



# BABY BOOMER *Lifestyle Expo*

Sponsored By **Humana®**

Feature Your Company And  
***GROW YOUR BUSINESS!***

**OCTOBER 3  
2020**



**WWW.IBLEVENTS.COM**  
**INFO@IBLEVENTSINC.COM**  
**(208) 376-0464**

**10AM-4PM  
EXPO IDAHO**



Sponsored By **Humana.**

**October 3, 2020**

**Expo Idaho  
10am - 4pm**

## The premier Health, Activity & Planning Expo for Baby Boomers and Seniors living in Idaho!

This one day event 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.

We understand that today's 50+ community has an energetic lifestyle and are pursuing ways to stay active and engaged. Join us in 2020 to showcase the unique services and products your company has to offer! *We proudly offer **FREE ADMISSION** to attendees of **ALL** ages.*

**OVER 50%**  
*of Idaho's  
population  
is 45+*



**Our  
Vendors**

We are looking for companies representing the most recognized and qualified names to showcase their products & services targeting senior living and lifestyle. Whether you are a vendor, supplier, or support services, you are encouraged to participate in this high-profile expo targeting this much needed demographic.

**Our select  
vendors  
include but  
are 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



Sponsored By **Humana.**

## 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.

**Reserve Your Booth Today!**

## THANK YOU 2020 SPONSORS

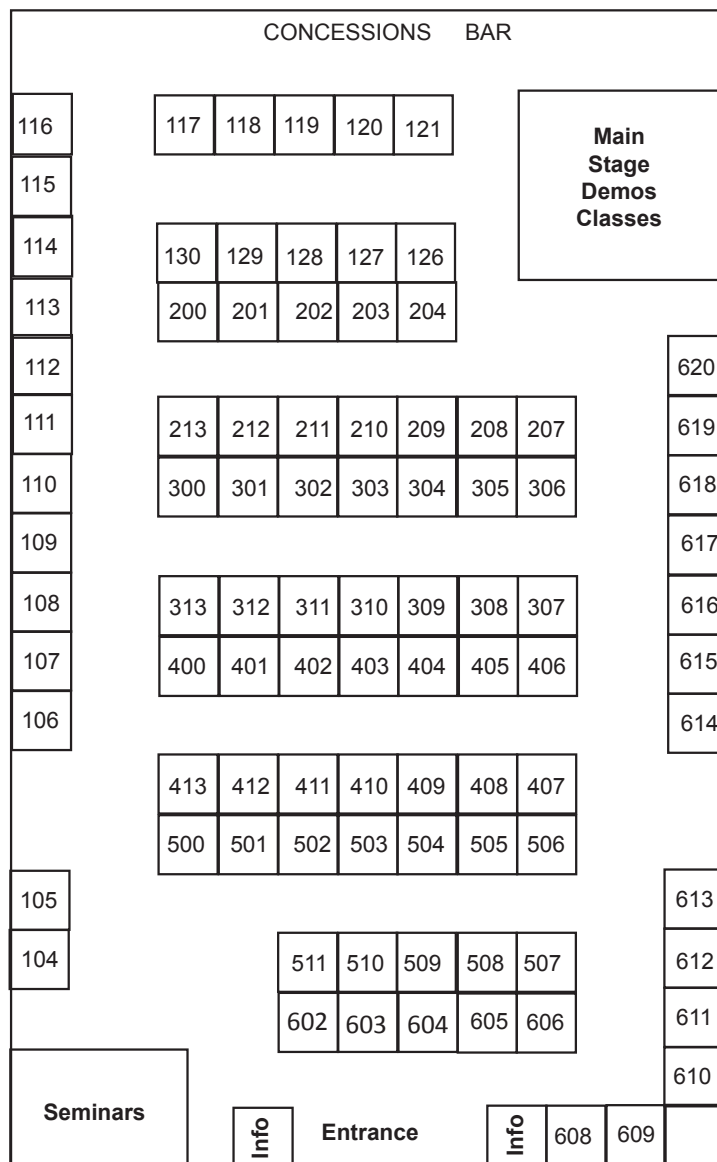
**Humana.**

**SIGNATURE** healthcare  
at home  
care where you are

**Idaho  
Statesman**  
IDAHOSTATESMAN.COM

**family  
resource**  
home care

# 2020 Floor Map



## SHOW SCHEDULE

**MOVE-IN**  
OCT 2nd - Times TBA

**SHOW HOURS**  
OCT 3rd - 10am-4pm  
Vendor access  
OCT 3rd - 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 \$50

## ADVERTISING

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



# SPONSORSHIP OPPORTUNITIES

## — EXCLUSIVE PLATINUM SPONSOR - \$10,000 —

### BOOTH

- Includes a 10x20 booth
- Power, table and chairs

### EVENT EXPOSURE

- 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 IBL Events website Business Directory
- Company name in monthly email blast to over 3000+ local businesses
- 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)

**SOLD OUT**

## — GOLD SPONSOR - \$5,000 (2 Available) —

### BOOTH

- Includes a 10x20 booth
- Power, table and chairs

### EVENT EXPOSURE

- 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 SPONSOR - \$3,000 (4 Available) —

### BOOTH

- Includes a 10x10 booth space
- Power, table and chairs

### EVENT EXPOSURE

- 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 SPONSOR - \$1,500 (4 Available) —

### BOOTH

- Includes a 10x10 booth

### EVENT EXPOSURE

- 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)