



presents

THE 27th ANNUAL SENIOR LIFESTYLE EXPO

Celebrating the
AGING JOURNEY



EXHIBITOR PROSPECTUS

WWW.AGEGUIDE.ORG/SENIORLIFESTYLEEXPO

**AUGUST
23 & 24, 2022**

FROM 9AM TO 2PM

DRURY LANE,
OAKBROOK TERRACE

EXHIBITOR INFORMATION



EXPO HOURS

Tuesday, August 23, 2022 9AM - 2PM

Wednesday, August 24, 2022 9AM - 2PM

EXHIBITOR BENEFITS

- With over 4,000 attendees expected, the Senior Lifestyle Expo is the largest and most promoted senior expo in Chicagoland. The marketing and public relations opportunities we provide bring enthusiastic, motivated older adults to your exhibit booth.
- E-mail and Snail Mail Outreach Campaign – Multiple e-blasts and mailings to older adult households; older adult group leaders at park districts, retirement communities, banks, churches, senior centers and clubs
- Targeted Social Media Marketing – Facebook
- Highly visited website www.AgeGuide.org/SeniorLifestyleExpo
- Print Advertising
- Ticket Distribution – Tickets for exhibitors, sponsors and attendees; discount coupons in print advertisements and online

60+ Consumers Are a Powerful Market Force!

- The 60+ consumer is more educated, affluent and active than ever before
- More than 1.3 million 60+ persons live in the Chicago land area
- 1 in 6 Illinoisans are aged 60+
- Adults aged 54 to 74 spend more per capita on food and services than those aged 25 to 34

SPONSOR BENEFITS

- Prime exhibit space
- Expo seminar opportunities
- Distribution rights
- Expo social media tie-ins
- Logo on Expo keepsake bag handed to all attendees
- Logo inclusion, advertising tie-ins and editorial opportunities with Expo Media Partners
- Advertising and promotion on marketing materials
- Logo on cover of Show Directory
- Right to survey Expo attendees
- Right of first refusal for next year's Senior Lifestyle Expo
- Opportunity to host a special event or workshop associated with the Expo
- Use of the Senior Lifestyle Expo logo for corporate marketing and public relations
- Opportunity to be identified in the industry as an older adult friendly company

For more information about sponsoring the Senior Lifestyle Expo, contact Nancy Jo Hauck at 331.903.6614 or NancyJo.Hauck@csireg.com

WHAT TO EXPECT AS AN EXHIBITOR:

EACH EXHIBITOR WILL RECEIVE:

- Carpeted booth
- Draped side & back drape
- Skirted table (6')
- 2 Chairs
- Wastepaper basket
- ID sign (31 characters)
- Personalized name badges
- Recognition in Show Directory
- Recognition in August edition of *SN50 & Better* insert
- "Make the Most of the Expo" Conference Calls

**EXHIBITOR SET-UP:
Monday, August 22
2PM - 6PM**

Deadline for Booth Payment to Receive Listed Rates and Benefits is June 30, 2022

Tech Connect

The foyer will be transformed into a showcase for the latest technology for older adults. Older adults are becoming much more technologically savvy, by both necessity and choice, and that makes them hungry for new products and services that keep them connected to loved ones, caregivers, healthcare professionals and emergency services.

Tech Connect is your opportunity to offer these products and services, hold demonstrations and take advantage of an additional layer of marketing and promotion meant exclusively for exhibitors whose offerings are high tech in nature.

Health & Wellness Aisle

The Health & Wellness aisle is always the most popular area of the Expo. If you have a business or organization that has a focus on health and wellness you want to have your exhibit in this aisle! Whether you offer an onsite health screening or just health information, our guests will be looking for your booth. In addition you will receive additional exposure with your free listing as an exhibitor in this special Health & Wellness Aisle.