

# SENIOR EXPO 2011



SENIOR EXPO 2011

**"AGE OF AQUARIUS"**

DISPLAY YOUR BUSINESS OR ORGANIZATION

Senior Expo 2011 will be held  
at four locations:  
Botanica – The Wichita Gardens  
Exploration Place  
Wichita Art Museum  
Old Cowtown Museum

Save the Date of  
September 22, 2011  
to Celebrate Senior Expo's  
"Age of Aquarius."

**REGISTER EARLY**  
**SPACE IS LIMITED!**  
Application deadline is  
August 10, 2011



With approximately 3,000 far out attendees each year, Senior Expo is one of the grooviest ways to target the 55+ age group, the fastest growing market. Senior Expo educates and entertains by showcasing recreational and social opportunities and encouraging healthy and active lifestyles.

The 26<sup>th</sup> annual Senior Expo will celebrate the “Age of Aquarius.” Come hang loose with us for a day filled with peace, love and groovy entertainment on Thursday, September 22nd, 9:00 a.m. to 3:00 p.m. at Botanica - The Wichita Gardens, 701 N. Amidon; Exploration Place, 300 N. McLean Boulevard; The Wichita Art Museum, 1400 W. Museum Blvd; and Old Cowtown Museum, 1871 Sim Park Drive.

#### Marketing Benefits:

- ❖ Over 3,000 adults 55+ and caregivers attend
- ❖ Demographics indicate this market has a higher disposable income
- ❖ Attendees from Sedgwick, Harvey, Butler and surrounding counties
- ❖ Opportunity to promote and sell your product
- ❖ Free admission to museum attractions for Senior Expo attendees
- ❖ More than 140 booth spaces in four locations
- ❖ Professional Media Campaign promoting Senior Expo 2011
- ❖ Well known trade show with more than 25 years experience



#### Booth Display Information:

- ◆ One 8-foot table, covered and skirted, and two chairs will be provided. To ensure continuity, the Senior Expo planning committee will coordinate all table arrangements.
- ◆ Access to an electrical outlet is available. Outlets are limited and will be given on a first-come, first-served basis so please register early.
- ◆ Access to internet is available at Exploration Place and The Wichita Art Museum. WiFi is available with limited internet access but air cards are recommended to ensure full access to the internet.
  - ◇ Exhibitors are responsible for any other equipment needed (extension cords, video players, cables, wireless devices, etc.).
- ◆ Exhibitors may set up on Wednesday, September 21st, 3:30 p.m. to 5:30 p.m. or 7:30 a.m. to 9:00 a.m. the day of the event.
- ◆ **Exhibitors may not remove their displays and information until Senior Expo is over at 3:00 p.m.**
- ◆ Notification of site assignment will be sent by email by Friday, September 9th, 2011.
- ◆ Exhibitors are responsible for cleaning up the booth area after Senior Expo. This includes taking all left over information (brochures, displays, give-a-ways, etc.), disposing of trash (including boxes), and cleaning up any spills. If the area is not appropriately cleaned there will be a charge of \$25.00.

#### Exhibitor Fees & Information:

Exhibitor fees are \$400 for profit/commercial organizations or \$75 for non-profit organizations.

Non-Profits must have 501(c)(3) status or be a government agency. We reserve the right to request documentation for proof of non-profit status.

Please answer all questions on this application.

Please contact Monica Cissell  
or Joan Flynn,  
Central Plains Area Agency on Aging,  
(316) 660-7298

Name of Company/Organization \_\_\_\_\_  
Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

We reserve the right to assign booth locations, prioritize, and limit exhibitors based on available space. Please rank (1 being first choice, 4 being last) which location you would prefer. Botanica \_\_\_\_\_ Exploration Place \_\_\_\_\_  
Wichita Art Museum \_\_\_\_\_ Old Cowtown Museum \_\_\_\_\_

Access to electrical outlet needed? Yes \_\_\_\_\_ No \_\_\_\_\_ Access to internet needed? Yes \_\_\_\_\_ No \_\_\_\_\_  
Special booth consideration needed? Yes \_\_\_\_\_ No \_\_\_\_\_ Please explain (ex: end of row, against wall): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Product or Service to be exhibited: \_\_\_\_\_  
How is it of interest to Senior Expo participants? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**RETAIL SALES:** Will you conduct retail sales at Senior Expo? Yes \_\_\_\_\_ No \_\_\_\_\_ If so, please describe what you will sell.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PRIZE DRAWING/DEMONSTRATION:** For-profit exhibitors are required to have a prize drawing with a minimum retail value of \$25 with the winner posted at 2:30 p.m. on the day of the event. Non-profit exhibitors are required to have a prize drawing or conduct a demonstration at their booth throughout the day. It is the responsibility of the exhibitor to provide sign-up sheets. We request that exhibitors require only name and phone number information to protect the senior participants from possible identity theft and/or fraud. It is also the responsibility of the exhibitor to inform the senior participants of how they intend to use the information obtained from the sign-up sheets, i.e. mailing lists or promotions. **Please describe the prize you will give away or the demonstration you will conduct.**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Application deadline is Wednesday, August 10th

- ✓ Applications received after the deadline are not guaranteed placement in the printed program available to attendees of Senior Expo 2011.
- ✓ Applications are accepted based on the date of arrival and the approval of the Senior Expo 2011 committee.
- ✓ Space is limited. Please return your application as soon as possible.

### The following information must be returned with your application.

- Proof of Insurance - to demonstrate that the vendor has an insurance policy.
- "Certificate of Additional Insured" naming **Sedgwick County** as a covered entity - this is to provide Sedgwick County/CPAAA with coverage for the day of the event. To obtain this you will need to contact your insurance provider and ask for **Sedgwick County** to be named as an additional insured for the day of the event. This certificate is generally at no cost to you and should be dated September 22, 2011. The "Certificate of Additional Insured" can be **sent directly from your insurance provider** to the Central Plains Area Agency on Aging, 2622 W. Central, Ste 500, Wichita, KS 67203.
- Hold Harmless Agreement - this stipulates that the vendor will be required to compensate the County for any amount the County may have to pay due to vendor negligence. Included in the application packet is the Hold Harmless Agreement, please sign and return with your application.

Are you interested in being a sponsor? Yes \_\_\_\_\_ No \_\_\_\_\_ Please list what level.

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**To guarantee inclusion in the marketing campaign sponsorship contributions must be received by June 8, 2011.  
Organizations will not be included in any marketing until payment is received.**

I understand the purpose of Senior Expo 2011 and will comply with the regulations below:

- ✓ My booth will be staffed during Senior Expo 2011 hours of 9:00 a.m. – 3:00 p.m.
- ✓ My organization will provide all necessary staff to set up my exhibit.
- ✓ All retail sales of merchandise or services will be conducted with no pressure.
- ✓ My organization will adhere to the purpose of Senior Expo 2011.
- ✓ My organization will use all information obtained from the participants in the manner in which they were informed, i.e. mailing lists or promotional opportunities.

**In signing this application, the exhibitor, attests to being a reliable and reputable company/organization. Furthermore, the exhibitor agrees to indemnify Sedgwick County/Central Plains Area Agency on Aging for any claims, demands, judgments and suits arising out of any misuse of information obtained by the exhibitors.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Exhibitor Fees and Payment

Exhibitor fees are \$400 for profit/commercial organizations or \$75 for non-profit organizations *before August 10, 2011*, and \$425 for profit/commercial organizations or \$100 for non-profit organizations *after August 10, 2011*. **Please submit exhibitor fees with this application.**

Payment Method:

Check  Visa  MasterCard

CC# \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name as printed on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Make checks payable to Senior Expo 2011 and reference Senior Expo 2011 or the vendor name in the memo area. This will insure that your payment is properly processed. Exhibitor fees will be returned for applications not approved.

Mail application, exhibitor fees, hold harmless agreement and insurance paperwork to:

Senior Expo 2011  
Mid-American Credit Union  
Attn. Rosella Posgai  
525 N. Main, Suite 103  
Wichita, Ks 67203

## Senior Expo 2011 Hold Harmless Agreement

The below named vendor shall hold harmless Sedgwick County, Central Plains Area Agency on Aging and its commissioners, officers, employees, agents, legal representatives, successors and assigns (collectively referred to as the "Indemnified Parties") from and against all losses, costs, claims, damages, expenses and liabilities, including without limitation attorneys' fees, (collectively referred to as the "Liabilities") to the extent that they may arise during the Senior Expo 2011 Event:

- ( i ) caused or alleged to be caused, in whole or in part, by the negligence of the vendor named below (or any of its directors, officers, members, agents, subcontractors or anyone else for whose acts the vendor may be liable) or an attendee/vendor taking part in Senior Expo 2011 regardless of whether or not such Liabilities are caused in part by one or more of the Indemnified Parties.

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Senior Expo 2011: Sponsorship Levels "Age of Aquarius"

Older adults are the fastest growing market in the nation. Yet, the transition into senior years and retirement life today is significantly different than it has been in the past with improved healthcare, wellness options, educational opportunities, travel, and technology enhancements. This movement into a new age in life can impact the lives of adults 55 and older and change how we look at retirement now and in the future.

We invite you to take the opportunity to showcase your organization/company in a unique way through a sponsorship at Senior Expo 2011. This year Senior Expo theme is "Age of Aquarius." We are planning a fun, far out day where we will not only entertain but also educate and provide supportive information to adults 55 and over and caregivers.

This information page outlines various levels of sponsorship and benefits to fit your organization's budget and align with your goals for marketing and promotion to the senior population. Over 3,000 older adults and caregivers are expected to attend Senior Expo. Please don't miss this opportunity to put a spotlight on your organization. Sponsorship commitment and payment must be received by June 8, 2011 to be included in **all** media campaigns.

## *Diamond- \$7,000*

(2 available – non competing industries)

- Your organization may be the sponsor and co-host the Senior Expo Gala with the Central Plains Area Agency on Aging. The Gala will take place on Wednesday September 21st from 7pm-10pm and will kick off Senior Expo 2011. Your organization's name and logo will be prominently displayed and you will be thanked for your sponsorship and your representative may welcome the over 300 attendees to this elegant Senior Expo Gala at Wichita's historic Cotillion.
- Your organization may be the sponsor and co-host along with Central Plains Area Agency on Aging of the 2011 Fashion Show which will take place at Botanica, the Wichita Gardens on September 22nd in the Meadow. There your organization's name and logo will be prominently displayed and you will be thanked for your sponsorship and your representative may welcome the over 400 attendees to this popular Senior Expo traditional event that many look forward to every year.
- You will receive a total of **four** premium booths - one at each Senior Expo location.
- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your logo will be placed on a promotional item such as a canvas bag or water bottle that will be given to the attendees.
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Expo Gala program.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

## *Platinum- \$5,000*

(2 available – non competing industries)

- Your organization will be the main sponsor of the Health Screening Pavilion at Exploration Place. This sponsorship level provides free health screenings to at least 500 attendees including PSAs, dental screenings, bone density and varicose vein screenings and more. Your organization will have a booth in the Health Pavilion.
- Your organization may be the main sponsor of the Transportation and Travel Pavilion. This sponsorship level provides driving related screenings, golf cart rides to destination points, and more. Your organization will have a booth in the Transportation and Travel exhibit area located at Old Cowtown Museum.
- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Prominent signage will be placed throughout the Health Screening or Transportation and Travel Pavilions.
- You will receive a total of **three** booths. Two at the locations of your choice (one will be at the respective sponsored location).
- Your organization's logo will be featured on a promotional item related to your sponsorship.
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Expo Gala program.
- Two complimentary lunches for your organization's representatives at each Senior Expo booth location.

## *Gold - \$3,000*

(2 available)

- Your organization may sponsor morning refreshments at all four locations. Signage will be placed at the refreshment tables (signage will be provided).
- Your organization may sponsor a cooking demonstration by a local restaurant or chef.
- You will receive a booth at **two** Senior Expo locations of your choice.
- Your company will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Expo Gala program.
- Two complimentary lunches for your organization's representatives at each Senior Expo booth location.

## *Silver - \$1,000*

(Unlimited)

- Your organization may sponsor the lunch entertainment at one location of your choice
- Your organization may sponsor special interactive exhibits or entertainment such as smoothie making, love bead making, Facebook or technology demo, and more... Your organization's logo will be prominently displayed near entertainment or exhibit.
- Your organization will receive one booth space at the Senior Expo location of your choice.
- Your organization's name and logo will be included in print media ads in Active Aging and other publication such as Wichita Eagle, Time Sentinel and East Wichita News.
- Your organization's name and logo will be listed on the CPAAA/events web site, materials, posters, signage and in the Senior Expo program.
- All sponsors will be highlighted in the Senior Expo Gala program.
- Two complimentary lunches for your organization's representatives at Senior Expo.

## *Bronze - \$500*

(unlimited)

- Your organization may receive **one** booth space at the Senior Expo location of your choice.
- Your organization's name will be prominently listed in the Senior Expo program.
- Your organization's name will be listed in the Senior Expo feature article in Active Aging's.
- All sponsors will be highlighted in the Senior Expo Gala program.
- Two complimentary lunches for your organization's representatives at Senior Expo.



SENIOR EXPO – SEPTEMBER 22, 2011, 9:00 A.M. – 3:00 P.M.  
SENIOR EXPO GALA – SEPTEMBER 21, 2011, 7:00 P.M. – 10:00 P.M.



*Central Plains Area Agency on Aging*  
2622 W. Central, Suite 500  
Wichita, KS 67203