

Where the community comes together!



2018

50^{plus} EXPOS



50plusExpoPA.com

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

Fun! Informative!

Brought to you by:
OLP EVENTS



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!

“The [50^{plus} EXPO] was a huge success. We met a lot of new patients and even scheduled appointments for new patients. The staff and planning committee [of the 50^{plus} EXPO] was excellent to work with throughout the entire event. Thank you so much!”

Mary M., American Dental Solutions

“We loved the venue and will definitely be participating in more [events] ... 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 R., BEMER Distributor

www.50plusExpoPA.com



2018

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? “Fifty million aging baby boomers are sparking demand for products, services, and environments that accommodate their changing physical and sensory capabilities.” – Transgenerational

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

2018 Schedule

FALL

<p>19th ANNUAL DAUPHIN COUNTY 50^{plus} EXPO May 2, 2018 9 a.m. – 2 p.m. Hershey Lodge 325 University Drive, Hershey</p>	<p>22nd ANNUAL LANCASTER COUNTY 50^{plus} EXPO Sept. 19, 2018 9 a.m. – 2 p.m. Spooky Nook Sports 2913 Spooky Nook Road, Manheim</p>
<p>19th ANNUAL LANCASTER COUNTY 50^{plus} EXPO May 9, 2018 9 a.m. – 2 p.m. Shady Maple Conference Center • Smorgasbord Building 129 Toddy Drive, East Earl, PA</p>	<p>16th ANNUAL YORK COUNTY 50^{plus} EXPO Sept. 26, 2018 9 a.m. – 2 p.m. York Expo Center • Memorial Hall East 334 Carlisle Avenue, York</p>
<p>15th ANNUAL CHESTER COUNTY 50^{plus} EXPO June 6, 2018 9 a.m. – 2 p.m. Church Farm School 1001 East Lincoln Highway, Exton</p>	<p>19th ANNUAL CUMBERLAND COUNTY 50^{plus} EXPO Oct. 17, 2018 9 a.m. – 2 p.m. Carlisle Expo Center 100 K Street, Carlisle</p>

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 BUSINESSWoman (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.