

# 2012 Senior Expo October 4 & 5, 2012

South Towne Expo Center  
9575 S State St, Sandy, Utah  
Halls 4 & 5



[www.seniorexpo.org](http://www.seniorexpo.org)

## Sponsor Kit

Salt Lake County Aging Services offers several premium sponsorship opportunities for your organization. We offer the combination of the Senior Expo and 55+ Resource Directory which maximizes your company's exposure to older adults in the Salt Lake metro area. This unique opportunity allows your company to have more one on one contact with your targeted audience and an advertising avenue to reach them multiple times.

## 2012 Senior Expo



The Senior Expo is Utah's premier exhibition event where you can **Explore... Learn...Connect** with resources to assist those navigating the transitions of aging. The two-day event will be held Thursday and Friday October 4-5, 2012 at the South Towne Exposition Center in Sandy. This year's Senior Expo will feature more than 175 exhibits, over 25 free or low-cost health screenings and immunizations, Breakfast with Salt Lake County Mayor Peter Corroon, new and improved hands on exhibits like the golf simulator, risk assessment modules and enhanced fitness and cooking presentations, live entertainment and drawings for major prizes.

## Premium All-inclusive Sponsorship Packages

\$25,000 Sponsorship	\$15,000 Sponsorship
Full page ad on back cover of 55+ Directory Platinum level sponsorship at the Senior Expo	Full page ad in 55+ Directory Gold level sponsorship at the Senior Expo
\$10,000 Sponsorship	\$5,000 Sponsorship
Full page ad in 55+ Directory Silver level sponsorship at the Senior Expo	Full page ad in 55+ Directory Bronze level sponsorship at the Senior Expo

## 55+ Senior Resource Directory



Often Referred to as the "senior bible", our 55+ Senior Resource Directory has built a solid reputation in the community over the past 20 years. The 55+ Directory is updated each year and 45,000 are printed. The distribution of the books is also something that sets us apart. We make these directories available to seniors and professionals. Rather than sitting on a shelf, they are utilized and handed to seniors and their families by case managers, discharge planners, hospital, nursing home, and assisted living staff, as well as non-profit/for profit organizations, and many more.

Our directory is easy to open and leave open due to the spiral binding. Inside is thick quality paper that helps the pages to turn with ease. The 55+ book has easy to use hand inserted tabs and it is simple to navigate with an index of services by category and table of contents. Also included are brief descriptions of various services in the book. It has large print, no clutter, and clear, complete, and comprehensive listings.

Why advertise with us? The answer is simple, because advertising with us works. Feedback from our advertisers is always positive and even more telling is they come back year after year to have an ad in our directory. The Senior Resource Directory is a reliable form of print media and because it is non-profit, we charge only what it takes to pay for producing the book itself.

55+ Directory Advertising Rates	
Half page ad (black and white only)	\$2,000.00
Full page ad (black and white only)	\$3,000.00
Inside tab - front or back side - full page ad (color only)	\$4,000.00
Full page inside cover ad, full page back inside cover ad, or full page back cover ad (all color only)	\$10,000.00

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## Premium Sponsorships Packages

Reach the widest possible audience of seniors by taking advantage of our all-inclusive sponsorship packages, which include premium sponsorship of the Senior Expo as well as exclusive advertising in the 55+ Directory.

### Gold Senior Expo Sponsorship

Acknowledgement as a sponsor in all media releases and throughout public relations campaign (including print, television, and radio)	Six 10' x 10' premium exhibit booths in front of entrance with carpeting and electrical service
Company logo on event posters displayed in Senior Centers and high traffic public areas	Company logo printed on direct mail pieces and in the Senior Expo program
Permission to use Senior Expo logo in organization ad campaign	Full page color ad in show directory

### Silver Senior Expo Sponsorship

Acknowledgement as a sponsor in all media releases and throughout public relations campaign (including print, television, and radio)	Four 10' x 10' premium exhibit booths with carpeting and electrical service
Company logo on event posters displayed in Senior Centers and high traffic public areas	Company logo printed on direct mail pieces and in the Senior Expo program
Permission to use Senior Expo logo in organization ad campaign	Half page color ad in show directory

### Bronze Senior Expo Sponsorship

Acknowledgement as a sponsor in all media releases and throughout public relations campaign (including print, television, and radio)	Two 10' x 10' premium exhibit booths with carpeting and electrical service
Company logo on event posters displayed in Senior Centers and high traffic public areas	Company logo printed on direct mail pieces and in the Senior Expo program
Permission to use Senior Expo logo in organization ad campaign	Half page color ad in show directory

### All Sponsorship Packages Include:

Special in-booth signage recognizing sponsorship level	VIP concierge to help with special needs
Sponsorship coordinator to develop cross promotional opportunities	Company logo printed on t-shirts
Reserved parking	

To become a sponsor, for more information about sponsorship, or for a customized sponsorship that more specifically addresses your organization's needs, contact Andrea Garry at 801.468-3740, [agarry@slco.org](mailto:agarry@slco.org).

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## Terms and Conditions

By becoming a sponsor of the Senior Expo, Sponsor agrees to the following terms and conditions:

**Sponsor Benefits:** Organizer agrees to provide Sponsor with the benefits listed in this sponsorship kit, as applicable.

**No Agency:** Neither party is authorized to act as an agent for, or legal representative of, the other party and neither party shall have the authority to assume or create an obligation on behalf of, in the name of, or binding upon, the other party.

**Indemnification:** Each of the parties agrees to indemnify, defend and hold harmless the other party from any and all claims, liabilities, obligations, penalties, actions, causes of actions, costs and expenses (including, without limitation, reasonable attorney's fees) incurred in connection with or arising out of any services provided hereunder or the performance of any duty or obligation provided for herein.

**Cancellation:** Should Organizer cancel the conference and exhibition for any reason, Sponsor shall be entitled to a refund of its Senior Expo Sponsorship Fee. If for reasons beyond its control it should become necessary, Organizer shall have the option to reschedule said event within Ninety (90) days of the original scheduled event in which case all the terms and conditions of this Agreement shall be binding upon both parties.

**Due Authority:** Each of the parties hereto represents and warrants that he/she has full authority to enter into this Agreement.

**Modification of Agreement:** This Agreement contains the entire agreement between the parties as to the subject matter contained herein. No waiver or modifications of this Agreement or of any term or condition shall be valid unless in writing and duly executed by both parties.

**Confidential:** Each of the parties further agrees that the terms and conditions of this Agreement are strictly confidential and shall not be disclosed to any other persons, entities or organizations without the express written consent of the other party.

**Exhibiting:** Sponsors are bound by the same terms and conditions of exhibiting as all other exhibitors of event.

**Notices:** Any notice required under this Agreement shall be sufficient if in writing, and if sent by registered mail, Senior Expo c/o Salt Lake County Aging Services, 2001 S State St. S-1500, Salt Lake City, UT 84190.

**Governing Law:** This Agreement shall be governed by and construed in accordance with the laws of the State of Utah.

