



23rd FESTIVAL OF THE
third AGE

September 30–October 2, 2024

9am- 6pm, Cankarjev dom, Ljubljana, Slovenia

The central event of the International Day of the
Elderly (October 1) in the Republic of Slovenia

CO-ORGANIZERS:



INVITATION TO PARTICIPATE

What is the Festival of the Third Age?

The Festival of the Third Age (F3ŽO) is a unique event for the elderly in Slovenia and the largest event of its kind in Europe. In 2024 it will celebrate its 23rd anniversary.

This year too, it will create space for cooperation between generations, civil society, voluntary organizations, the economy, academic and political spheres. In this way, it will contribute to the search for sustainable intergenerational solutions, and it will offer visitors and participants a place to socialize, to exchange ideas and information, and to learn about various services and products that improve the quality of life for the elderly and connect generations.

Due to the large number of participants, the festival grows stronger every year and is constantly developing at the international level as well. In 2023, more than 255 exhibitors and partners have joined the festival, 120 cultural performances and 65 lecturers and speakers have lined up. It is thus the largest event for the elderly in Europe. The festival offers interesting educational events, polemical expert discussions and numerous workshops for all generations. There is also a rich cultural program at various venues and a charity campaign.



Who will cooperate at the Festival of the Third Age?

Companies, organizations, associations, public and private institutions and other providers who are active in the field of the elderly can present themselves as part of the Festival of the Third Age, namely:

Associations of retired people;
Day activity centers;
Homes for the elderly;
Home care providers;
Pharmaceutical companies;
Banks and insurance companies,
asset management;
Media;

Telecommunications;
Products and services for the
elderly;
Employment and training
organizations for the elderly;
Labor associations;
Healthcare organizations;
Alternative treatment methods;

Sports and leisure;
Culture;
Education;
Tourism and recreation;
Non-governmental
organizations;
Intergenerational cooperation:

Festival of the Third Age in numbers:

23

YEARS

120

CULTURAL
EVENTS

65

LECTURERS AND
SPEAKERS

255

EXHIBITORS
AND PARTNERS

15,100

VISITORS

1. COOPERATION WITH EXHIBITION SPACE*

All organizations participating in the fair exhibition must pay a mandatory registration fee of 190 EUR. The mandatory registration fee includes wireless Internet access, a publication of the exhibitor in the list of exhibitors in the event newspaper, website and floor plan. *Unless otherwise specified, prices are valid for the entire duration of the event and not for a single day. The stated prices are exclusive of VAT, which is paid by the client.

1/A Standard equipped exhibition space

You can rent an exhibition space in 2 or 3 m of depth. The smallest exhibition space you can rent is 6 m².

A fully equipped exhibition space includes: partition walls, two shelves, a table, two chairs, an electrical connection, company name on the standard fascia board and a trash can.

PRICE:

165 EUR/m²

1/B Unequipped exhibition space

You can rent an unequipped exhibition space in different sizes. The smallest exhibition space you can rent is 6 m².

An unequipped exhibition space is completely empty (without partition walls, furniture and the exhibitor's sign). You will be able to order additional equipment (floor covering, partition walls, tables, etc.) at a later date using the form that will be available with the Exhibitors' Manual. We can also prepare your exhibition space on demand.

PRICE:

130 EUR/m²

1/C Shared use of the exhibition space

In the case of two or more organizations exhibiting at the same exhibition space, the one-time price of the exhibition space must be covered in full, and any subsequent co-exhibitor must be registered and a registration fee and the shared use of the exhibition space must be paid. Co-exhibitors have the same benefits as independent exhibitors (entry of co-exhibitors in the list of all exhibitors, benefits in other forms of promotion and advertising, etc.).

PRICE:

240 EUR/Co-Exhibitor


1/D Promotion/Promotional Counter

Promotion is carried out by one person behind the counter, additional assistants are charged as distributors of promotional material outside the exhibition area/promotional counter. The dimensions of the promotional counter are 100 cm x 100 cm x 50 cm (width x height x depth). The promotional counter package includes a counter with fascia board (without partition walls).

PRICE:

500 EUR/pc + application fee

*Renting the exhibition space also gives you a 30% discount on participation in the programme (2) and a 30% discount on promotional activities (3).



2. PARTICIPATION IN THE EDUCATIONAL AND CULTURAL PROGRAMME

2.1 EDUCATIONAL PROGRAMME

Expert lecture, workshop or round table

Present your knowledge, advice and guidance in the form of a lecture, workshop or round table to those who need it. Lectures, workshops and round tables will take place in the separate lecture rooms of Cankarjev dom, which are typically equipped with a computer and projector and basic sound system.

Halls with 30 to 40 seats, 60 and 100 seats are available.

You can apply for participation in the programme to the Programme Coordinator, Ms. Gaja Lah until the programme is full (+386 1 300 32 31, gaja.lah@proevent.si).

PRICE:

Hall with 30 to 40 seats

250 EUR/hour

Hall with 60 seats

270 EUR/hour

Hall with 100 seats

290 EUR/hour



2.2 CULTURAL AND ARTS PROGRAM

The Festival of the Third Age is also accompanied by numerous cultural events that attract thousands of performers and visitors every year. Main events:

September 30, 2024 - GRAND OPENING

October 2, 2024 - CULTURAL CEREMONY AT THE END OF THE FESTIVAL

We offer you the possibility of a 15-minute cultural performance during the festival. You can take part in the cultural and artistic programme under various thematic sections, where there will be dance theater performances, singing sessions, solo performances and presentations. Cultural associations, pensioners' associations, schools, kindergartens, faculties, companies and non-profit organizations can perform on the Open Stage.

You can confirm your participation until all available slots are filled to the Cultural Programme Coordinator, Ms. Lara Peklenik (+386 1 300 32 30, lara.peklenik@proevent.si).

PRICE:

90 EUR/15 min

For associations, schools and kindergartens, the 15-minute performance on the Open stage is free of charge. The performance is financed by the Partners and Sponsors of the Festival.



3. ADDITIONAL FORMS OF PROMOTION

3/A Distribution of promotional material at the event

The price includes the distribution of one type of promotional material and a maximum of two distributors. The clients can ensure the personnel for the distribution of the materials themselves or can leave it to the Organizer to distribute the materials. The distribution of the promotional materials without the Organizer's permission is not permitted. The distributors must accredit themselves at the INFO POINT of the event.

PRICE - Distribution performed by the Organizer:
(the material must be delivered to the Organizer's address no later than September 20, 2024).

500 EUR/2 dispensers, 1 type of promotional material

PRICE - Distribution performed by the Client:

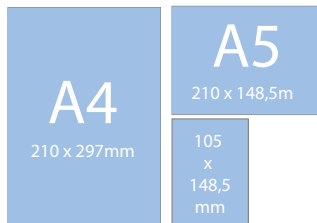
400 EUR/2 dispensers, 1 type of promotional material

3/B Advertisement in the festival newspaper

The festival newspaper will be published at the event (A4 format) in a circulation of 20,000 copies and will include the programme schedule, floor plan and list of exhibitors, advertisements and useful articles for the target group.

Visitors will receive it free of charge at the entrance to the event. Advertisements and articles must be submitted no later than **August 31, 2024**. Advertisements (in .PDF format, text in curves, in selected format, CMYK color space, 300 dpi, and 3-4 mm margins) and proofread articles up to 1,500 characters without spaces and logos, to the address

lara.petkovsek@proevent.si.*



PRICE:

1 page (210 mm x 297 mm) or proofread article (1500 characters without spaces)

1.050 EUR/ad

1/2 page (210mm x 148.5mm)

700 EUR/ad

1/4 page (105mm x 148.5mm)

490 EUR/ad

*In the event that the advertisement is not submitted in the appropriate format/form, and/or in the event that the content of the article does not match and is not proofread, the Organizer is not responsible for the inadequacy of the publication. The Organizer is also not obliged to publish an advertisement/article if it has not been forwarded to him in time.

3/C Publication of banner or logo on the website

During the promotion and duration of the festival, the website www.f3zo.si is visited by more than 10,000 different users per month.

Banner can be seen on the entry page or on subpages. A logo with a link to your organization's website is published on one of the subpages. Logo or the advertising banner is visible on the website from the signing of the contract up to and including October 2, 2024.

Send the web banner or logo and the link to which you want the logo/web banner to be linked to lara.petkovsek@proevent.si.*

*In the event that the banner or the logo is not submitted in the appropriate format/form, the Organizer is not responsible for the inadequacy of the publication. The Organizer is also not obliged to publish the banner/logo if it has not been delivered in time.

PRICE:

Banner on the entrance page 1200 x 200 points:
700 EUR/banner

Banner on the subpage 300 x 600 points:
600 EUR/banner

Logo:
350 EUR/logo

3/D Social media package

As part of the Festival's social networks, we will run a Social marketing campaign where you will be visible:

- with a post on the Festival's Facebook profile
- with a sponsored post worth €50 on the Festival's Facebook profile

PRICE:

280 EUR

4. SPONSORSHIP POSSIBILITIES

If you want to introduce yourselves to the visitors of the Festival of the Third Age in a special and unique way, we will be happy to prepare individual sponsorship packages adapted to your wishes and needs. For more information on sponsorship opportunities, please contact the Festival Director Mr. **Tihomir Kovačič** (+386 1 300 32 08, tihomir.kovacic@proevent.si).



5. COMPETITIONS

The Festival of the Third Age supports and encourages visitors to bring all the hidden talents from behind the walls of their home to the Cankarjev dom. We invite all brave creators to register for the art or photography competition, which we are also organizing as part of the festival.



literary contest



intergenerational contest



art contest



photography contest

Who are the visitors to the Festival of the Third Age?

Curious, active and creative seniors as individual visitors and as part of societies, associations, interest groups and organizations of pensioners.

Young people of all ages who are important co-creators of intergenerational cooperation and integration.

Representatives of the middle generation, who are the most productive part of society and at the same time need long-term preparation for the aging period.

Representatives of the business environment who want to include older generations in their programmes.

Professional public from governmental and non-governmental institutions, institutes and development research organizations.

The international professional public, who see the festival as an environment for making professional and business contacts, as well as an opportunity to promote and implement international projects for the elderly.

Other interested public.

The Media.

You too can create and experience the Festival of the Third Age!



CONTACT US

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www.f3zo.si

ADDRESS:

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Third Age**

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SOORGANIZATORJA:

CITY ASSOCIATION OF
PENSIONERS OF LJUBLJANA



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