



# The Senior Expo Council is excited to present our 2020 SENIOR EXPOS

Last year's events were outstanding and we are looking forward to making our 2020 EXPOS the best ones yet! 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, sure to draw a great audience for you!

*Exhibitors of more than one expo can take advantage of a 10% registration fee discount on the second and third package of equal or lesser value!\**

## Fond du Lac 2020 SENIOR EXPO



**Date:** Tuesday, September 15, 2020  
**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.

## Beaver Dam 2020 SENIOR EXPO



**Date:** Wednesday, September 9, 2020  
**Time:** 9:00 a.m. to 2:00 p.m.  
**Venue:**  
 Wayland Academy Field House  
 199 S. University Ave., Beaver Dam  
**Set-Up Before Expo:**  
 7:30 a.m. - 8:45 a.m.  
**Take Down After Expo:**  
 2:00 p.m. - 3:30 p.m.

## Waupun 2020 SENIOR EXPO



**Date:** Thursday, October 8, 2020  
**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.

**Remember to bring your door prize (\$25.00 Value) to the registration area when you check in.**

### Exhibitor Packages

Package Level	Single Expo Price	Discounted Price for Additional Expo(s)
Platinum Package	\$1,500.00	\$1,350.00
Gold Package	\$775.00	\$697.50
Silver Package	\$375.00	\$337.50
Bronze Package	\$190.00	\$171.00
Non-Profit Package	\$125.00	N/A

**Discounted Package Pricing:**  
 If you are participating in more than one expo per year, you will receive a discount on second and third equal or lesser valued package(s)  
**Price reflects 10% Discount\***

See page 2 for information regarding each Exhibitor Package  
 \*Non-Profit packages are not eligible for this discount

### How to register to be a Senior Expo Exhibitor

**1. Register Online:** To register as an exhibitor, go to: [seniorexposcouncil.com/exhibitor](http://seniorexposcouncil.com/exhibitor)  
 Submit your registration early to receive maximum media exposure!



2020 Senior Expo Locations	2020 REGISTRATION DEADLINES:		
	Platinum Packages	Gold & Silver Packages	Bronze & Non-Profits Packages
Fond du Lac	<del>SOLD OUT</del>	<del>March 12, 2020</del> April 12, 2020	May 2, 2020
Beaver Dam	<del>SOLD OUT</del>	<del>March 20, 2020</del> April 20, 2020	May 10, 2020
Waupun	<del>SOLD OUT</del>	August 8, 2020	September 28, 2020

**2. Make Payment:** Payment will be due 90 days before the expo. If you are registering less than 90 days before the Expo, then payment will be due within 5 business days of your registration. Pay by check or credit card.

**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:**  
**NEW!** Pay by Credit Card  
 After you have finalized your choices, you can now pay online by credit card

**3. Upload Your Logo:** When registering, please upload your logo (.ai, .eps or .pdf files) in the appropriate field

### Package Details

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

#### ~~Platinum Package - \$1,500~~ **SOLD OUT FOR ALL 2020 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

#### **Gold Package - \$775 ONLY ONE PACKAGE LEFT FOR BOTH BEAVER DAM & FOND DU LAC EXPOS**

- Exclusive to **FIVE** 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

#### **Silver Package - \$375**

- Exclusive to **15** 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

#### **Bronze Booth Exhibitor - \$190**

- 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

#### **Non-Profit Exhibitor - \$125**

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

If you have any questions regarding the 2020 SENIOR EXPOS, please contact Tom Thompson at 920-210-3494 or email [tomthompson@visitingangels.com](mailto:tomthompson@visitingangels.com).