

The Agency on Aging Northeastern Illinois
Presents:

Senior Lifestyle Expo

Sponsorship Opportunities



The Largest & Most Attended Senior Expo in Chicagoland

24th Annual Senior Lifestyle Expo
August 20 & 21, 2019 | 9 AM - 2 PM
Drury Lane Theatre & Conference Center
100 Drury Lane
Oakbrook Terrace, IL 60181

www.SeniorLifestyleExpo.org



Feature Event Sponsor \$10,000

At the Expo

- 2 Platinum (prime corner) Expo booths
- 2 Expo seminars
- Most prominent logo on the Expo bags
- Opportunity to conduct participant survey on sponsor designated product, service or topic
- Participation in opening ceremonies and acknowledgement via announcements
- On-site Expo signage (provided by sponsor)

Promotional Materials and Print Advertising

- Quarter page ad in *SN50 and Better* (135,000+ distribution)
- Half page ad in attendee mailer (10,000+ distribution)
- Editorial in *SN50 and Better*
- Full-page ad in program and resource book
- Inclusion in Expo press releases and/or public service announcements
- Logo included in *SN50 and Better* Expo insert August 2019
- Logo on Expo print materials - Attendee brochure and program and resource book

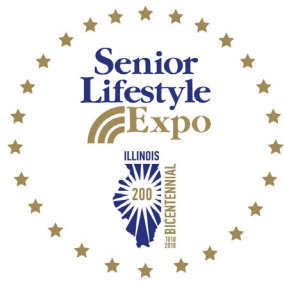
Online Advertising

- Editorial or promotion in attendee news section of Expo website - www.SeniorLifestyleExpo.org
- Inclusion in an Expo email communication promoting the Expo to seniors and senior group leaders
- Tie-in with Expo social media campaign on Facebook, LinkedIn and Twitter
- Logo and hotlink on the Expo website - www.SeniorLifestyleExpo.org

Other Benefits

- Right of first refusal for next year's Expo sponsorship
- Approved use of Senior Lifestyle Expo logo for corporate marketing and PR
- Opportunity to be identified in the industry as a senior friendly organization

**For more information, contact Ed Graziano at
(312) 540-9700 or sle@corpevent.com**



Event Sponsor \$5,000

At the Expo

- Expo booth space (Platinum Booth)
- Expo seminar
- Logo on the Expo bags
- On-site Expo signage (provided by sponsor)
- Participation in opening ceremonies and acknowledgement via announcements

Promotional Materials and Print Advertising

- Quarter page ad in attendee mailer (10,000+ distribution)
- Full-page ad in program and resource book
- Inclusion in Expo press releases and/or public service announcements
- Logo included in *SN50 and Better* Expo insert August 2019 (135,000+ distribution)
- Logo on Expo print materials - Attendee brochure and program and resource book

Online Advertising

- Inclusion in an Expo email communication promoting the Expo to seniors and senior group leaders
- Editorial or promotion in the attendee news section of Expo website - www.SeniorLifestyleExpo.org
- Tie-in with Expo social media campaign on Facebook, LinkedIn and Twitter
- Logo and hotlink on the Expo website - www.SeniorLifestyleExpo.org

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Main Stage Sponsor \$5,000

At the Expo

- Distribute product information or samples at the main stage
- Main stage sponsor signage (provided by sponsor)
- Expo booth space (Silver Level)
- Participation in opening ceremonies and opportunity to make announcements from main stage

Promotional Materials and Print Advertising

- Full-page ad in program and resource book
- Inclusion in Expo press releases and/or public service announcements
- Logo included in *SN50 and Better* Expo insert August 2019 (135,000+ distribution)
- Logo on Expo print materials - Attendee brochure and program and resource book

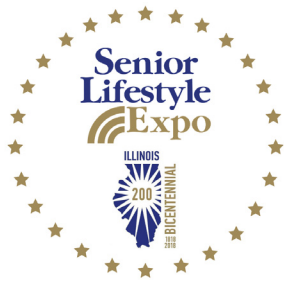
Online Advertising

- Editorial or promotion in attendee news section of Expo website - www.SeniorLifestyleExpo.org
- Tie-in with Expo social media campaign on Facebook, LinkedIn and Twitter
- Logo and hotlink on the Expo website - www.SeniorLifestyleExpo.org

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Tech Connect Ballroom Sponsor \$5,000

At the Expo

- Distribute product information or samples
- Tech Connect Ballroom sponsor signage (provided by sponsor)
- Expo booth space (Silver Level)
- Inclusion in the Tech Connect demo area
- Participation in opening ceremonies and opportunity to make announcements from main stage

Promotional Materials and Print Advertising

- Full-page ad in program and resource book
- Inclusion in Expo press releases and/or public service announcements
- Logo included in *SN50 and Better* Expo insert August 2019 (135,000+ distribution)
- Logo on Expo print materials – Attendee brochure and program and resource book

Online Advertising

- Editorial or promotion in attendee news section of Expo website – www.SeniorLifestyleExpo.org
- Tie-in with Expo social media campaign on Facebook, LinkedIn and Twitter
- Logo and hotlink on the Expo website – www.SeniorLifestyleExpo.org

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Supporting Event Sponsor \$3,500

At the Expo

- Expo corner booth space (Gold Booth)
- On-site Expo signage (provided by sponsor)
- Featured exhibitor logo on the Expo bags
- Participation in opening ceremonies and acknowledgement via announcements

Promotional Materials and Print Advertising

- Half-page ad in program and resource book
- Inclusion in Expo press releases and/or public service announcements
- Logo included in *SN50 and Better* Expo insert August 2019 (135,000+ distribution)
- Logo on Expo print materials - Attendee brochure and program and resource book

Online Advertising

- Editorial or promotion in the Attendee News section of Expo website - www.SeniorLifestyleExpo.org
- Logo and hotlink on the Expo website - www.SeniorLifestyleExpo.org
- Tie-in with Expo social media campaign on Facebook, LinkedIn and Twitter

Other Benefits

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