

Where the community comes together!



2017

50^{plus} EXPOs



50plusExpoPA.com

Chester County • Cumberland County
Dauphin County • Lancaster County • York County

Fun! Informative!

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 OLP EVENTS

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2017

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

2017



50^{plus} 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 50^{plus} 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 50^{plus} EXPOs.

What's In It For You?

50^{plus} 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?

adapt to their changing physical and mental capabilities.

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

2017 Schedule

FALL

18th ANNUAL DAUPHIN COUNTY 50^{plus} EXPO

May 9, 2017
9 a.m. – 2 p.m.
Hershey Lodge
325 University Drive, Hershey

21st ANNUAL LANCASTER COUNTY 50^{plus} EXPO

September 21, 2017
9 a.m. – 2 p.m.
Spooky Nook Sports
2913 Spooky Nook Road, Manheim

18th ANNUAL LANCASTER COUNTY 50^{plus} EXPO

May 18, 2017
9 a.m. – 2 p.m.
Shady Maple Conference Center • Smorgasbord Building
129 Toddy Drive, East Earl, PA

15th ANNUAL YORK COUNTY 50^{plus} EXPO

September 28, 2017
9 a.m. – 2 p.m.
York Expo Center • Memorial Hall East
334 Carlisle Avenue, York

14th ANNUAL CHESTER COUNTY 50^{plus} EXPO

June 8, 2017
9 a.m. – 2 p.m.
Church Farm School
1001 East Lincoln Highway, Exton

18th ANNUAL CUMBERLAND COUNTY 50^{plus} EXPO

October 19, 2017
9 a.m. – 2 p.m.
Carlisle Expo Center
100 K Street, Carlisle

2017 50^{plus} 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	WHAR	
Bellomo & Platt, LLC Booth 137	Orthopaedic & S Specialists Booth 160			
abc27 Booth 171	Medtronic Booth 177			

50^{plus} EXPO Feedback

NAME _____ PHONE _____
ADDRESS _____ EMAIL _____

1. How did you hear about the 50^{plus} EXPO? (please circle all that apply)
 a. Radio/TV: abc27 • WDAC • WHP580 • WHVR • WHYL
 b. 50^{plus} SENIOR NEWS c. Mailer d. EXPO poster e. www.50plusExpoPA.com
 f. York Dispatch 6. York Daily Record h. Word of mouth i. Other _____

2. What did you like best about the 50^{plus} EXPO? _____

3. What types of businesses would you like to see represented at next year's 50^{plus} 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 50^{plus} 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 50^{plus} EXPO today!



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

- ☐ DAUPHIN – May 9, 2017
- ☐ LANCASTER (spring) – May 18, 2017
- ☐ CHESTER – June 8, 2017

- ☐ LANCASTER (fall) – Sept. 21, 2017
- ☐ YORK – Sept. 28, 2017
- ☐ CUMBERLAND – Oct. 19, 2017

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
- 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
- Display box ad on 50^{plus} LIFE website – six months

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
- Display box ad on 50^{plus} LIFE website – six months

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"/> DAUPHIN – May 9, 2017 | <input type="checkbox"/> LANCASTER (fall) – Sept. 21, 2017 |
| <input type="checkbox"/> LANCASTER (spring) – May 18, 2017 | <input type="checkbox"/> YORK – Sept. 28, 2017 |
| <input type="checkbox"/> CHESTER – June 8, 2017 | <input type="checkbox"/> CUMBERLAND – Oct. 19, 2017 |

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
- Display box ad on 50^{plus} LIFE website – one year
- First right of renewal for 2018 event

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
- Display box ad on 50^{plus} LIFE website – six months

"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
- Display box ad on 50^{plus} LIFE website – one year
- Company logo button on Sponsor/Exhibitor Lineup page with link

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
- 50-word description of seminar presented at EXPO
- Display box ad on 50^{plus} LIFE website – six months

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"/> DAUPHIN – May 9, 2017 | <input type="checkbox"/> LANCASTER (fall) – Sept. 21, 2017 |
| <input type="checkbox"/> LANCASTER (spring) – May 18, 2017 | <input type="checkbox"/> YORK – Sept. 28, 2017 |
| <input type="checkbox"/> CHESTER – June 8, 2017 | <input type="checkbox"/> CUMBERLAND – Oct. 19, 2017 |

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
- Display box ad on 50^{plus} LIFE website – six months

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 ◀ ◀ ◀ ◀

Nielsen ratings are reviewed annually to determine stations to be selected for placement. Level of sponsorship determines frequency of recognition in :30 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 (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



www.50plusExpoPA.com

(717) 285-1350

(717) 770-0140

(610) 675-6240

Exhibitors Have Said . . .

"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



"We loved the venue and will definitely be participating in more [events]. Spooky Nook is great. Easy access and free parking are always a plus! We appreciate your help in unloading and loading and your staff was very accommodating and made our set up very easy."

Donna Rau
BEMER Distributor



"Participating in the 50plus EXPO, then running an ad the next month with your [50plus LIFE] 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 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



"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

