

**2014 Senior Lifestyle Expo**

**Wednesday, May 21**

**9:30 a.m.-1:30 p.m.**

**Abba Shrine Center**

We’ve set the date, and now all we’re missing is you! The 2014 Senior Expo will be held Wednesday, May 21, at the Abba Shrine Center in Mobile. We expect some 2,000 adults ages 55+ to attend from Mobile, Baldwin and Escambia Counties, and we hope you will be part of the fun**.** We would like to ask for your support through sponsorship, being an exhibitor or making a tax deductible donation of merchandise or cash. Your contribution will help to ensure that this expo is as successful as 2013**.**

**Reserve Your Booth Now**

All booths are 10x10 and include an 8’ high back drape and

(2) 36” side dividers, 6’ skirted table, wastebasket, ID sign and two chairs. Receive early bird discount by paying before April 1!

**Early After**

**Bird April 1**

Regular Booth $375 $400

Corner Booth $400 $425

Non Profit Booth $150 $150

Electricity $ 40 $40

We have some exciting exhibitor and sponsorship opportunities for you to consider. The *Wellness Pavilion* will once again provide vital health screenings and demonstrations sure to get you moving! The *Wheel O’ Fortune Pavilion* – where everyone was a winner -- will return. The *Culinary Pavilion* will offer a delicious grilled hamburger lunch. Our *Entertainment, Information, Parking and Coffee Pavilions* are excellent opportunities to advertise your business. There’s a place for everyone to showcase their business and catch the attention of 2,000 adults aged 55+.

Our 2013 sold-out expo had more than 100 exhibitors, and we hope you help us make the 2014 event bigger and better. The Senior Lifestyle Expo is an annual event hosted by the Area Agency on Aging of the South Alabama Regional Planning Commission. We are a non-profit “umbrella agency” that funds and oversees services for more than 100,000 adults age 60-plus in Mobile, Baldwin and Escambia Counties.

For information about the Senior Lifestyle Expos or for any ideas you may have to enhance this community event, please contact Gay Watson, event coordinator, at gwatson@sarpc.org. We thank you in advance for your support.

Sincerely,

**Julie McGee Gay Watson**

Julie McGee, Director Gay Watson, Event Coordinator

\* Look for information to come in the fall about our Baldwin County Expo!

**Wellness Pavilion**  **$5000**

* (4) 10x10 premium exhibit booths to be contiguous or separate with your choice of location.
* Company Banner (provided by sponsor) displayed in Pavilion and exhibit booths.
* Company logo listed on SARPC website, sponsor designation and active link.
* Company logo with sponsor designation on event posters displayed at event, high-traffic public areas and prominent company logo on back cover advertisement Directory of Senior Resources (circulation 300,000) prior to event.
* VIP Concierge for set up and break down. Lunch is provided for (6) guests.
* Acknowledgement as the ***Wellness Pavilion Sponsor*** in all media releases and throughout public relations campaign.

**Entertainment, Wheel O’ Fortune or Information Pavilion**

**(Choose One) *Your choice of one premium pavilion sponsorship includes:* $** **2500**

* (3) 10x10 premium exhibit booths to be contiguous or separate with your choice of location.
* Company Banner (provided by sponsor) displayed in Pavilion and exhibit booths.
* Company logo listed on SARPC website, sponsor designation and active link.
* Company logo with sponsor designation on event posters displayed at event, high-traffic public areas and prominent company logo on back cover advertisement Directory of Senior Resources (circulation 300,000) prior to event.
* VIP Concierge for set up and break down. Lunch is provided for (6) guests.
* Acknowledgement as the ***Pavilion Sponsor*** in all media releases and throughout public relations campaign.

**Culinary Pavilion $2000**

* **(**2) 10x10 premium exhibit booths to be contiguous or separate.
* Company Banner displayed in Pavilion and exhibit booths.
* Company logo listed on SARPC website, sponsor designation.
* Company logo on event posters displayed at event and high-traffic public areas.
* Back cover advertisement in the Director of Senior Resources (circulation 300,000) prior to event.
* Lunch is provided for (4) guests.
* Acknowledgement as the ***Culinary Pavilion Sponsor*** in all media releases and throughout public relations campaign.

**Parking Pavilion $ 1000**

* (1) 10x10 exhibit booth.
* Company Banner displayed in Pavilion area.
* Company logo listed on SARPC website, sponsor designation.
* Company logo on event posters displayed at event and high traffic public areas.
* Back cover advertisement in the Directory of Senior Resources (circulation 300,000) prior to event.
* Lunch is provided for (2) guests.
* Acknowledgement as the ***Parking Pavilion Sponsor*** in all media releases and throughout public relations campaign.

**Coffee Pavilion** **$500**

* (1) 10x10 exhibit booth
* Company Logo listed on SARPC/AAA website with sponsor designation.
* Company Logo on event posters displayed at event and high traffic areas.
* Back cover advertisement in the Directory of Senior Resources (circulation 300,000) prior to event.
* Lunch for (2) guests
* Acknowledgement as the ***Coffee Pavilion Sponsor*** in all media releases and throughout public relations campaign.