

**FEATURE YOUR COMPANY  
& GROW YOUR BUSINESS!**



Sponsored By **Humana.**



[www.IBLEvents.com](http://www.IBLEvents.com)

[info@ibleventsinc.com](mailto:info@ibleventsinc.com) | (208) 376-0464

**NOVEMBER  
13TH, 2021**

**10AM-4PM  
EXPO IDAHO**



Sponsored By **Humana**

**November 13, 2021**

**10am - 4pm  
Expo Idaho**

## 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



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## 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.

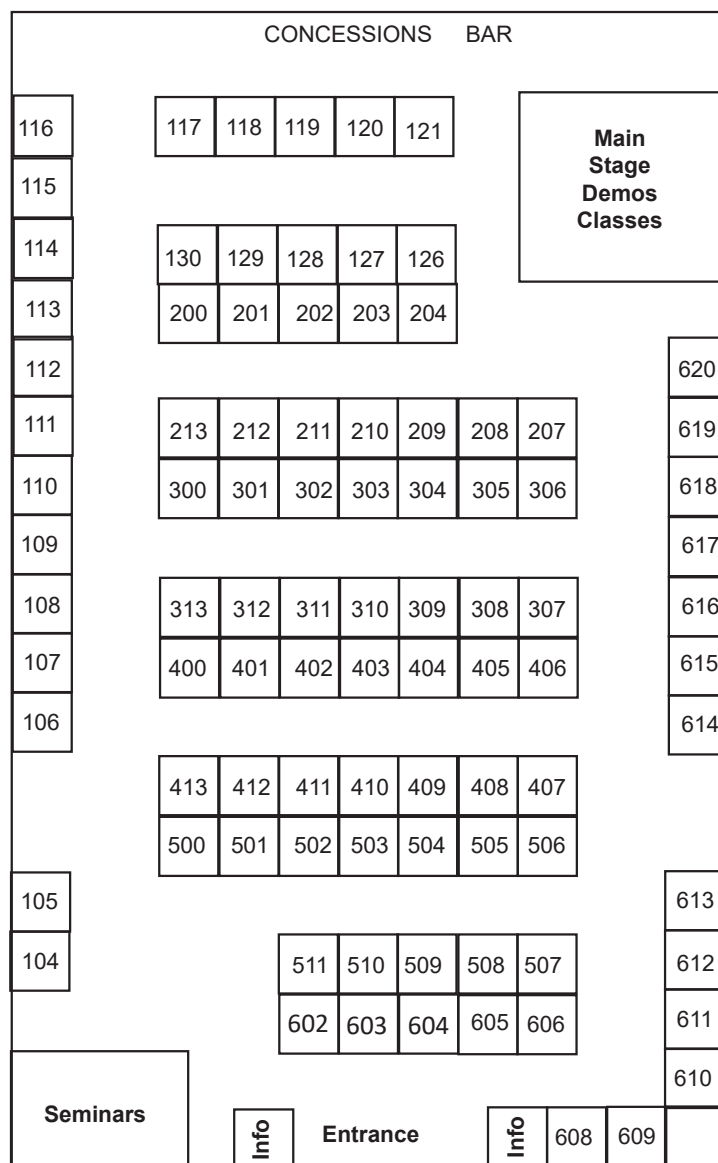
Reserve Your Booth Today!

**THANK YOU  
2021 SPONSORS**

**Humana**

**Idaho  
Statesman**  
IDAHOSTATESMAN.COM

# Floor Map



## SHOW SCHEDULE

**MOVE-IN**  
NOV 12TH - Times TBA

**SHOW HOURS**  
NOV 13TH - 10am-4pm  
Vendor access 9am

**MOVE-OUT**  
NOV 13TH - 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



**NOVEMBER 13, 2021**  
SPONSORSHIP PACKAGES

## SPONSORSHIP PACKAGES

### PLATINUM TITLE SPONSOR \$10,000 (1 AVAILABLE)

#### RECOGNITION

- Exclusive recognition as Platinum Title Sponsor including Company logo integrated into event branding
- Company included on show banners, sponsor boards, billboards, tv ad rotation, and radio ads
- First right of refusal next year

#### EVENT EXPOSURE

- Premier 10X20 booth
- Power, Table and Chairs
- Company logo displayed on sponsor board at show entrance
- Company flyer included in guest welcome bags (first 500 guests)
- Option for one 30-45 minute educational seminar presentation
- Exclusive bag sponsor of the show (Company supplies up to 1000 bags)

#### BRAND AWARENESS

- Company logo listed as a sponsor on paid digital marketing ad campaigns and email blasts
- Company logo hyperlinked on event website
- Footer ad included in event email blast to thousands of subscribers
- Sponsor mention in Press release
- One Company Spotlight featured on IBL Events Facebook Page

### GOLD SPONSOR \$5000 (2 AVAILABLE)

#### RECOGNITION

- Exclusive recognition as Gold Sponsor
- First right of refusal next year

#### EVENT EXPOSURE

- Premier 10x10 or 10x20 booth
- Power, Table and Chairs
- Company logo displayed on sponsor board at show entrance
- Company flyer included in guest welcome bags (first 500 guests)
- Option for one 30-45 minute educational seminar presentation

#### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event websites
- Sponsor mention in Press release
- One Company Spotlight featured on IBL Events Facebook Page

### SILVER SPONSOR \$3000 (4 AVAILABLE)

#### RECOGNITION

- Exclusive recognition as Silver Sponsor

#### EVENT EXPOSURE

- Premier 10x10 booth
- Company logo displayed on sponsor board at show entrance

#### BRAND AWARENESS

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event website
- Sponsor mention in Press release
- One Company Spotlight featured on IBL Events Facebook Page

Questions: Anna Marie Aldinger  
208-376-0464, [info@ibleventsinc.com](mailto:info@ibleventsinc.com)





**NOVEMBER 13, 2021**  
**SPONSORSHIP PACKAGES**

## **SPONSORSHIP PACKAGES**

### **BRONZE SPONSOR** **\$1500 (6 AVAILABLE)**

#### **RECOGNITION**

- Recognition as Bronze Sponsor

#### **EVENT EXPOSURE**

- Premier indoor 10x10 booth
- Company logo displayed on sponsor board at show entrance

#### **BRAND AWARENESS**

- Company logo listed as a sponsor on promotional email campaigns
- Company logo featured on all paid social media digital ad campaigns profiling sponsors
- Company logo hyperlinked on event website

### **SEMINAR SPONSOR** **\$1000 (3 AVAILABLE)**

#### **RECOGNITION**

- Exclusive recognition as Seminar Room Sponsor

#### **EVENT EXPOSURE**

- Premier 10x10 booth
- Logo displayed seminar schedules
- Option for one 30-45 minute educational seminar presentation
- Company name included on seminar room banner



**For more information:**

**IBL Events**

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