

# 2025 Senior Expo



**Mobile**  
October 2  
**Baldwin**  
October 30

Exhibitors and Friends,

It won't be long until our next Senior Expo! Local seniors will be ready for the fun and information at our upcoming 2025 Senior Lifestyle Expos, and we hope you'll be able to join us for both of our events! Last year, our Mobile Senior Expo had the largest crowd to date! We had approximately 1400 attendees at the Mobile event and approximately 2100 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 pages three and four, 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 given to all who use free ticket to take a turn to spin); **lunch sponsor** (all attendees receive a boxed lunch); **bags sponsor** (given to everyone at door); and **major prizes for door prizes** at each event location (every attendee gets a ticket for prize drawing). 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 '**Flip the Script on Aging**' – transforming how society perceives, talks about & approaches aging. Like Older Americans Month, we want to continue the conversation on aging and how the aging population is changing with the times.

We will decorate with black/white/red colors and a carnival type 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 2025 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

***Nancy Bledsoe***

Exhibitor / Sponsor Contact  
Area Agency on Aging  
[nancybledsoe@sarpc.org](mailto:nancybledsoe@sarpc.org)

***Barbara Estes***

Marketing / Media / Senior Resource Directory  
[bestes@sarpc.org](mailto:bestes@sarpc.org)

\*please note new email address\*

# ***2025 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.

### **Sponsorships for specific areas:**

☐ **Wheel o' Fortune sponsor** (providing prizes and booth workers if staff available)

☐ **Lunch sponsor** (provided for all attendees)

☐ **Bags sponsor** (given to everyone at door)

☐ **Major prizes / door prizes** (at one or both event locations)

# 2025 Senior Expo – Exhibitor / Vendor Contract

## Exhibitor / Vendor information:

It is agreed that the 'Exhibitor/Vendor' will participate in one / both of the Senior Lifestyle Expo October 2025.

**(\*\*please circle event/s attending\*\*)**

**Mobile: Oct 2, 2025**

**Baldwin: Oct 30, 2025**

**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 the 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.
- This event is intended to provide outreach, counseling, or education to Medicare beneficiaries as part of the SHIP/SMP/MIPPA program – if applicable to clients/exhibitors.
- No perceived favoritism or loyalty shall be shown to one licensed Medicare plan provider over another at these events.
- No focused marketing / enrollments into any Medicare plans are allowed onsite during these events.
- If there are any questions as a Medicare plan provider, please contact us before signing contract.

\_\_\_\_\_  
Signature of participant or representative



If you would like to receive additional information about advertising in the upcoming Senior Resource Directory, please check here and you will be added to the email list for notices / constant contact emails.



Contact email : \_\_\_\_\_

# 2025 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 2, 2025**  
**\*Baldwin Expo – October 30, 2025**

\*These are informational/educational events.  
No focused marketing during event days\*

## **Mobile Expo**

**Early Bird**   **Regular**  
(Payment received by: Aug 1)   (After Aug 1)

Regular booth ☐ \$450   ☐ \$500  
Corner booth ☐ \$550   ☐ \$600  
Electricity ☐ \$50   ☐ \$50

Total enclosed: \_\_\_\_\_

### **SPONSOR**

#### **\*MOBILE\***

- ☐ **\$5000**  
☐ **\$2500**  
☐ **\$1000**  
☐ **Electricity\***

- ☐ 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

## **Baldwin Expo**

**Early Bird**   **Regular**  
(Payment received by: Aug 1)   (After Aug 1)

Regular booth ☐ \$450   ☐ \$500  
Corner booth ☐ \$550   ☐ \$600  
Electricity ☐ \$50   ☐ \$50

Total enclosed: \_\_\_\_\_

### **SPONSOR**

#### **\*BALDWIN\***

- ☐ **\$5000**  
☐ **\$2500**  
☐ **\$1000**  
☐ **Electricity\***

**Return payment and completed  
contracts (last 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](mailto:nancybledsoe@sarpc.org)**

***\*please note new contact email\****

**Questions? (251) 706-4647**

## **Mobile AND Baldwin - BOTH Expos -**

**Early Bird**   **Regular**  
(Payment received by: Aug 1)   (After Aug 1)

Regular booth ☐ \$700   ☐ \$750  
Corner booth ☐ \$800   ☐ \$850  
Electricity ☐ \$80   ☐ \$80

Total enclosed: \_\_\_\_\_

### **SPONSOR**

#### **\*BOTH Expos\***

- ☐ **\$7,000**  
☐ **\$4,000**  
☐ **\$1,500**  
☐ **Electricity\***