

Sponsored By Humana.



OCT 7

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.

#### **Participating Companies Include**

- In-Home Health Care
- Retirement Planning
- Medicare & Medicaid
- Travel & Leisure

- Legal Services
- Aging-In-Place
- Nursing Home
- And More

Over 50% of Idaho's population is 45+





- Exposure to Hundreds of Idaho Seniors
- Showcase New & Existing Products/Services
- Maximize Your Brand to Your Target Audience
- Connect with New Customers
- Generate Sales







#### **Important Dates**

Event October 7th | Sat 9am - 3pm Move-In October 6th | Fri 10am - 4pm Move-Out October 7th | Sat 3pm - 5pm

#### Location

Expo Idaho 5610 N Glendwood St Garden City, ID 83714

#### **Booth Pricing**

10x10 \$425 10x20 \$750

#### **Booth Amenities**

Power \$35 8' Table \$30 8' Table + Cloth \$50 Chair \$7



# OCTOBER 7 SAT I 9am - 3pm

Expo Idaho 5610 N Glenwood St Garden City, ID 83714

Sponsorship
Opportunities
Available

### 2023 Floor Map

ooms		(	CO	NCES	SSION	IS							
	Г		_								3	3' drape pe	rimeter
	L	118		119	120	121	122				perimeter	Stag	ge
ı	ſ	120	Т	120	100	107	400	10	$\Box$		3' drape	Class	ses
			+						$\dashv$				
	Į	200	<u> </u>	201	202	203	204	20					
	[	21	3	212	211	210	209	20	8	207	7		620
	ł	30	0	301	302	303	304	$\vdash$		306	3		619
	l		_										618
ı		31	3	312	311	310	309	30	8	307	7		617
		40	0	401	402	403	404	40	)5	406	3		616
	ı					ļ							615
		41	3	412	411	410	409	40	8	407	7		614
	Ì	500	0	501	502	503	504	50	5	506	3		
reenings	L							•			_		613
Health So		51	3	512	511	510	509	50	8	507	7		612
		600		601	602	603	604	605		606			611
											_		610
101	10	0	99			Info			60	7 (	808	609	IBL Storage
	Health Screenings	Health Screenings	118 130 20 21 30 31 40 50 51 60	118  130 200  213 300  313 400  413 500  513 600	118 119  130 129 200 201  213 212 300 301  313 312 400 401  413 412 500 501  513 512 600 601	118   119   120   128   200   201   202   211   300   301   302   311   400   401   402   411   500   501   502   513   512   511   600   601   602   101   100   99	118   119   120   121   130   129   128   127   200   201   202   203   201   302   303   301   302   303   301   302   303   301   302   303   303   301   302   303	118   119   120   121   122   130   129   128   127   126   200   201   202   203   204   213   212   211   210   209   300   301   302   303   304   302   303   304   304   305	118   119   120   121   122   130   129   128   127   126   128   120   200   201   202   203   204   208	118   119   120   121   122   130   129   128   127   126   125   200   201   202   203   204   205   203   300   301   302   303   304   305   303   304   305   303   304   305   303   304   305   303   304   405   403   404   405   403   404   405   403   404   405   403   500   501   502   503   504   505   503   504   505   503   504   605   600   601   602   603   604   605   603   604   605	118   119   120   121   122   130   129   128   127   126   125   200   201   202   203   204   205   203   304   305   306   300   301   302   303   304   305   306   307   400   401   402   403   404   405   406   401   402   403   404   405   406   401   402   403   504   505   506	118   119   120   121   122   130   129   128   127   126   125   200   201   202   203   204   205   207   300   301   302   303   304   305   306   307   400   401   402   403   404   405   406   401   402   403   404   405   406   401   402   403   504   505   506   506   506   506   507   600   601   602   603   604   605   606   608   607   608   607   608   608   607   608	118

**DOVE HEARING** 



### **SPONSORSHIP PACKAGES**

Sponsor Pricing  EXHIBIT HALL  Booth Size  Booth Power Included	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
Booth 8' Table Included  Booth Chairs Included	<b>√</b> <b>√</b>	<b>√</b> ✓	✓ ✓	
BRAND EXPOSURE	·	·	·	
Exclusive recognition as Platinum Sponsor  Company logo integrated into event branding  Company logo included on show banners, billboards  Company mention in tv and radio ads  Exclusive bag sponsor of the event (500 bags provided by sponsor)  Footer ad in event email blast to 1000s of subscribers  First right of refusal for following year  Company flyer inserted into guest welcome bags	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	\ \ \ \		
Ad in show program  One company spotlight featured on Facebook page  Sponsor mention in press release  Company name hyperlinked on event website  Company logo on sponsor board at show entrance  Company logo listed on promotional email campaigns  Logo featured on all paid social media profiling sponsors	Full Page	1/2 Page	1/4 Page	1/8 Page

Reserve Your Booth Today at IdahoSeniorExpo.com
IBL EVENTS | 208.376.0464 | INFO@IBLEVENTSINC.COM