

FEATURE YOUR COMPANY &
GROW YOUR BUSINESS!



Sponsored By **Humana**®



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

**OCTOBER 7
2023**

**9AM-3PM
EXPO IDAHO**



Sponsored By **Humana.**

October 7, 2023

**Expo Idaho
9am - 3pm**

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 2023 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?

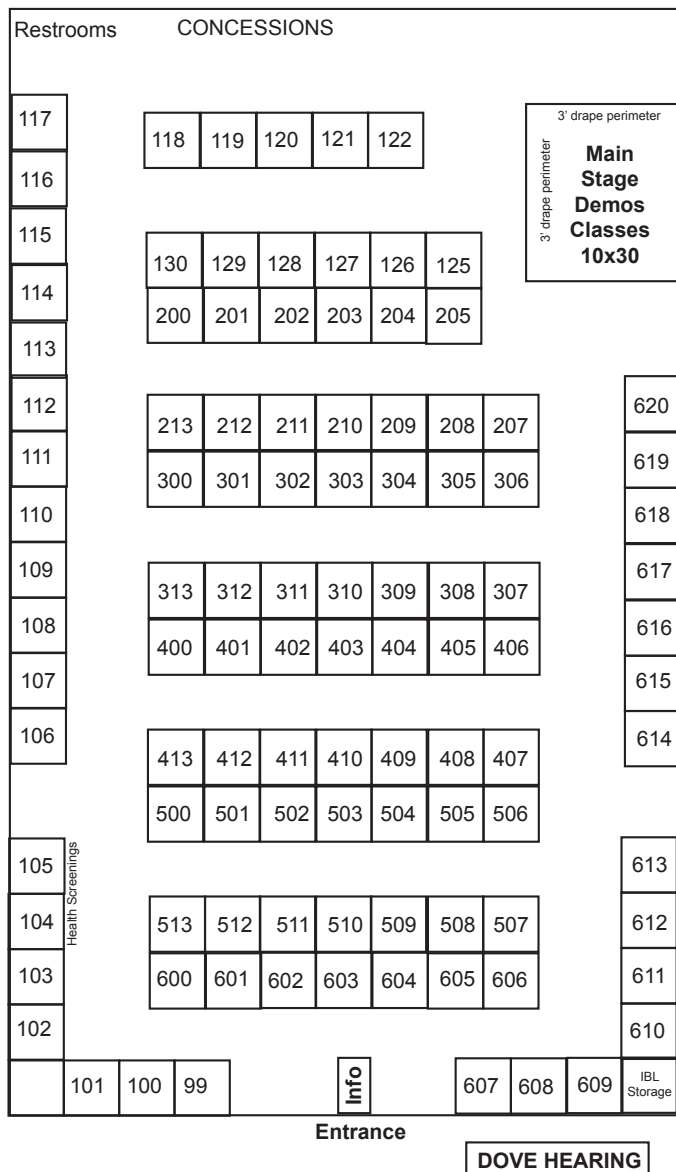
Brand Awareness and Exposure! You will increase your sales, boost your profits, and save time and energy by meeting your target market in a one-on-one environment free from daily interruptions. The Baby Boomer Lifestyle Expo is also a great opportunity to engage the 50+ demographic with pertinent information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

Reserve Your Booth Today!

**THANK YOU
2023 SPONSORS**

Humana®

2023 Floor Map



SHOW SCHEDULE

MOVE-IN
OCT 6th - 10am - 4pm

SHOW HOURS
OCT 7th - 9am-3pm

MOVE-OUT
OCT 7th - 3pm-5pm

BOOTH FEES

10x10 \$425
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 PACKAGES

Sponsor Pricing	PLATINUM \$10,000 1 Available	GOLD \$5,000 2 Available	SILVER \$3,000 4 Available
EXHIBIT HALL			
Booth Size	10x20	10X20	10x10
Booth Power Included	✓	✓	
Booth 8' Table Included	✓	✓	
Booth Chairs Included	✓	✓	
BRAND EXPOSURE			
Exclusive recognition as Platinum Sponsor	✓		
Company logo integrated into event branding	✓		
Company logo included on show banners, billboards, tv and radio ads	✓		
Footer ad in event email blast to 1000s of subscribers	✓		
Exclusive bag sponsor of the event (1000 bags provided by sponsor)	✓		
Option for one 30-45 minute educational seminar presentation	✓	✓	
First right of refusal for following year	✓	✓	
Company flyer inserted into guest welcome bags	✓	✓	
Company logo hyperlinked on event website	✓	✓	✓
One company spotlight featured on Facebook page	✓	✓	✓
Sponsor mention in press release	✓	✓	✓
Company logo on sponsor board at show entrance	✓	✓	✓
Company logo listed on promotional email campaigns	✓	✓	✓
Logo featured on all paid social media profiling sponsors	✓	✓	✓