

# 50<sup>plus</sup> EXPOs



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

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

**2022**



# 2022 50<sup>plus</sup> EXPOs



The year 2021 was still a challenging year, but we saw a lot of progress toward getting back to normal, including hosting the 50<sup>plus</sup> EXPOs in person. Exhibitors and guests were excited to be back face-to-face. Many exhibitors remarked that they had quality conversations with guests, and visitors were happy to get out again and meet representatives from businesses and organizations in the community. The EXPOs enhance your visibility, and boomers and seniors love the classic way of being social — 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<sup>plus</sup> 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<sup>plus</sup> EXPOs.

## What's In It For You?

50<sup>plus</sup> 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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[50plusExpoPA.com](http://50plusExpoPA.com)



# 50plusExpoPA.com



# 50<sup>plus</sup> EXPOS

## Why Participate?

50<sup>plus</sup> 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<sup>plus</sup> 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<sup>plus</sup> 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 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*

## 2022 SCHEDULE

### SPRING



DAUPHIN COUNTY

**April 28, 2022**

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



LANCASTER COUNTY

**May 4, 2022**

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



CHESTER COUNTY

**June 8, 2022**

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

### FALL



LANCASTER COUNTY

**Sept. 21, 2022**

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



YORK COUNTY

**Sept. 28, 2022**

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



CUMBERLAND COUNTY

**Oct. 12, 2022**

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


**Sponsorship opportunities available!**

# 50<sup>plus</sup> EXPOs



Very popular with our attendees is the *Sponsor Bingo* card.

## Sponsor Bingo



*We are very proud of our sponsors. Without their help, this day would not be possible!*

1) Please visit the sponsors listed on the BINGO card and have them sign your card.

2) Complete your contact information below and bring to the welcome tables at the entrance.

3) You are *now* registered for the drawing!

**WellSpan Health**  
Booths #101-104

**T-Mobile**  
Booth #107

**Cumberland County Aging and Community Services**  
Booths #115-117

**Vibra Health Plan**  
Booth #143

**Homeland Center / Homeland at Home**  
Booths #120-122

**UPMC**  
Booths #137, 138

**Encompass Health Rehabilitation Hospital of Mechanicsburg**  
Booth #159

**Highmark Blue Shield**  
Booth #168

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

*Thank you to the following sponsors not listed above: Penn State Health Hampden Medical Center & Penn State Health Holy Spirit Medical Center, WHTM-TV abc27, WNNK 104, WWKL 106.7, and WZCY 93.5.*

Sample -- not actual size.

Every attendee who completes the bingo card by visiting our sponsors has the opportunity to win prizes.

This sponsor benefit means just about every attendee will visit your booth, giving you an opportunity to share information with them about your company.

Contact your sales representative for more information on becoming a sponsor of the 50<sup>plus</sup> EXPO today!

# 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<sup>plus</sup> 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<sup>plus</sup> 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<sup>plus</sup> 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](http://50plusExpoPA.com) website, promoting all 50<sup>plus</sup> 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.