

2008 Senior Expo

October 10 & 11, 2008

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



www.seniorexpo.org

Sponsor Kit

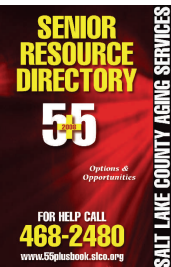
Salt Lake County Aging Services offers several premium sponsorship opportunities for your organization to be made highly visible to Salt Lake County's growing senior population.

2008 Senior Expo



The Senior Expo is Utah's premier exhibition event for seniors to learn about living well and aging well. This two-day exposition will be held October 10th & 11th this year at the South Towne Expo Center in Sandy and will feature over 200 exhibits, over 25 free or low-cost health screenings and immunizations, live entertainment, and drawings for major prizes. The show draws 7,000 to 8,000 attendees annually and admission is always free.

55+ Senior Resource Directory



The 55+ Senior Resource Directory is a free publication distributed by Salt Lake County Aging Services to over 45,000 individuals, health care providers, and organizations providing services to older adults throughout Salt Lake County.

The 55+ Directory is the definitive listing of companies and organizations that serve the senior population here in the county.

Premium All-inclusive Sponsorship 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.

\$25,000 Sponsorship	\$20,000 Sponsorship
Full page ad on back cover of 55+ Directory Silver level sponsorship at the Senior Expo	Full page ad on inside cover of 55+ Directory Silver level sponsorship at the Senior Expo
\$15,000 Sponsorship	\$10,000 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
\$7,500 Sponsorship	- or -
Full page ad in 55+ Directory Bronze level sponsorship at the Senior Expo	Half page ad in 55+ Directory Silver level sponsorship at the Senior Expo

Become a Sponsor Today!

To become a sponsor, for more information about sponsorship, or for a customized sponsorship that more specifically addresses your organization's needs, contact Peter Hebertson at 801.468.2483 or send email to phebertson@slco.org.

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Sponsorship & Advertising Rates

Individual sponsorship packages for this year's Senior Expo and advertising rates for the 55+ Directory are given below. If you wish to purchase a sponsorship or advertising package, or you have any questions, please contact Peter Hebertson at 801.468.2483 or send email to phebertson@slco.org.

Gold Senior Expo Sponsorship		\$15,000.00
Acknowledgement as a gold sponsor in all media releases and throughout public relations campaign (including print, television, and radio)	Four 8' 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 piece and in Senior Expo ad in 55+ Directory	
Permission to use Senior Expo logo in organization ad campaign	Full page ad in show directory	
Silver Senior Expo Sponsorship		\$10,000.00
Acknowledgement as a silver sponsor in all media releases and throughout public relations campaign (including print, television, and radio)	Four 8' 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 piece and in Senior Expo ad in 55+ Directory	
Permission to use Senior Expo logo in organization ad campaign	Half page ad in show directory	
Bronze Senior Expo Sponsorship		\$5,000.00
Two 8' x 10' premium exhibit booths with carpeting and electrical service	Quarter page ad in show directory	
All Sponsorship Packages Include:		
Special in-booth signage recognizing sponsorship level	VIP concierge to help with special needs before, during, and after the show	
Sponsorship coordinator to develop cross promotional opportunities	Company logo printed on t-shirts	
Reserved parking		

55+ Directory Advertising Rates

Half page ad (black and white only)	\$2,000.00
Full page ad (black and white only)	\$4,000.00
Inside tab full page ad (color only)	\$8,000.00
Full page inside cover ad, full page back inside cover ad, or full page back cover ad (all color only)	\$10,000.00

All ads will appear on the www.55plusbook.org website

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Terms and Conditions

By becoming a sponsor for 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 hereto 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 full refund of its 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 or permitted to be given to either party 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 STE S1500, 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.