

2024 Senior Expo



Mobile
October 3

Baldwin
October 10

Exhibitors and Friends,

In just a few short months, local seniors will be ready for the fun and information at our upcoming 2024 Senior Lifestyle Expos, and we hope you'll be able to join us for both of our events! Last year, our 2023 Senior Expos had approximately 2000 attendees between both events!

Exhibiting and/or Sponsoring benefits of Senior Expo: Targeted marketing to a key demographic; Prime booth space for sponsors; Opportunity to reach many people in one day; Participation in media campaign; Increase customer leads.

The Exhibitor registration form is on page three, and if you are interested in a sponsorship, those options are listed on page two of this application packet. Sponsors continue to be a very important partnership in our success of the Senior Expo events!

We are looking for **sponsorships for specific parts** of the Expo event: **Wheel o' Fortune sponsor** (providing prizes and booth workers); **lunch sponsor**; **bags sponsor** (given to everyone at door); and **major prizes for door prizes** at each event location. Ask about these opportunities in your sponsorship for extra promotion!

Regardless of how you participate, we appreciate your support. We are a non-profit, umbrella agency that funds and oversees services for over approximately 150,000 adults, age 60+ in Mobile, Baldwin and Escambia Counties. When you join us, you're a part of a fun and educational day for area seniors. It is one of the largest venues in our area to help you get the word out about your services to a targeted demographic, while helping to support the work of the Area Agency on Aging in our region.

Our theme this year will be 'Happy, Healthy Harvest'. We will decorate with tan/brown/cream colors and a fall theme. You're never required to decorate your space, but the seniors enjoy your creativity, and as always, we will hold a booth decorating contest to reward your efforts.

We will be advertising the 2024 Senior Expos on WPML, websites, social media and in publications in Mobile and Baldwin Counties. We also will be working with a local vendor to provide the updated Senior Resources Directory, given out to all seniors attending the Expos. There will be options, prior to the events, to advertise in these publications, which are also distributed year round. If you're interested in advertising in conjunction with the Senior Expos, let us know and we will add you to the email list notifying you of the advertising options.

As always, if you have questions, please contact Nancy Bledsoe, Exhibitor/Sponsor contact. We look forward to seeing you in October.

Julie McGee

Director, Area Agency on Aging
South Alabama Regional Planning Commission

Barbara Estes

Marketing / Media / Senior Resource Directory
bestes@sarpc.org

Nancy Bledsoe

Exhibitor / Sponsor Contact
Area Agency on Aging
nancybledsoe@sarpc.org

please note new email address

2024 Expo Sponsorship Packages – Single OR Both Expo Events

** Major Sponsorship spaces are limited; fulfilled on a first come, first serve basis. **

Gold

\$ 5000-Single OR \$7000-Both

**** 4 Available – Non-Competing Industries****

- Three 8x8 exhibit booths, contiguous or separate. (If endcap, visible from entrance/main area.)
- Company logo on Sponsorship board displayed at entrances.
- Company logo listed on SARPC website, with sponsor designation and web site link.
- Company logo on event posters displayed at event and high-traffic public areas.
- VIP Concierge for set up and break down.
- Lunch for six-eight guests.
- Acknowledgement as Gold sponsor in all media releases and throughout public relations campaign.

Silver

\$2500-Single OR \$4000-Both

**** 6 Available ****

- Two 8x8 exhibit booths to be contiguous or separate.
- Company logo on Sponsorship board displayed at entrances.
- Company logo listed on SARPC website, with sponsor designation and web site link.
- Company logo on event posters displayed at event and high-traffic public areas.
- Lunch for four guests.
- Acknowledgement as Silver sponsor in media releases and throughout public relations campaign.

Bronze

\$1000-Single OR \$1500-Both

**** Unlimited ****

- One 8x8 exhibit booth.
- Company logo on Sponsorship board displayed at entrances.
- Company logo listed on SARPC website, with sponsor designation and web site link.
- Company logo on event posters displayed at event and high traffic public areas.
- Lunch for two guests.
- Acknowledgement as Bronze sponsor in media releases and throughout public relations campaign.

Exhibitor / Vendor information:

It is agreed that the 'Exhibitor/Vendor' will participate in one/both of the Senior Lifestyle Expo October 2024.

(please circle event/s attending**)** **Mobile: Oct 3, 2024** **Baldwin: Oct 10, 2024** **BOTH Expos**

Upon acceptance of this contract by South Alabama Regional Planning Commission. Exhibitor/Vendor agrees to the following:

- The Exhibitor/Vendor and his/her successors or assignees agree to hold harmless from liability from any claim or right for damages, reimbursements or indemnity because of loss, injury, theft or damage to person or property, SARPC, its co-sponsors, their officers, directors or representatives.
- The Exhibitor/Vendor shall cooperate with SARPC to comply with all reasonable requests to promote and ensure the success of the Senior Lifestyle Expo.
- The Exhibitor/Vendor agrees to pay SARPC the amount chosen on application page, before the event. **A signed application acts as a contract, and will reserve Exhibitor/Vendor's space.**
- In cases of Acts of Nature/Acts that are out of SARPC control; and the event has to be cancelled by SARPC, no refunds shall be made and a reschedule date/event will be at the discretion of SARPC.
- Should the Exhibitor/Vendor cancel contract after or is a 'no-show' at the event, payment is required and no refunds shall be made.

Signature of participant or representative

2024 Senior Lifestyle Expos – Exhibitor Application



Company name: _____

Contact name: _____

Signature _____

Address: _____

City, State, Zip _____

E-mail _____ Phone _____

Add'l contact: _____ Phone _____

**** Please send sponsorship logos to: ****
nancybledsoe@sarpc.org

All booths are 8x8 and include:
 8' high back drape; two 36" high - side dividers;
 6' skirted table; ID sign; trash can and two chairs.
Corner booths are limited qty

*Sponsorship prices include electricity.
 Please indicate if You will need electricity.

***Mobile Expo – October 3, 2024**
***Baldwin Expo – October 10, 2024**

Check (Made payable to SARPC-AAA)
 Visa Master Card Discover

Cardholder name printed

Cardholder signature (authorization of charge)

Street address of card holder

City, state, zip

E-mail address of credit card holder

_____ - _____ - _____

Card Number

_____ / _____

Verification # Expiration Date

3 digit # on back in signature block

Mobile Expo

Early Bird	Regular	
<small>(Payment received by: Aug 1)</small>	<small>(After Aug 1)</small>	
Regular booth <input type="checkbox"/>	\$450	<input type="checkbox"/> \$500
Corner booth <input type="checkbox"/>	\$550	<input type="checkbox"/> \$600
Electricity <input type="checkbox"/>	\$50	<input type="checkbox"/> \$50

Total enclosed: _____

SPONSOR

MOBILE

\$5000

\$2500

\$1000

Electricity*

Baldwin Expo

Early Bird	Regular	
<small>(Payment received by: Aug 1)</small>	<small>(After Aug 1)</small>	
Regular booth <input type="checkbox"/>	\$450	<input type="checkbox"/> \$500
Corner booth <input type="checkbox"/>	\$550	<input type="checkbox"/> \$600
Electricity <input type="checkbox"/>	\$50	<input type="checkbox"/> \$50

Total enclosed: _____

SPONSOR

BALDWIN

\$5000

\$2500

\$1000

Electricity*

Mobile AND Baldwin - BOTH Expos -

Early Bird	Regular	
<small>(Payment received by: Aug 1)</small>	<small>(After Aug 1)</small>	
Regular booth <input type="checkbox"/>	\$700	<input type="checkbox"/> \$750
Corner booth <input type="checkbox"/>	\$800	<input type="checkbox"/> \$850
Electricity <input type="checkbox"/>	\$80	<input type="checkbox"/> \$80

Total enclosed: _____

SPONSOR

BOTH Expos

\$7,000

\$4,000

\$1,500

Electricity*

Return payment and completed contracts (2 pgs) to:

SARPC / Area Agency on Aging
Attn: Nancy Bledsoe
 P. O. 1665
 Mobile, AL 36633

Or fax to: (251) 706-0896
 Or e-mail: nancybledsoe@sarpc.org
please note new contact email

Questions? (251) 706-4647