

FEATURE YOUR COMPANY &  
GROW YOUR BUSINESS!



Sponsored By **Humana.**



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OCTOBER 16  
2021

10AM-4PM  
EXPO IDAHO





Sponsored By **Humana.**

**October 16, 2021**

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



# Floor Map

## WHAT'S IN IT FOR YOU?

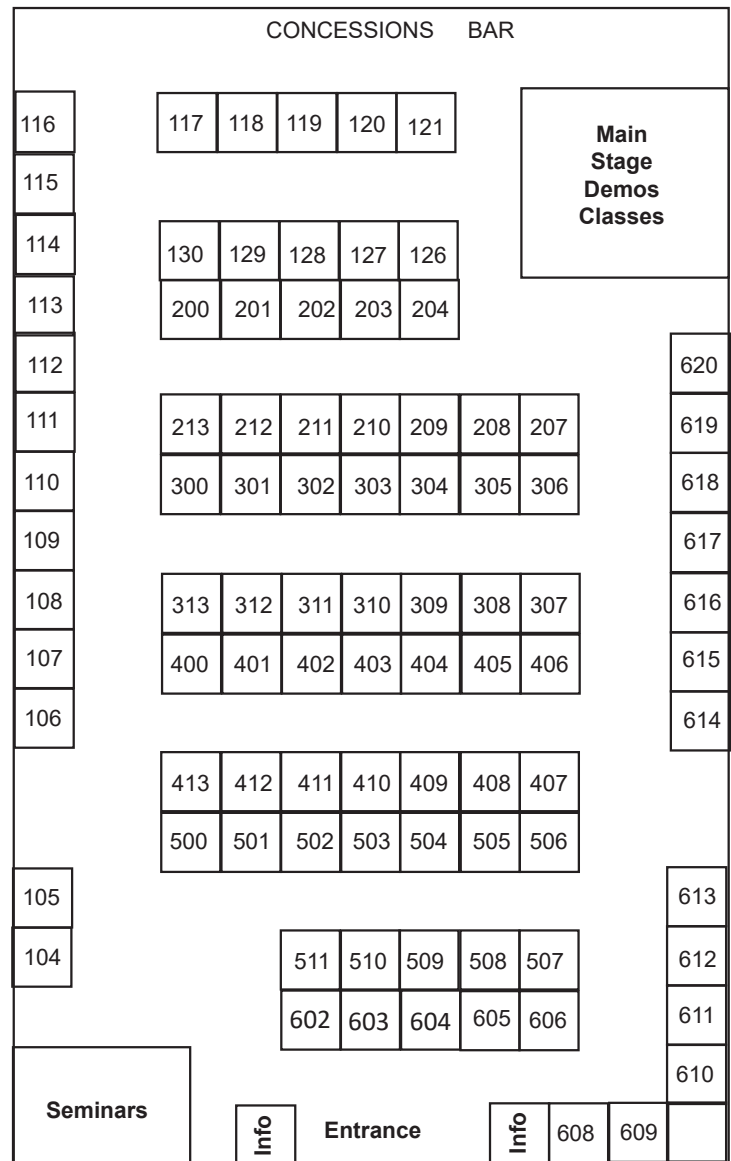
Brand Awareness and Exposure!  
 You will increase your sales, boost your profits, and save time and energy by meeting your target market in a one-on-one environment free from daily interruptions. The Baby Boomer Lifestyle Expo is also a great opportunity to engage the 50+ demographic with pertinent information and services which will benefit their overall well-being.

Reserve Your Booth Today!

THANK YOU  
 2021 SPONSORS

**Humana.**

**Idaho Statesman**  
IDAHOSTATESMAN.COM



## SHOW SCHEDULE

MOVE-IN  
 OCT 15TH - Times TBA

SHOW HOURS  
 OCT 16TH - 10am-4pm  
 Vendor access 9am

MOVE-OUT  
 OCT 16TH - 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, passport card
- Footer Ad included in monthly email blast to over 3000+ local businesses
- Company name included in IBL Events website Business Directory
- 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)