

Where the community comes together!



2016

50^{plus} EXPOs



50plusExpoPA.com

Chester County · Cumberland County
Dauphin County · Lancaster County · York County

Fun! Informative!

Brought to you by:
OLP EVENTS



2016

We have a booth just for you!

You are invited to join us at any or all of our regional 50^{plus} EXPOs. These one-day events feature exhibitors, free health screenings, and seminars. They provide an opportunity for businesses to make a personal connection with the community.

Visitors are looking for information about:

Caregiving • **Finances** • **Health & Wellness**
Home Improvements • **Leisure Activities**
Nutrition • **Retirement Living** • **Technology**

and so much more!

www.50plusExpoPA.com

2016



50plus EXPOs are the perfect venues to promote your company's products or services. They enhance your visibility with the over-50 population, who still like to be social the classic way – in person!

Who Attends?

Baby boomers, seniors, and their families and caregivers attend the 50plus EXPOs. While many visitors return, each event attracts new attendees looking for information for themselves or others to help them live happy, healthy lives as independently as possible. Whether they are active and working, are retired and on the go, have limited mobility, or are caregivers to a loved one, there is something for everyone at the 50plus EXPOs.

What's In It For You?

50plus EXPOs provide a venue for you to engage with this significant demographic on a one-on-one basis, offering guests pertinent information, answering questions, and gauging interest, with the opportunity for future follow-up. Networking with other exhibitors opens the door to building business-to-business relationships.

Contact Us

Kimberly Shaffer, Events Manager
(717) 285-8123 • info@50plusExpoPA.com

www.50plusExpoPA.com

Why Participate?

Americans 50 and older represent 45 percent of the U.S. population. They have and will continue to generate a demand for products, services, and environments that can adapt to their changing physical and mental capabilities.

Today's boomers and seniors have more dynamic lifestyles and are pursuing ways to stay active and engaged. Their net worth is three times that of younger generations. While fitness, travel, and entertainment are important social aspects, remaining in their homes or learning about retirement living and care options for themselves or a loved one are also top priorities.

50^{plus} EXPOS feature free health screenings, seminars, entertainment, exhibitor displays ... and they are an excellent way to connect you with your target audience.

Sponsorship opportunities and exhibitor spaces are available.

Why participate in a 50^{plus} EXPO?

- ▶ Face-to-face interaction with 1,500–3,000 potential clients (contingent upon EXPO location)
- ▶ Cost-effective marketing
- ▶ Cultivate relationships with potential clients
- ▶ Increase exposure and brand awareness
- ▶ Generate high-quality leads from a targeted audience
- ▶ Build trust and confidence
- ▶ Network with other providers of services

EXHIBITOR INFORMATION:
Exhibit booths available – \$795
 (\$100 OFF early bird registration available)

Exhibit booth space includes:

- ▶ back wall or rear and side standard drapes
- ▶ covered table and 2 chairs
- ▶ identification sign
- ▶ exhibitor listing in EXPO guide
- ▶ exhibitor listing on EXPO website

SPRING

2016 Schedule

FALL

<p>17th ANNUAL LANCASTER COUNTY 50^{plus} EXPO May 18, 2016 9 a.m. – 2 p.m. Shady Maple Conference Center • Smorgasbord Building 129 Toddy Drive, East Earl, PA</p>	<p>20th ANNUAL LANCASTER COUNTY 50^{plus} EXPO September 21, 2016 9 a.m. – 2 p.m. Spooky Nook Sports 2913 Spooky Nook Road, Manheim</p>
<p>17th ANNUAL DAUPHIN COUNTY 50^{plus} EXPO May 31, 2016 9 a.m. – 2 p.m. Hershey Lodge 325 University Drive, Hershey</p>	<p>14th ANNUAL YORK COUNTY 50^{plus} EXPO September 28, 2016 9 a.m. – 2 p.m. York Expo Center • Memorial Hall East 334 Carlisle Avenue, York</p>
<p>13th ANNUAL CHESTER COUNTY 50^{plus} EXPO June 8, 2016 9 a.m. – 2 p.m. Church Farm School 1001 East Lincoln Highway, Exton</p>	<p>17th ANNUAL CUMBERLAND COUNTY 50^{plus} EXPO October 19, 2016 9 a.m. – 2 p.m. Carlisle Expo Center 100 K Street, Carlisle</p>

2016 50plus EXPOS

The Sponsor Bingo card is very popular with our attendees.

Sponsor Bingo!!

*We are very proud of our sponsors!
Without their help, this day would not be possible!*

1) Please visit all the sponsors listed on the BINGO card & have them stamp your card.

2) Complete your name and address below & the survey on the reverse side.

3) Bring your completed card to the EXPO registration desk located in the lobby.

4) You are NOW registered for the drawing!

WellSpan Health Health & Wellness Area	RetireSafe Booth 105	Unison Advantage Booths 109-111	Menno Haven Retirement Communities Booth 112	FREE SPACE
Memorial Hospital Booths 113-114	Visiting Angels Living Assistance Services Booth 120	WHVR	WDAC	
Bellomo & Platt, LLC Booth 137	Orthopaedic & S Specialists Booth 160			
abc27 Booth 171	Medtronic Booth 177			

50plus EXPO Feedback

NAME _____ PHONE _____

ADDRESS _____ EMAIL _____

1. How did you hear about the 50plus EXPO? (please circle all that apply)

a. Radio/TV: abc27 • WDAC • WHP580 • WHVR • WHYL
e. www.50plusExpoPA.com

b. 50plus SENIOR NEWS
c. Mailer
d. EXPO poster

f. York Dispatch
g. York Daily Record
h. Word of mouth
i. Other _____
2. What did you like best about the 50plus EXPO? _____
3. What types of businesses would you like to see represented at next year's 50plus EXPO? _____
4. Which seminar did you find most informative? _____
5. Which health screenings did you find most helpful? _____
6. Suggestions and/or comments _____

Please return to 50plus EXPO Registration desk in the Lobby

Sample - not actual size.
Sponsors vary.

Every attendee who completes the bingo card by visiting our sponsors has the opportunity to win prizes.

This sponsor benefit means just about every attendee will visit your booth, giving you an opportunity to share information with them about your company.

Contact your sales representative for more information on becoming a sponsor of the 50plus EXPO today!



On-Line Publishers, Inc. • 3912 Abel Drive, Columbia, PA 17512
(717) 285-1350 • (717) 770-0140 • (610) 675-6240

- LANCASTER (spring) – May 18, 2016
- DAUPHIN – May 31, 2016
- CHESTER (spring) – June 8, 2016

- LANCASTER (fall) – Sept. 21, 2016
- YORK – Sept. 28, 2016
- CUMBERLAND (fall) – Oct. 19, 2016

Visitor Bag Sponsor (Maximum One)

The Visitor Bag sponsorship gets your company name in front of EXPO attendees. Many of our guests are environmentally conscious and will keep these eco-friendly logo bags to use again and again.

- 1 booth space
- Preferred booth location
- Distinctive-colored booth drapery
- Company name included on sponsor bingo card
- 1,000 high-quality bags imprinted with your company logo
- 1/4-page, b/w ad in the EXPO guide
- Bold listing in the EXPO guide's exhibitor map
- Company name in e-marketing
- Button ad on EXPO website with link
- 50-word company description on EXPO website

EXPO Guide Sponsor (Maximum One)

The EXPO guide is inserted into 50^{plus} LIFE prior to the EXPO so that attendees know who will be participating and the day's activities. As the EXPO Guide sponsor, you will be seen by more than 25,000 readers of 50^{plus} LIFE.

- 1 booth space
- Preferred booth location on show floor
- Distinctive-colored booth drapery
- Company name included on sponsor bingo card
- Company logo on front of EXPO guide
- 1/8-page, b/w ad in the EXPO guide
- Bold listing in the EXPO guide exhibitor map
- Company name in press releases
- Company name in radio spots
- Company name recognition in print advertising
- Company name in e-marketing
- Company name on website with hyperlink
- 25-word company description on EXPO website

Each 8'x10' booth space includes drapery, a 6' skirted table, 2 folding chairs, a wastebasket, and 1 identification sign.

All sponsors are bound by exhibitor agreement, rules, and regulations.

- | | |
|--|--|
| <input type="checkbox"/> LANCASTER (spring) – May 18, 2016 | <input type="checkbox"/> LANCASTER (fall) – Sept. 21, 2016 |
| <input type="checkbox"/> DAUPHIN – May 31, 2016 | <input type="checkbox"/> YORK – Sept. 28, 2016 |
| <input type="checkbox"/> CHESTER (spring) – June 8, 2016 | <input type="checkbox"/> CUMBERLAND (fall) – Oct. 19, 2016 |

Principal Sponsors

As a Principal sponsor, your company will be highlighted prior to, during, and after the event. Sponsors receive significant visibility, further branding your company and logo in the region.

- 3 booth spaces
- Preferred booth location on show floor
- Distinctive-colored booth drapery
- Company name included on the sponsor bingo card
- Recognition during the EXPO
- 1/2-page, full-color ad in EXPO guide
- Bold listing in EXPO guide exhibitor map
- Company logo on posters
- Company name recognition in press releases
- Company name recognition in radio spots
- Company name recognition in all print advertising
- Company logo in all eblasts
- Company name in e-marketing
- Color banner ad on EXPO website with link
- 75-word company description on EXPO website
- First right of renewal for 2016 event

“You Name It” Sponsors

As a “You Name It” sponsor, you get to decide the name of your sponsorship. That’s right. Whether you think creatively or more directly, you’ll be the only exhibitor with this sponsor name.

- 1 booth space
- Preferred booth location on show floor
- Distinctive-colored booth drapery
- Company name included on EXPO bingo card
- Recognition during the EXPO
- 1/2-page, full-color ad in EXPO guide
- Bold listing on EXPO guide’s exhibitor map
- Company name on posters
- Company name recognition in press releases
- Company name recognition in radio spots
- Company name recognition in print advertising
- Company name in e-marketing
- Company logo on EXPO website’s Sponsor page with link
- 50-word company description on EXPO website’s Sponsor page
- Company logo button on Sponsor/Exhibitor Lineup page with link

Automotive Sponsors

People age 50 and older are now buying more than six out of every 10 new vehicles. The Automotive sponsorship provides a venue to reach this highly sought-after market.

- Space for 2 cars at the EXPO (maximum 30')
- Distinctive-colored booth drapery
- Company name included on sponsor bingo card
- Recognition during the EXPO
- 1/4-page, full-color ad in the EXPO guide
- Bold listing in EXPO guide’s exhibitor map
- Company name on posters
- Company name recognition in print advertising
- Company name in press releases
- Company name in e-marketing
- Button ad on EXPO website with link
- 50-word company description on EXPO website

Seminar Sponsors

The Seminar Sponsorship provides an opportunity for professionals from your company to share their expertise and knowledge with those interested in making better-informed decisions.

- 1 booth space
- Preferred booth location on show floor
- Distinctive-colored booth drapery
- Guaranteed seminar opportunity
- Company name included on sponsor bingo card
- 1/8-page, b/w ad in the EXPO guide
- Bold listing in the EXPO guide exhibitor map
- Company name in press releases
- Company name in radio spots
- Company name recognition in print advertising
- Company name in e-marketing
- Company name on website with hyperlink
- 25-word company description on EXPO website

Each 8'x10' booth space includes drapery, a 6' skirted table, 2 folding chairs, a wastebasket, and 1 identification sign.

All sponsors are bound by exhibitor agreement, rules, and regulations.

2016

50^{plus} EXPOS

Serving the following counties:

LANCASTER (spring) – May 18, 2016

DAUPHIN – May 31, 2016

CHESTER (spring) – June 8, 2016

LANCASTER (fall) – Sept. 21, 2016

YORK – Sept. 28, 2016

CUMBERLAND (fall) – Oct. 19, 2016

Supporting Sponsors

A Supporting sponsorship raises awareness of your company and its products and services with boomers, seniors, and their families and caregivers. Additional exposure is gained through a variety of venues.

- 1 booth space
- Preferred booth location on show floor
- Distinctive-colored booth drapery
- Company name included on EXPO bingo card
- Company name on front of EXPO guide
- 1/8 page, b/w ad in EXPO guide
- Bold listing on EXPO guide's exhibitor map
- Company name recognition in press releases
- Company name recognition in radio spots
- Company name recognition in print advertising
- Company name in e-marketing
- Company name on website with hyperlink
- 25-word company description on EXPO website

Exhibitor

Exhibitors have the opportunity to greet attendees of the EXPO face to face and provide valuable information about their products and services.

- 1 booth space
- Company name listed in the EXPO guide's exhibitor map
- Company name listed on the EXPO website

Each 8'x10' booth space includes drapery, a 6' skirted table, 2 folding chairs, a wastebasket, and 1 identification sign.

All sponsors are bound by exhibitor agreement, rules, and regulations.

RADIO ADVERTISING ◀ ◀ ◀ ◀

Arbitron ratings are reviewed annually to determine stations to be selected for placement. Level of sponsorship determines frequency of recognition in :60 radio spots.

TELEVISION ◀ ◀ ◀ ◀

Ads are placed on strategic regional stations through sponsorship arrangements for the 50^{plus} EXPOs. Level of sponsorship determines inclusion in commercials.

PRINT ADVERTISING ◀ ◀ ◀ ◀

Advertising for the EXPO begins four months prior to the event. Full-page, half-page, and quarter-page ads run in 50^{plus} LIFE with supporting ads in additional counties. Ads are also included in our other publications, including the *Resource Directory for the Caregiver, Aging, and Disabled* (seven editions), and **BUSINESS**Woman and **«(b)» magazine** (both covering Central Pennsylvania).

Details of the full lineup of activities as well as the layout of exhibitors and sponsors are outlined in the EXPO Guide and included in the local 50^{plus} LIFE, potentially reaching 24,000-34,000 readers (varies by county). Sponsors receive additional recognition in the guide through business display ads.

As appropriate, ads are placed in local print media for additional coverage. Special recognition is given to sponsors, determined by level of sponsorship.

DIRECT MAIL ◀ ◀ ◀ ◀

Press releases and camera-ready ads are sent to hundreds of senior groups, churches, civic groups, and activity directors four months prior to the EXPO.

Prior to the EXPO, SAVE-THE-DATE postcards are direct mailed to boomers, seniors, previous attendees, senior groups, 55+ communities, and retirement communities.

SIGNAGE ◀ ◀ ◀ ◀

Posters, including sponsor recognition, are circulated and posted throughout the appropriate county several weeks prior to the EXPO. Grocery stores, pharmacies, restaurants, hospitals and professional offices, Offices of Aging, Social Security offices, and many other locations frequented by boomers and seniors will display the information.

PRESS RELEASES ◀ ◀ ◀ ◀

A series of press releases beginning eight weeks prior to the event are distributed to area publications, radio stations, and TV stations.

WEBSITE ◀ ◀ ◀ ◀

Continuous updates are made to the **50plusExpoPA.com** website, promoting all 50^{plus} EXPO dates and locations. All exhibitors are listed one month prior to the EXPO, and sponsors receive special recognition and a link to their website.

MISCELLANEOUS ◀ ◀ ◀ ◀

More than 4,000 flyers announcing the event are distributed at area health fairs, Senior Games, and other events throughout the year.

EXPOS

50plus

OIP EVENTS

www.50plusExpoPA.com

(717) 285-1350

(717) 770-0140

(610) 675-6240

Exhibitors Have Said . . .

"I must say I was truly impressed with the entire Cumberland County 50plus EXPO. Our booth placement was perfect and three of us worked the OIP booth. We seldom had any downtime; we had a lot of people stopping by the booth to talk about OIP, the providers, and injuries. These shows are truly beneficial to OIP and the local communities at the same time. Thank you for putting together a perfect EXPO!"

Scott A. Shelley, outreach coordinator
Orthopedic Institute of Pennsylvania



"Participating in the 50plus EXPO, then running an ad the next month with your [50plus Senior News] worked very well together to help make our phones ring. Partnering with you was a great decision, and I look forward to working with you moving forward."

Jessica Seiders, office manager
Enhanced Hearing Solutions, LLC



"I thought the EXPO was great. I believe we had more people this year than the last. We were busy the biggest part of the day. There was also time to network with the other vendors prior to the close of the EXPO. I can't say enough good things about the EXPO and the folks who are responsible from the beginning to the end."

Karen Bruner
Bethany Village at Home



"I found the York County 50plus EXPO to be an excellent event that allowed HandyPro to show our products and services to a large audience.

The attendees consisted of my target audience; they were engaging and interested in the offerings.

Most importantly, I made follow-up calls and have earned business from the EXPO. It was busy for the entire time. I highly recommend participation in the 50plus EXPO."

Christopher Tait, owner
HandyPro of York



"... It was wonderful to be able to get to know a lot of the attendees and, hopefully, some promising new patients. The exposure for the office was great. This was West Chester Dental Arts' fifth year attending the 50plus EXPO ..."

Leann Hart
West Chester Dental Arts