

EXHIBIT WITH US

October 3, 2020
Saturday 10am - 4pm

EXPO IDAHO / SOUTH HALL



PRESENTED BY IBL EVENTS

208.376.0464 | INFO@IBLEVENTSINC.COM | WWW.IBLEVENTS.COM



THE SHOW

The Baby Boomer Lifestyle Expo is a premier Health, Activity, & Planning Expo for Baby Boomers and Seniors living in Idaho. This one day expo is open to all ages and we proudly offer all attendees FREE admission! With over 50% of Idaho's population 45 years or older, we understand that today's 50+ community has an energetic lifestyle and are pursuing ways to stay active and engaged.

We are looking for companies representing the most recognized and qualified names to showcase their products & services targeting senior living and lifestyle. The Baby Boomer Lifestyle Expo provides a place where Idahoans can discover a breadth of resources for both families and individuals as they plan their own future or the future of their loved ones. Our select vendors include but not limited to: health and wellness, travel and leisure, active living,

aging-in-place, legal services, caregiver advice, real estate specialists, assisted living, in-home care, nursing homes, family support services, retirement planning, free health screenings, local restaurants, medicare, medicaid and much more. Whether you are a vendor, supplier, or support services, you are encouraged to participate in this high-profile expo targeting this much needed demographic.



EVENT TIMES

Move-in:
OCT 2nd. Times TBA

Show Hours:
OCT 3rd 10am-4pm
Vendor access 9am

Move-out:
OCT 3rd 4pm-6pm



BOOTH FEES

10x10 \$395
10x20 \$750
Includes pipe & drape

Power \$35
Chair \$5
Table No Cloth \$30
Table with Cloth \$45



ADVERTISING

Radio, Newspaper,
Direct Mail, Email
Billboards, Posters,
Magazines, Social
Media, TV

Attendance 2000+
Estimated Guests



RESERVE A BOOTH

What's in it for you? Brand Awareness and Exposure! You will increase your sales, boost your profits, and save time and energy by meeting your target market in a one-on-one environment free from daily interruptions. The Baby Boomer Lifestyle Expo is also a great opportunity to engage the 50+ demographic with pertinent information and services which will benefit their overall well-being. Attendees will enjoy a blend of local and national vendors, hourly door prize drawings, free sample giveaways, free health screenings, special feature areas and much more!



If you're interested in promoting your business to the 50+ community then we encourage you to make reservations today ... it's quick and easy. We're committed to making the Baby Boomer Lifestyle Expo a success! Have you reserved your space? Contact IBL Events at 208.376.0464 or email info@ibleventsinc.com

CONTACT US:

IBL EVENTS

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CONCESSIONS														BAR																
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SPONSORSHIP PACKAGES

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PLATINUM SPONSORSHIP \$10,000 Exclusive

Featured Platinum Sponsor of Baby Boomer Lifestyle Expo

Includes a 10x20 booth, power, table and chairs

Show marketing includes "Baby Boomer Lifestyle Expo Brought to you ____"

Baby Boomer Lifestyle Expo direct mail campaign specific to senior demographic featuring your logo

TV ad rotation featuring "Baby Boomer Lifestyle Expo Brought to you by ____"

Company Flyer/Brochure included in guest welcome bags (for first 500 guests)

Listed as sponsor on email campaigns, seminar schedule

Footer Ad included in monthly email blast to over 3000+ local businesses

Company name included on radio ad rotation

One year listing on IBL Events website Business Directory

Optional - Seminar - 45 minute seminar sessions your choice and times

Company banner displayed prominently on Expo Idaho fence with show banners

Event banner displayed above entrance to Expo Hall "Baby Boomer Lifestyle Expo Sponsored by ____"

Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)

GOLD SPONSORSHIP \$5,000 (2 Available)

Featured Gold Sponsor of Baby Boomer Lifestyle Expo

Includes a 10x20 booth power, table and chairs

Company Flyer/Brochure included in guest welcome bags (for first 500 guests)

Listed as sponsor on email campaigns, seminar schedule, passport card

Company Logo included in monthly email blast to over 3000+ local businesses

One year listing in IBL Events website Business Directory

Optional - Seminar - 45 minute seminar sessions your choice and times

Company banner displayed prominently on Expo Idaho fence line with show banners

Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)

SILVER SPONSORSHIP \$3,000 (4 Available)

Featured Silver Sponsor of Baby Boomer Lifestyle Expo

Includes a 10x10 booth space, power, table and chairs

Company Logo included in monthly email blast to over 3000+ local businesses

Listed as sponsor on email campaigns, seminar schedule

One year listing in IBL Events website Business Directory

Optional - Seminar - 45 minute seminar sessions your choice and times

Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)

BRONZE SPONSORSHIP \$1,500 (4 Available)

Featured Bronze Sponsor of Baby Boomer Lifestyle Expo

Includes a 10x10 booth

Listed as sponsor on email campaigns

Passport Card Sponsor: All attendees who participate will go to your booth to receive a stamp to be entered to win the grand prize (increases foot traffic at booth)