

FEATURE YOUR COMPANY &
GROW YOUR BUSINESS!



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WWW.IDAHOSENIOREXPO.COM
INFO@IBLEVENTSINC.COM | (208) 376-0464

**OCTOBER 8
2022**

**9AM-3PM
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+

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October 8, 2022

**Expo Idaho
9am - 3pm**



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

2022 Floor Map



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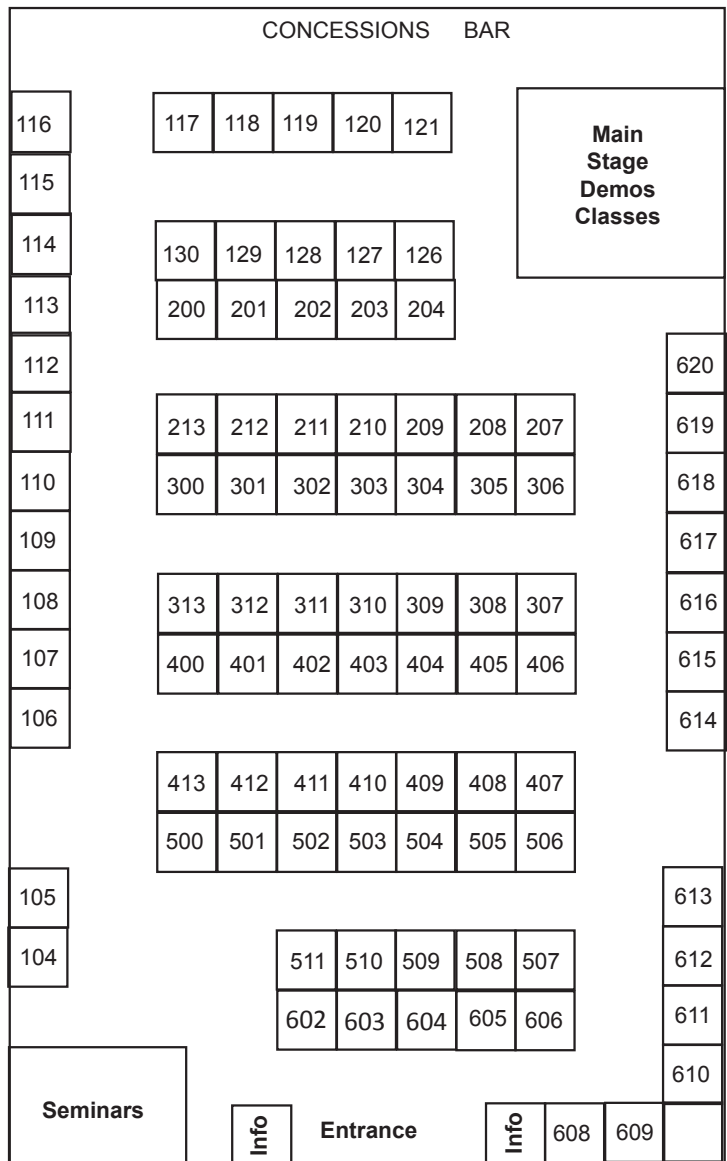
WHAT'S IN IT FOR YOU?

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
2022 SPONSORS**

Humana.



SHOW SCHEDULE

MOVE-IN
OCT 7th - Times TBA

SHOW HOURS
OCT 8th - 9am-3pm
Vendor access
OCT 8th - 9am

MOVE-OUT
OCT 8th - 3pm-5pm

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



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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
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