

50^{plus} EXPOs



**Face-to-face —
Begin a relationship ...
Strengthen your brand ...
Grow your business ...**

**Chester County
Cumberland County
Dauphin County
Lancaster County
York County**

2023



2023 50^{plus} EXPOS



We are happy to be hosting our regional events in person. A lot of progress has been made toward getting back to normal. The expos are an effective way of meeting and communicating with the community, and we have heard positive feedback from both exhibitors and guests.

Visitors are looking for information about:

Caregiving • Finances • Health & Wellness • Home Improvement
Leisure Activities • Nutrition • Retirement Living • Technology ... *and so much more!*

Who Attends?

Baby boomers, seniors, and their families and caregivers attend the 50^{plus} EXPOS. While many visitors return annually, 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.

Our real estate team has a focus on the niche market of helping seniors sell their homes to downsize. We have found in-person marketing and referral-based marketing works best for us. The EXPO offers us the opportunity to meet many potential clients personally and to have a brief introduction to them for future meetings and interactions. We have a solid follow up plan in place with the leads we receive, as we know the "fortune" is in the follow-up! We have gotten immediate clients after the EXPO and also have received clients who we are working with on a longer-term plan, so the EXPO has been a very worthwhile investment, and we look forward to continuing to participate in future years.

— Amy K., Realtor, SRES®,
The Twila Glenn Group
at Joy Daniels
Real Estate
Group



Contact Us

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50^{plus} EXPOS

Why Participate?

50^{plus} EXPOS connect brands with people over the age of 50. 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.

Why participate in a 50^{plus} EXPO?

- ▶ Face-to-face interaction
- ▶ 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
- ▶ Develop a mailing list and generate leads

EXHIBITOR INFORMATION:

Exhibit booths available – \$795

(\$100 OFF early-bird registration available)

Exhibit booth space includes:

- ▶ Standard back and side drapes
- ▶ Covered table and 2 chairs
- ▶ Identification sign
- ▶ Exhibitor listing in EXPO guide
- ▶ Exhibitor listing on EXPO website

Booths will be spaced apart

2023 SCHEDULE

SPRING



DAUPHIN COUNTY

April 11

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



LANCASTER COUNTY

May 10

9 a.m. – 2 p.m.
Wyndham Resort
(Formerly Lancaster Host)
2300 Lincoln Highway East, Lancaster



CHESTER COUNTY

June 6

9 a.m. – 2 p.m.
Church Farm School
1001 East Lincoln Highway
Exton

FALL



LANCASTER COUNTY

Sept. 20

9 a.m. – 2 p.m.
Spooky Nook Sports
2913 Spooky Nook Road
Manheim



YORK COUNTY

Sept. 27

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



CUMBERLAND COUNTY

Oct. 11

9 a.m. – 2 p.m.
Carlisle Expo Center
100 K Street
Carlisle

Sponsorship opportunities available!

Marketing Strategy

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.

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 50^{plus} **Life**, reaching 25,000+ readers. 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.

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, 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 are distributed to area publications, radio stations, and TV stations.

Website

Ongoing 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.

eMarketing

Flyers and announcements are sent to previous guests, announcing highlights of the day and inviting them to attend.

Social Media

Facebook advertising and the event's Facebook pages provide current updates; LinkedIn invitations are sent to groups; and Instagram posts foster pictorial engagement.