

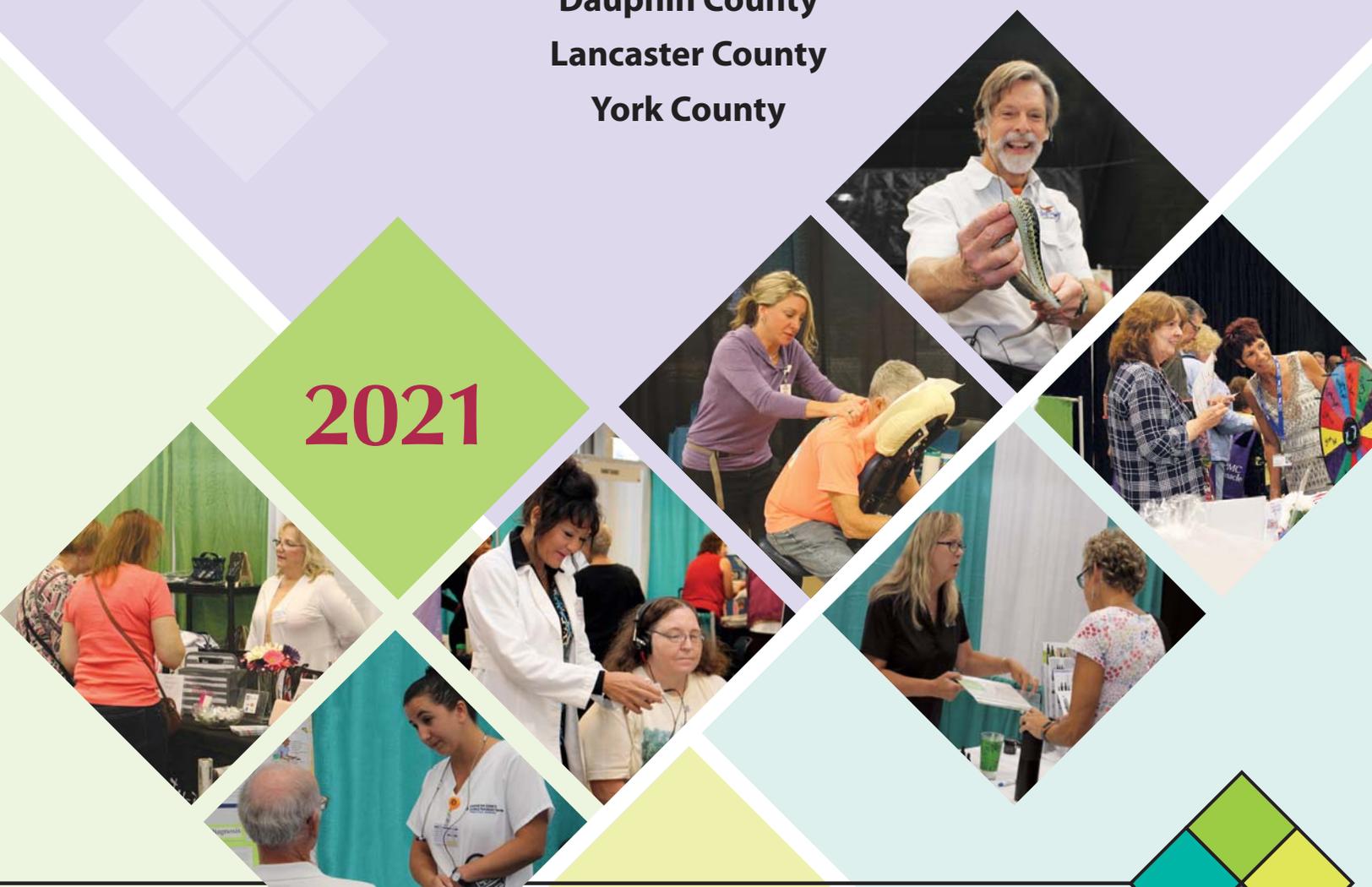
50^{plus} EXPOS



**It's time to safely come
together again face-to-face!**

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

2021



2021 50^{plus} EXPOs



The year 2020 was long and difficult, fraught with challenges for everyone. But it's time to safely meet each other again face-to-face. 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!

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, 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.

Precautions We'll Take

We learned in 2020 that we can't predict the future, but we were fortunate to be able to keep the community and businesses connected through virtual events. Now we're looking forward, and that means bringing back the in-person 50^{plus} EXPOs. We are planning to have health screenings, seminars, the Sponsor Bingo card, and a complimentary bag for visitors. The health of your staff and our guests is important to us, and the facilities where the EXPOs are held will always meet state and federal guidelines for safety.



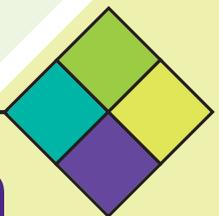
Contact Us

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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 with 1,000+ clients/customers (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:

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

Booths will be arranged according to CDC guidelines

2021 SCHEDULE

SPRING



DAUPHIN COUNTY

June 9, 2021

9 a.m. – 2 p.m.
Harrisburg Mall
(Former Boscov's store)

3501 Paxton St., Harrisburg



LANCASTER COUNTY

June 23, 2021

9 a.m. – 2 p.m.
Shady Maple Conference Center
Smorgasbord Building
129 Toddy Drive, East Earl

FALL



YORK COUNTY

Sept. 23, 2021

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



LANCASTER COUNTY

Sept. 29, 2021

9 a.m. – 2 p.m.
Park City Center
(Former Bon-Ton store)
600 Park City Center, Lancaster



CUMBERLAND COUNTY

Oct. 13, 2021

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. Ads are also included in our other publications, including the *beyond*50 Resource Directory (four editions).

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 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, 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

The event's Facebook page provides current updates, LinkedIn invitations are sent to groups, and Instagram posts foster pictorial engagement.