. The evening after the Opening Session provides the first networking opportunity attendees will have with colleagues in Bangkok prior to packed program on the 29th and 30th. Be a major presence at the event in which attendees grab a drink and some refreshments, see new faces, and reconnect with colleagues they haven't seen in possibly three (3) years.

Opportunity includes:

- Logo recognition on Opening Reception signage
- Logo recognition on the conference website promoting the reception
- Speaking opportunity to welcome delegates
- Recognition as sponsor in the mobile application and online schedule

EXCLUSIVE GALA DINNER - \$15,000 US

ONE (1) PACKAGE AVAILABLE

The IFA 16th Global conference on Ageing will hold a gala dinner for all conference delegates, as part of their general registration fee, on the evening of 29th June 2023 at the Marriott Marquis.

Sponsoring the Conference Gala Dinner gives you the ideal opportunity to promote your business and to showcase yourselves to an exclusive audience. The Gala Dinner offers companies the chance to build brand awareness for their organization and the contribution they make in the field of ageing. Take this opportunity to meet with a high-profile social gathering in Bangkok.

Opportunity includes:

- Logo recognition on Opening Reception signage
- Logo recognition on the conference website promoting the reception
- Speaking and presentation opportunity to all Gala delegates
- Recognition as sponsor in the mobile application and online schedule

EXCLUSIVE KEYNOTE SPONSORSHIP - \$17,000 US

ONE (1) PACKAGE AVAILABLE

The IFA is pleased to offer an exclusive sponsorship for the keynote address on the theme Older Women that includes excellent exposure and engagement during the opening of the global conference on early evening of the 27th June 2023.

Speaking Opportunity

A representative selected by the sponsor will welcome the keynote speaker to the podium and have the opportunity to join the moderator in closing remarks.

Delegate Access

This package includes two (2) complimentary three-day registration passes that can be assigned to any delegate of the sponsors choosing. All additional conference registrations or pre-conference events can be purchased at the member rate.

Promotion

Keynote sponsors will have the opportunity to:

- Feature a 1/2 page advertisement in the Conference Program book at no cost
- Exclusive signage during the keynote address
- Have logo included on:
 - o Conference website: www.ifaconf.ngo
 - o Digital conference program book
 - o All directional and session signage
 - o IFA social media
 - o At least one (1) VoltAGE newsletter (~20,000 recipients)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Registration Desk Sponsor - One (1) Sponsorship Available | \$5,000 USD

Be the official sponsor of Conference Registration at the 16th Global Conference on Ageing. Over 1,000 delegates are expected to register for the conference between today and June 2023. Have your organization's logo featured on the automated confirmation emails sent to delegates when they register and at the main conference registration desk from 27-30 June 2023.

PARTNERS

The IFA is proud to be supported by an international network of partners and is committed to creating an environment that enables older people to do what they value through a deeper evidence-based understanding. The conference will feature prominent experts presenting and discussing critical issues within the field of ageing.

As a trusted partner please consider this package your Save the Date and invitation to participate in the 16th Global Conference on Ageing. While the work of the IFA is much more than a global conference, it has and will continue to be one of the most important platforms through which knowledge is exchanged.

Throughout these pages, there are endless opportunities for branding, sponsorship, and engagement with the global delegates who will attend in-person in Bangkok in June 2023.

BURSARY PROGRAM

The bursary program enables selected delegates living in less developed countries to obtain financial assistance to participate in the 16th Global Conference on Ageing and affiliated events. To have a diversity of opinions and views, the IFA will select delegates from a maximum of different countries and at least 50% of the Bursary Program will be allocated to women. In compliance with the Charter of Human Rights, the Bursary Program has no restrictions regarding gender, race, religion, physical ability, sexual orientation, political beliefs or HIV/health status.

10% of your sponsorship dollars will go towards this Bursary Program.

TESTIMONIAL



“I want to thank IFA for giving me the opportunity to participate in the 14th Global Conference on ageing. For me, it was a pleasure to be a part of this amazing event. Thank you for providing meals, transportation, accommodation and most importantly, an unforgettable experience.

For activists and volunteers from our countries who work with such small budgets on these issues, this great support is very important, and I will be eternally grateful to IFA”

*Jairo Ramos Quintero, Bursary Recipient,
14th Global Conference on Ageing, Panama*