



IDAHO SENIOR *Lifestyle Expo*

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+**

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



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Exhibitor BENEFITS

- 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

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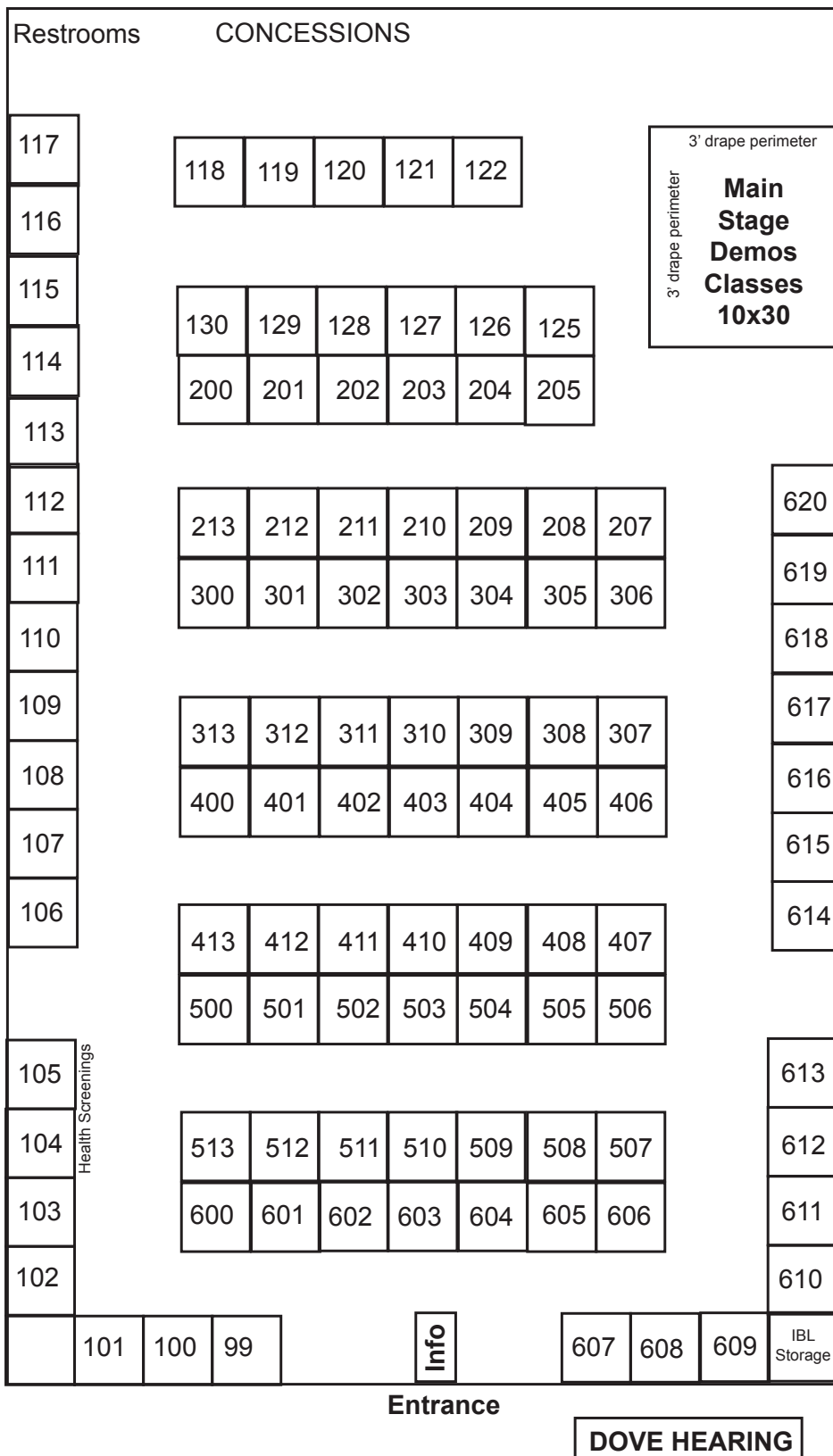
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OCTOBER 7
SAT | 9am - 3pm

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5610 N Glenwood St
Garden City, ID 83714

**Sponsorship
Opportunities
Available**

2023 Floor Map



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SPONSORSHIP PACKAGES

Sponsor Pricing	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
EXHIBIT HALL				
Booth Size	10x20	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	✓			
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	Full Page	1/2 Page	1/4 Page	1/8 Page
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	✓	✓	✓	✓

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