



**INVITATION  
TO PARTICIPATE**



# FESTIVAL OF THE THIRD AGE

29 September–1 October 2026  
from 9 a.m. to 6 p.m., Cankarjev dom, Ljubljana

*We are all one generation!*

Co-organizers:



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**The main event celebrating the International Day of Older People  
(1 October) in the Republic of Slovenia**







# 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 2026 it will celebrate its jubilee, 25th anniversary.

This year, it will once again 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 2025, more than 290 exhibitors and partners have joined the festival, 150 cultural performances and 150 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.

 Sept. 29.–Oct. 1. 2026

 9.00–18.00

 Cankarjev dom, Ljubljana

 Free admission

### The 2026 Festival marks three important milestones:

- the 35th anniversary of the independent Republic of Slovenia;
- the 100th anniversary of the death of Srečko Kosovel, as the Government has declared 2026 the Year of Kosovel;
- the 25th anniversary of the Festival for the Third Age, confirming its firmly established place in society.

 **250+ PARTICIPANTS**  
Producers and organizations  
in 2025

 **17.000+ VISITORS**  
in 2025

 **843.000 REACH**  
on social media



# WHO VISITS AND WHO PARTICIPATES?

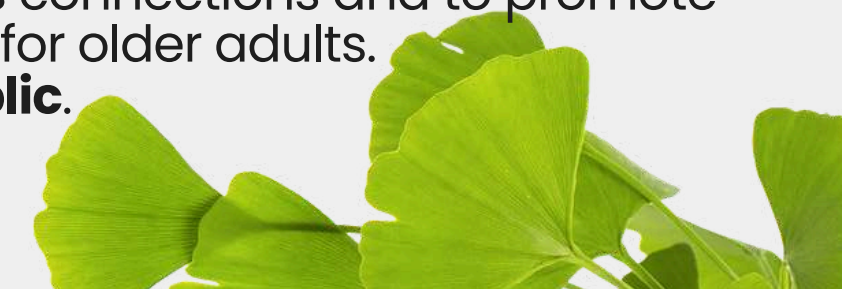
## Profile of participants:

- Organizations of and for older adults, such as retirement associations, day centers, networks of self-help organizations, cultural and other interest groups for retirees, and study circle networks;
- professional and vocational organizations for people with disabilities;
- educational institutions;
- manufacturing, retail, and service companies offering products and services for older adults, families, people with disabilities, the blind and visually impaired, the deaf and hard of hearing, etc.;
- service companies and organizations, such as travel agencies, spas, banks, insurance companies, and transportation providers;
- pharmaceutical companies;
- healthcare organizations;
- sports and leisure organizations and associations;
- consumer protection and advocacy organizations;
- research institutions;
- organizations that bring together young people and run intergenerational programs, such as kindergartens, schools, universities, and student organizations;
- social work centers, nursing homes, and home care and support services;
- employment and training organizations for supplementary or additional work;
- trade unions and labor associations;
- state and public institutions, ministries, municipalities, public agencies, and professional institutions;
- non-governmental organizations, such as associations, foundations, and chambers;
- cultural organizations, such as theaters, cultural-artistic associations, galleries, and museums.



## Profile of participants:

- Curious, active, and creative **older** adults, attending individually or as part of visits from associations, interest groups, and organizations for retirees.
- **Young people of all ages**, who are key co-creators of intergenerational collaboration and connection.
- **Representatives of the middle generation**, who are the most productive segment of society and simultaneously require long-term preparation for aging.
- **Business representatives** seeking to integrate older generations into their programs.
- **Professional audiences** from governmental and non-governmental institutions, institutes, and research and development organizations.
- **International professionals** who see the festival as an opportunity to establish professional and business connections and to promote and implement international projects for older adults.
- **Other interested members of the public.**



# SPONSORS AND SUPPORTERS PREVIOUS EDITIONS (2025)

## STRATEŠKI PARTNERJI:

## PARTNERJI FESTIVALA:

## PARTNER IZOBRAŽEVALNEGA PROGRAMA

## MEDIJSKI SPONZORJI:



# FORMS OF PARTICIPATION

## 1. PARTICIPATION IN THE TRADE FAIR EXHIBITION\*

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.

### 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 m<sup>2</sup>. 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.

 165 EUR/m<sup>2</sup>

### B UNEQUIPPED EXHIBITION SPACE

You can rent an unequipped exhibition space in different sizes. The smallest exhibition space you can rent is 6 m<sup>2</sup>. 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.

 130 EUR/m<sup>2</sup>


### 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.).

 240 EUR/Co - Exhibitor

### 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 an extension (without perimeter walls)

 500 EUR/pc + application fee

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



## 2. PARTICIPATION IN THE EDUCATIONAL AND CULTURAL PROGRAM

### A EDUCATIONAL PROGRAM

#### 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, 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 program coordinator, Ms. Gaja Lah until the programme is full (01 300 3 231, [gaja.lah@proevent.si](mailto:gaja.lah@proevent.si)).

 **Hall with 30 to 40 seats**  
250 EUR/hour

 **Hall with 60 seats**  
270 EUR/hour

 **Hall with 100 seats**  
290 EUR/hour

### B 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 29, 2026 – GRAND OPENING**
- **October 1, 2026 – CULTURAL CEREMONY MARKING THE END OF THE 25th FESTIVAL**

We offer you the possibility of a 15-minute cultural performance during the festival. You can take part in the cultural and artistic program 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 Programme Coordinator, **Ms. Lara Peklenik** (01 300 3 230, [lara.peklenik@proevent.si](mailto:lara.peklenik@proevent.si)).

 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

### 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.

 **Distribution performed by the organizer:**  
500 EUR/2 dispensers, 1 type of promotional material

 **Distribution performed by the client:**  
400 EUR/2 dispensers, 1 type of promotional material

### 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, 2026**. 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 of **Lara Petkovšek** (01 300 32 12, [lara.petkovsek@proevent.si](mailto:lara.petkovsek@proevent.si)).\*

 **1/1 page (210 mm x 297 mm) or proofread article (1500 characters without spaces)**  
1.050 EUR/ad/article

 **1/2 page (210mm x 148.5mm)**  
700 EUR/ad

 **1/4 page (105mm x 148.5mm)**  
490 EUR/ad

### C PUBLICATION OF BANNER OR LOGO ON THE WEBSITE

During the promotion and duration of the festival, the website [www.f3zo.si](http://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 1, 2026.

Send the web banner or logo and the link to which you want the logo/web banner to be linked to **Lara Petkovšek** (01 300 32 12, [lara.petkovsek@proevent.si](mailto:lara.petkovsek@proevent.si)).\*

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

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

 **Logo:**  
350 EUR/logo

### D SOCIAL MEDIA PACKAGE

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

- presentation of a post on a Facebook profile
- sponsoring a post worth €50

 280 EUR/package

\* If advertisements/logos/posts are not submitted in the correct format or form, and/or if articles are not relevant to the event or have not been proofread, the organizer is not responsible for any issues with the publication. The organizer is also not obligated to publish an advertisement or article if it is not submitted on time.



## 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 **Tihomir Kovačič** (01 300 32 08, [tihomir.kovacic@proevent.si](mailto:tihomir.kovacic@proevent.si)).

### Forms of sponsorship:

- General Sponsor
- Major Sponsor
- Minor Sponsor
- Open Stage Sponsor
- Education Sponsor
- Café Sponsor
- Grand Opening Sponsor
- Official Closing Sponsor

## 5. COMPETITIONS




The Festival of the Third Age supports and encourages bringing hidden talents out from behind four walls onto the stages of Cankarjev Dom. We invite you to help us create an unforgettable experience – a joint competition that we can co-organize and promote throughout the festival. Time on stage will be allocated for award ceremonies, and all participants can also be rewarded with practical prizes. For more information about the competitions, please contact **Nastja Slak** (01 300 32 25, [nastja.slak@proevent.si](mailto:nastja.slak@proevent.si)).



## ORGANIZER CONTACTS

### ADDRESS

**Festival of the Third Age**  
**Proevent d. o. o.**  
Dunajska cesta 10, p. p. 3558  
1000 Ljubljana, Slovenija

-  [info@f3zo.si](mailto:info@f3zo.si)
-  [F3ZO.festival](https://www.facebook.com/F3ZO.festival)
-  +386 (01) 300 32 19

### CONTACTS

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**MELITA REMŠKAR**  
*Project Director*  
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[melita.remskar@proevent.si](mailto:melita.remskar@proevent.si)

### PROGRAMME COUNCIL

**President of the Program Council**  
Vlasta Nussdorfer

**Programme Committee**  
Andrej Jus  
Anton Donko  
Marjan Šiftar  
Marjan Sedmak, president of MZU  
OPZDU, co-organizer



[www.f3zo.si](http://www.f3zo.si)

