



# The Senior Expo Council is excited to present our 2023 SENIOR EXPOS

Whether you represent a non-profit, commercial business or service agency focusing on the senior community, we have a day packed with entertainment and participant activities, which are sure to draw a great audience for you!

## Fond du Lac 2023 SENIOR EXPO

Date: Tuesday, May 16, 2023  
Time: 9:00 a.m. to 1:00 p.m.

### Venue:

FDL County Fairgrounds Expo Center  
520 Fond du Lac Ave., Fond du Lac

### Set-Up Before Expo:

7:30 a.m. - 8:45 a.m.

### Take Down After Expo:

1:00 p.m. - 2:30 p.m.

4th  
Annual

## Beaver Dam 2023 SENIOR EXPO

Date: Wednesday, June 7, 2023  
Time: 9:00 a.m. to 2:00 p.m.

### New Venue!

Beaver Dam Family Center Ice Arena  
609 Gould Street, Beaver Dam

### Set-Up Before Expo:

7:30 a.m. - 8:45 a.m.

### Take Down After Expo:

1:00 p.m. - 2:30 p.m.

26th  
Annual

## Waupun 2023 SENIOR EXPO

Date: Thursday, October 5, 2023  
Time: 9:00 a.m. to 1:00 p.m.

### Venue:

Central Wisconsin Christian School  
301 Fox Lake Road, Waupun

### Set-Up Before Expo:

7:30 a.m. - 8:45 a.m.

### Take Down After Expo:

1:00 p.m. - 2:30 p.m.

9th  
Annual

## BOOTH Details

Each exhibitor will receive a booth space with draped backdrop, table and two chairs, along with access to complimentary Exhibitor Area with coffee and snacks.

## How to register to be a Senior Expo Exhibitor

1. **Register Online:** To register as an exhibitor, go to: [seniorexpoCouncil.com/exhibitor](http://seniorexpoCouncil.com/exhibitor)



2. **Pay by Credit Card or Check**

Be sure to submit your registration early to receive maximum media exposure!

EXPO LOCATIONS	ONLINE REGISTRATION OPENS	EXPO DATE	REGISTRATION DEADLINES:		
			Platinum	Gold & Silver	Bronze & Non-Profits
Fond du Lac	Jan. 2, 2023	May 16, 2023	<b>SOLD OUT</b>	Two Months Before the EXPO Date	Two Weeks Before the EXPO Date
Beaver Dam	Jan. 2, 2023	June 7, 2023	<b>SOLD OUT</b>		
Waupun	June 1, 2023	Oct. 5, 2023	<b>SOLD OUT</b>		

**Check:** Make checks payable to: **Senior Expo Council.**

Mail a copy of your email confirmation with your payment to:

**Senior Expo Council**

P.O. Box 114

Beaver Dam, WI 53916

**Credit Card:**

After you have finalized your choices, you can now pay online by credit card

If you have any questions regarding the 2023 SENIOR EXPOS, please contact Tom Thompson at 920-210-3494 or email [tomthompson@visitingangels.com](mailto:tomthompson@visitingangels.com)

## Platinum Package – \$1,500 **SOLD OUT FOR ALL THREE 2023 EXPOS**

- Exclusive to **ONE** exhibitor per Expo, first come, first served
- Full naming rights with your company name in the title of the Senior Expo
- Opportunity to promote your company on local radio program prior to the Expo
- Mention in all radio, social media and print advertising prior to the Expo
- Company logo featured on Senior Expo website
- **During the Expo**
  - Prime DUAL (2x) entrance booth space during Senior Expo
  - Company logo featured on cover of Senior Expo event program
  - Full page ad for logo and informational write-up in Senior Expo event program
  - Opportunity to distribute your own company-provided bags at event registration stand to every Senior Expo attendee
  - Live on-air radio interview during the Expo
    - ~ Fond du Lac: AM 1170 WFDL - SUNNY 97.7 FM
    - ~ Beaver Dam: AM 1430 WBEV - WXRO 95.3 FM
    - ~ Waupun: AM 1170 WFDL - SUNNY 97.7 FM



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## Gold Package – \$795

- Exclusive to a limited number of exhibitors per Expo, first come, first served
- Mention in all radio, social media and print advertising prior to the Expo
- Company logo displayed on Senior Expo website
- **During the Expo**
  - Prime booth space near entrance during Senior Expo
  - One-third page ad for logo and informational write-up in Senior Expo event program
  - Live on-air radio interview during the Expo
    - ~ Fond du Lac: AM 1170 WFDL - SUNNY 97.7 FM
    - ~ Beaver Dam: AM 1430 WBEV - WXRO 95.3 FM
    - ~ Waupun: AM 1170 WFDL - SUNNY 97.7 FM

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## Silver Package – \$395

- Exclusive to a limited number of exhibitors per Expo, first come, first served
- Mention in social media and some print advertising prior to the Expo
- Company name displayed on Senior Expo website
- **During the Expo**
  - Booth space in high traffic area during Senior Expo
  - Company logo, name and contact information listed in Senior Expo event program

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## Bronze Booth Exhibitor – \$235

- Company name displayed on Senior Expo website
- **During the Expo**
  - Booth space during Senior Expo
  - Company name and contact information listed in Senior Expo event program

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## Non-Profit Exhibitor – \$155

- Organization's name displayed on Senior Expo website
- **During the Expo**
  - Booth space during Senior Expo
  - Organization's name and contact information listed in Senior Expo event program

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**ALL Exhibitors are encouraged to place their social media, logos and contact information on the ExpoFP interactive floor plan website!**