

Silver Eco[®]

▶ **International Festival 2022**

#SilverEco

SAVE THE DATE

Silver Eco[®]
▶ International Festival

12-13 of September 2022
Palais des Festivals
Cannes - France

UNDER THE PATRONAGES OF
THE MINISTER OF SOLIDARITY AND HEALTH
THE MINISTER OF ECONOMY, FINANCE AND RECOVERY
THE MINISTER RESPONSIBLE FOR AUTONOMY
TO THE MINISTER FOR SOLIDARITY AND HEALTH



PRESENTATION

Silver Eco[®]

▶ International Festival

The World's rendezvous for Silver Economy and Ageing Well

UNDER THE PATRONAGES OF
THE MINISTER OF SOLIDARITY AND HEALTH
THE MINISTER OF ECONOMY, FINANCE AND RECOVERY
THE MINISTER RESPONSIBLE FOR AUTONOMY
TO THE MINISTER FOR SOLIDARITY AND HEALTH



SilverEco & Ageing Well international awards

After the Tokyo edition

2022 winners of the SilverEco & Ageing Well International Awards are invited to Cannes / France



A Jury of experts



An international jury
composed of experts from the sector

THE great gala Ceremony of the Silver Economy

Silver Night[®]

► Les Trophées SilverEco

Awards Ceremony

In the prestigious amphitheater
of the Palais des Festivals de Cannes

SAVE THE DATE

Silver Eco[®]

▶ International Festival

The World's rendezvous for Silver Economy and Ageing Well

SOUS LES PATRONAGES
DU MINISTRE DES SOLIDARITÉS ET DE LA SANTÉ
DU MINISTRE DE L'ÉCONOMIE, DES FINANCES ET DE LA RELANCE
DE LA MINISTRE DÉLÉGUÉE EN CHARGE DE L'AUTONOMIE
AUPRÈS DU MINISTRE DES SOLIDARITÉS ET DE LA SANTÉ



The B2B Festival



The SilverEco and Ageing Well market place:

Business meetings, speed meetings, networking and qualified appointments

Meet your customers and prospects, train, learn ...

Who's participating?

A group of business professionals are seated around a table in a meeting. A man in a dark suit and tie is leaning forward, pointing at a laptop screen. A woman with glasses is looking at the screen. Other people are visible in the background, some looking at the laptop. The scene is brightly lit, suggesting an indoor office or conference room setting.

Startups / Major Groups / SMEs / Franchises, Medical and social professionals, Senior Living and Senior Care Providers, International experts, Political guests, Investors, Journalists....

To Promote, Test and Discover

KNOWLEDGE MANAGEMENT

BI

BENCHMARKING



DATA MINING

DATA VISUALIZATION

MEASUREMENT ANALYSIS

Discuss about the best practices, Discover the talents of today and tomorrow, Highlight innovations, Promote new offers and services
Celebrate aging well

REPORTING

COLLABORATION PLATFORM

A group of diverse people are seated around a dark wooden table in a bright, modern meeting space. They are engaged in a collaborative activity, looking at various documents and laptops. The scene is lit with warm, natural light from a large window on the right. A semi-transparent red banner is overlaid at the top left, and a semi-transparent grey banner is at the bottom left.

To test your products and services "live"

SilverEco Lab / Seniors Lab

Workshops and Creative WorkShops: co-design, imagine, share ...

Conviviality

A photograph of two women smiling and taking a selfie. The woman on the left has short reddish hair and is wearing a dark top. The woman on the right has long brown hair and is also wearing a dark top. They are holding a silver smartphone in front of them. The background is a red carpet event with a white backdrop featuring large black letters, including 'NA' and 'FC'. A red banner is visible at the top of the image.

A friendly and festive dynamic to build strong business relationships

A VIP After Cocktail proceeded by the awards ceremony

A Festival with many events



Expo area: "HUB" Expo & Classic Expo

Guest events: Create your event within the Festival (expo area, dedicated conference rooms, etc ...)

A touch of antisocial

Surprises / Animations
Expo Networking Cocktail



International guests

Several international experts invited
HUB Country / International market place



Ageing Well Study Tour

The image is a collage of three photographs. The top-left photo shows a red building with a balcony and a red banner with white text. The bottom-left photo shows a yellow building with a balcony and a list of activities. The right-side photo shows a modern building with a red staircase.

Unlike any other country, France is converting the challenges of population ageing into opportunities for renewed socioeconomic growth.

- V.I.P. attendance to the SilverEco International Festival and Awards
- Full translations and interpretation
- Site visits to innovative French organizations in ageing
- Cultural program Country / International market place

A massif communication plan



Large media plan on-line / off-line, Media partners, PR agency
Event Site Visibility Campaign, SilverEco.org Relay
Direct Marketing, +1.000.000 Emailings, Live Videos, Social Media

Awards : Making it meaningful



Since 3 editions, SilverEco Awards are made by people with Alzheimer's disease
In partnership with the Joia France Alzheimer 06

PARTICIPATE

Silver Eco[®]

▶ International Festival

**The World's rendezvous
for Silver Economy
and Ageing Well**

UNDER THE PATRONAGES OF
THE MINISTER OF SOLIDARITY AND HEALTH
THE MINISTER OF ECONOMY, FINANCE AND RECOVERY
THE MINISTER RESPONSIBLE FOR AUTONOMY
TO THE MINISTER FOR SOLIDARITY AND HEALTH



SilverEco[®]

▶ International Festival

▶ Participate

Participate in the B2B Festival / September 12 and 13, 2022

Access Pass B2B : 345 Euros

Apply for the International Awards

Price : 395 Euros

(Including Acces Pass B2B for the Festival)

**Be part of the International Delegation
and Participate in the Study Tour / September 12 to 16, 2022**

2490 Euros (Early Bird Price)

(Including Acces Pass B2B for the Festival, hotel, meals...)

Attend the Awards Ceremony / Septembre 12, 2022

Free participation



SilverEco[®]

▶ **International Festival**

▶ **Become a Partner**



- > **First Pack**
- > **Start Pack**
- > **Premium Pack**
- > **Core or Country Partner**
- > **StartUp & Robotics Kit**
- > **Options List**

Silver Eco[®]

▶ International Festival

▶ Become a Partner **First Pack**



First Pack >>

- Exhibition area including 1 high table, 2 stools, 1 printed Kakemono, 1 printed poster (booth delivered, assembled, equipped) within the inner street hall
- 2 Access Passes to the B2B Festival (Business meetings, Speed Meetings, Forum, VIP After party)
- Complete contact details on the official online catalogue
- Personalized invitation HTML mailing (on request, routing possible)
- 2 lunches per day

Price : 1 550 Euros excluding VAT

Silver Eco[®]

▶ International Festival

▶ Become a Partner **Start Pack**



Start Pack >>

- Exhibition area of 4m² including 1 counter, 2 stools, 1 printed Kakemono (Booth delivered, assembled, equipped) in the main hall
- 2 Access Passes to the B2B Festival (Business meetings, Speed Meetings, Forum, VIP After party)
- Logo display (web, emailings)
- Complete contact details on the official online catalogue
- Personalized invitation HTML mailing (on request, routing possible)
- 2 lunches per day

Price : 3 590 Euros excluding VAT

SilverEco[®]

► International Festival

► Become a Partner **Premium Pack**



Premium Pack >>

- Exhibition area of 9m² including 1 counter, 1 table, 3 chairs, 1 front printed image wall, 1 printed kakemono (Booth delivered, assembled, equipped) in the main hall
- 5 Access Passes to the B2B Festival (Business meetings, Speed Meetings, Forum, VIP After party)
- Logo display (web, emailings)
- ½ advertising insert and complete contact information on the official online catalogue
- Personalized invitation HTML mailing (on request, routing possible)
- Dedicated news relay on SilverEco.org and Social Media
- 5 lunches per day

Price : 6 880 Euros excluding VAT

SilverEco[®]

▶ International Festival

▶ Become a Partner
Core/Country Partner



Core or Country Partner >>

- Official Partner of the Festival
- Multi-exhibitor «Hub Expo» area: main exhibitor and its satellites (Delivered booth , assembled, equipped) in the main hall
- 25 Access Passes to the B2B Festival (Business meetings, Speed Meetings, Forum, VIP After party)
- Associated Partner logo display
- Advertising insert and complete contact details on the official online catalogue
- Personalized invitation HTML mailing (on request, routing possible)
- Dedicated news relay and personalized file on SilverEco.org
- Press release in press kit
- Intervention during the Awards Ceremony
- Participation as a member of the Jury (up to 1 000€ refund for Plane + Hotel)

Price : Consult us

Silver Eco[®]

► International Festival

► Become a Partner **Start-Up or Robotics**



Start Up Kit // Robotics Kit

- Exhibition area (high table, high stool, 1 visual) within the following dedicated spaces :
 - Future is Now / Silver StartUp Hall
 - Robotics Hall of Fame
- 1 Access Passes to the B2B Festival (Business meetings, Speed Meetings, Forum, VIP After party)
- Complete contact details on the official online catalogue
- 1 lunch per day

Offer reserved for start-ups or robotics sector structures.

Price : 750 Euros excluding VAT



Options List >>

- Intervention during the Awards Ceremony
- Speech, Roundtable Forum
- Logo display on the front of the Palais / « Montée des marches » Partner
- Sponsor of the bag given to the participants / Sponsor of the badge / Distribution of documentation / Goodies
- “Silver Baby” sponsor
- Buffet / cocktail sponsor
- Emailing on our contact and participant databases
- Specific video capture and editing of your speech
- Exclusivity in your sector
- Partner Workshop / Conference / Ideathon
- Guest Event

SilverEco[®]

▶ International Festival

▶ Become a Jury ?



Jury member >>

- Mention in the Festival's official Catalogue
- Participation in a round table
- Free Access Pass (worth 345€)
- Free business meeting

You will represent your country as an AgeingWell Expert and Official Jury Member

Contact us



[Throwback images of the 2021 Aging-Well SilverEco Festival Awards](https://www.silvereco.org/festival/fr/phototheque-2021/)

<https://www.silvereco.org/festival/fr/phototheque-2021/>

[Video review of the 2021 event](https://youtu.be/hUYWOaKsYYM)

<https://youtu.be/hUYWOaKsYYM>

Silver Eco[®]

▶ **International Festival 2022**

#SilverEco