



50+ SENIORS expo

Health . Lifestyle . Nutrition . Leisure . Active Living

September 14th, 2024

Collège Boréal | 21 Lasalle Blvd.

Expo Hours: 9:00am-3:00p.m

A Chance to Win!

Door prizes and exhibitor contests

**More than
40 Exhibitors**

- * Free Admission
- * Free Parking
- * Fully Accessible
- * Free Gift Bags
- * Wellness Stations

* Information Sessions & Workshops

* Free Coffee, Tea & Pastries

www.50PlusSeniors.ca



Presented by

Goshenite
SENIORS SERVICES INC.
SERVICES AUX SENIORS

AUTUMNWOOD 
Mature Lifestyle Communities



 **Boréal**



Connect with customers and boost your sales!

Promote your business to 50+ Boomers and Seniors who are looking for options and alternatives regarding health and wellness, real estate, financial security, travel, leisure activity, adult lifestyle living and more. Reach out to motivated buyers who want your products, services, insight and solutions. Don't miss this opportunity to stand out from your competition, generate leads, build your client base and increase sales.

Boomers and Seniors are two of the largest and fastest growing markets in Canada. Boomers account for more than 1/3 of the Canadian population.

- Today's Boomers and Seniors have more leisure time and disposable income than members of other age groups. Their households in Canada spend over \$70 billion annually!
- There are a multitude of business opportunities for retailers, service providers and medical professionals by anticipating and meeting the needs of this growing demographic.

8th Annual 50+ Seniors Expo

Be a part of Sudbury's 50+ Seniors EXPO event promoting health and wellness.

Goshenite Seniors Services Inc. is pleased to host Sudbury's eight annual "50+ Seniors EXPO" promoting Health, Lifestyle, Nutrition and Active Living. This community event will be filled with informative and supportive information, interactive displays, innovative products and musical entertainment.

The event will take place on Saturday, September 14th, 2024 at Collège Boréal's Cafeteria/Pied du Rocher. We are bringing together a comprehensive collection of resources aimed specifically to boomers, seniors and care givers. You can expect to find a wide range of Exhibitors providing knowledge on healthcare, seniors' housing, recreation, fitness, travel, finances, and accessibility.

Interested in being an Exhibitor or Sponsor at the 50+ Seniors Expo?

Sponsorship benefits:

- Provides you with an opportunity to participate in our marketing program to strengthen your presence as a community leader.
- Develops your market leadership and exposure through face to face opportunities.
- Expands your presence in this market.

Exhibitor benefits:

- Direct interaction with target audience.
- Direct corporate and products promotion.
- Direct participation in a community event showcasing your company's value, product and service to new customers, new business and future sales development.

Exhibitor Categories * Limited Exhibitors per Category

| | | | |
|-------------------------|-----------------------|-------------------|------------------------------|
| Assisted Living Options | Health & Nutrition | Medical Equipment | Senior Organization |
| Clubs & Social Groups | Home Improvement | Mobility Products | Spas & Saunas |
| Daily Living Aids | Insurance | Pharmaceuticals | Technology |
| Education | Landscape & Gardening | Real Estate | Transportation |
| Fashion & Beauty | Leisure & Hobbies | Safety & Personal | Travel & Recreation |
| Financial Wellness | Lifestyle Products | Protection | Trusts, Wills & Legal Advice |
| Fitness & Sports | & Services | Senior Housing | Wealth Management |

Target Audiences

The EXPO targets men and women aged 50 and over who make up 16% of the population of Sudbury Ontario.

* Statistics Canada 2011 Census

It has been established through a number of studies nationally, globally and locally that we are part of an aging population. Life expectancy has increased therefore the need for adult children to care for their loved ones or parents has increased significantly. Currently, many of the large cohort of baby boomers (persons born between 1946 and 1964), who will become a part of the elderly population of the future, are caregivers for their aging parents. The baby boomers of today are likely to spend more years caring for a parent than for children. These trends have created the need to gain a better understanding of the patterns of caregiving by adult children of their aging parents. And we need to learn more about how the adult children (sandwich generation) will need to assist their parents in managing and planning ahead for the consequences of aging rather than waiting for the crisis to force us to plan.



Nicole Blais | Expo Founder and Show Producer

The entrepreneur spirit is strong in Nicole's family, and it has driven her to own and operate her first business at the age of 19. The same entrepreneurial mindset and program development have made her a leader in our community. She is effective in creating positive change for her community. She enjoys giving back and paying goodness forward.

Nicole is the founder/President of Goshenite Seniors Services Inc. The business was launched in September 2015. Our "Hybrid" business model offers our clients (seniors) and their children a "one stop shop of services for seniors". They need not look any further as we are here to accommodate our clients with exceptional service. In the fall of 2017, I launched our Seniors Driving Program and the 50+ Lifestyle Magazine Publication.

Nicole was named Entrepreneur of the year at the Bell Media Awards for 2023.

Our team

Nicole Blais | [Show Producer/Founder](#)
Maurice Blais | [Assistant to Show Producer](#)

We Thank You!

Your participation in the 50+ Seniors EXPO will make a difference for boomers, seniors and care givers.

We are providing the community with information, products and brochures in a valuable and highly needed service. We are opening up an opportunity to ask questions about any issues or concerns people may have about future planning in the aging process. We are inviting open transparent discussion to share knowledge about community programs, what's trending through visual displays and product demonstrations.

50+ Seniors EXPO community partners sharing with boomers, seniors and care givers of our community.

Our warmest thanks goes out to our Corporate Sponsors and Exhibitors, participants in the fifth annual 50+ Seniors EXPO. With their continued support and yours, the 50+ Seniors EXPO promises to be a success for many years to come!

Procedure

1. Complete the attached Exhibitor - Sponsor registration
2. Submit registration with your payment by email or mail. No application will be processed without payment.
3. To confirm your registration, we will send you an email with your payment receipt and your staff name tags attached.
4. Review Exhibitor Terms and Conditions. Follow the guideline instructions as applicable to your needs.
5. Be sure to send us the name of exhibitor staff for name tags. Name tags will be attached to the registration confirmation email.

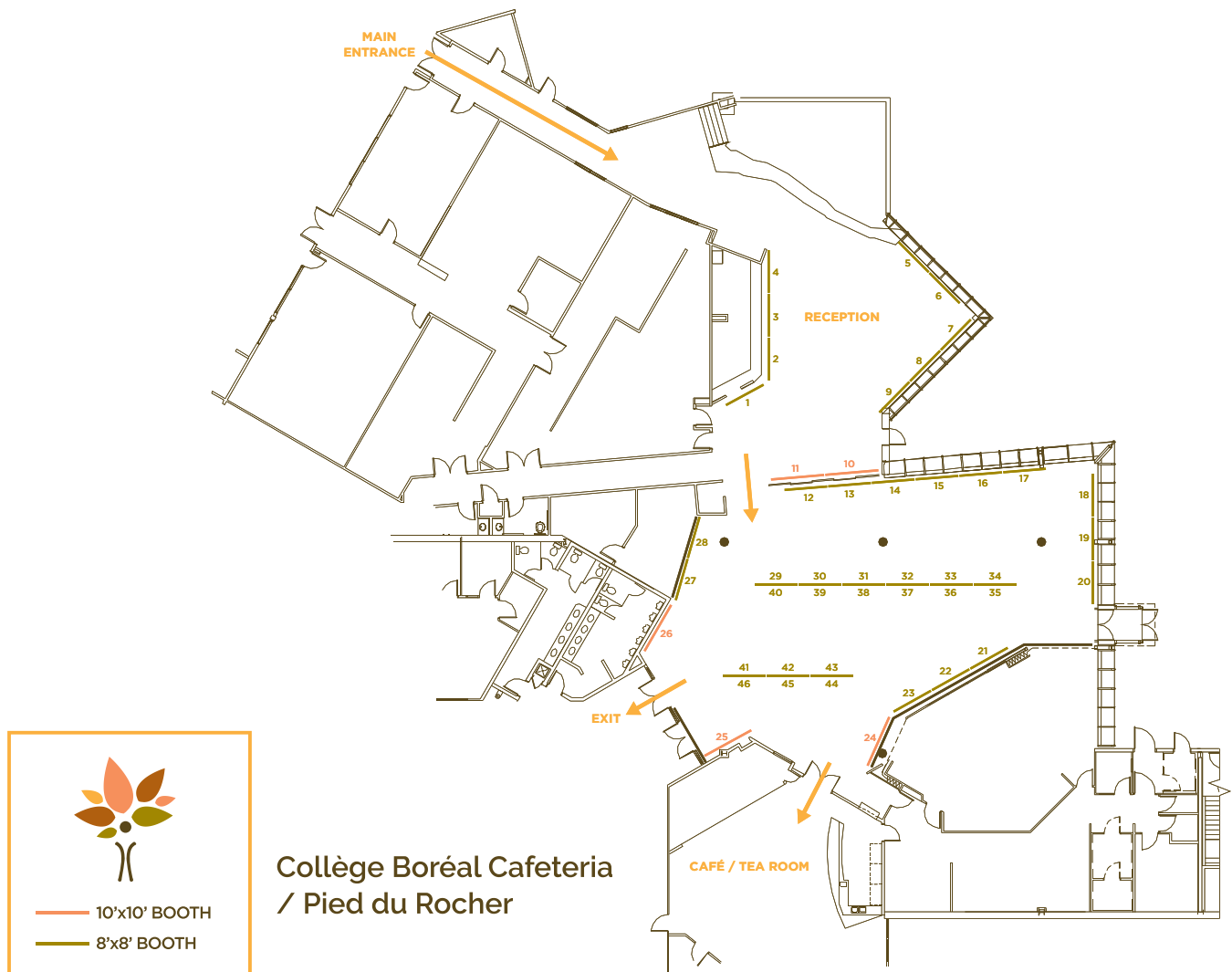
Exhibitor Packages

Exhibitor Package 1 - Cost \$295.00 +HST (Not for profit rate \$265.00 +HST)

- Cafeteria/Pied du Rocher
- Booth size 8x8 with a six foot table.
- Wi-Fi access
- One Feature in a Facebook Post
- Link to your website from Expo webpage
- Name listed in EXPO program directory
- Donation of Prize for Door Prize Draws (Value \$25.00)

Exhibitor Package 2 - Cost: \$405.00 +HST (Not for profit rate \$370.00 +HST)

- Cafeteria/Pied du Rocher
- Booth Size 10x10 with a six foot table
- Wi-Fi access
- One Feature in a Facebook Post
- Name listed in EXPO program directory
- Listing on event page of Goshenite Seniors Services Website
- Link to your website from Expo webpage.
- Donation of Prize for Door Prize Draws (Value \$25.00)



Sponsorship Levels and Benefits

50+ Seniors EXPO Sponsor - \$6,000.00 (Cash Sponsor)

- Participation in Opening Ceremony of the EXPO
- Opportunity to speak at Opening Ceremony
- Scheduled photo opportunity at Opening Ceremony
- Inclusion in all press releases
- Corporate Name/Logo recognition on EXPO event page with hyperlink to your website
- Corporate Name/Logo recognition on EXPO poster
- Corporate name/Logo in the EXPO program
- Corporate name and Logo on all print/marketing materials
- Corporate name and Logo on all emails and Direct Mail Campaign
- Corporate name and logo on social media sites (Facebook Event Page/LinkedIn)
- Corporate name/Logo on main banner at event.
- Corporate name /and logo on all post-event publicity.
- Corporate name and logo in 50+Seniors Lifestyle Magazine.
- Social Media-Video of your participation in the 50+ Seniors EXPO.
- Announcements throughout EXPO informing attendees of your sponsorship
- Ongoing marketing on TV - Radio - Print of your brand with logo weeks prior to the event.
- Full page Corporate Name/Logo recognition in the EXPO program
- Exhibitor Booth - 8x8 (6 foot table)
- Access to Wi-Fi
- Right of first refusal for sponsorship for next year's EXPO
- Included in the 50+ Seniors Expo in the 50+ Lifestyle Magazine Summer Issue 2020 as the Presenting Sponsor
- Information Sessions/Classroom and equipment provided (Computer and Screen)

Tea Room Sponsor - \$1,700.00 (Cash Sponsor)

- Corporate name and Logo on all print/marketing materials
- Corporate name and Logo on all emails and Direct Mail Campaign
- Corporate name and logo on social media sites (Facebook Event Page/LinkedIn/Goshenite Seniors Services website)
- Corporate Name/Logo EXPO ½ page in program
- Social Media-Video of your participation in the 50+ Seniors EXPO.
- Corporate name and logo on all Tea Room tables (6 tables to include name and logo)
- Corporate name/logo on EXPO main event banner
- Corporate name /and logo on all post-event publicity.
- Exhibitor Booth - 8x8 (6 foot table)
- Right of first refusal for sponsorship for next year's EXPO

Community Builder - \$1,200.00 (Cash Sponsor)

- Corporate Name/Logo recognition on Event Page /50+ EXPO page with hyperlink to your website
- Corporate Name/Logo ½ Page of event program
- Corporate Name/Logo on EXPO Main Event Banner
- Corporate Name/Logo on email communications and Direct Mail Campaign
- Announcements throughout EXPO informing attendees of your sponsorship
- Social Media-Video of your participation in the 50+ Seniors EXPO.
- On-going marketing Exposure /Facebook Event Page/ LinkedIn/Goshenite Seniors Services website
- Exhibitor Booth - 8x8 (6 foot table)
- Access to Wi-Fi
- Right of first refusal for sponsorship for next year's EXPO

Premiere Bag Sponsor - \$1,800.00 (Cash Sponsor)

- Corporate Logo on EXPO Premiere Gift Bags
- Corporate Name/Logo on EXPO Event Page
- Corporate Name/Logo on Event Directory on Event Page
- Corporate Name/Directory in Event Program
- Corporate Name/Logo ½ page in EXPO Program
- One Feature in a Facebook/LinkedIn Post
- Corporate Name on EXPO Banner
- 1- 6-foot skirted table and 1 chair
- Wi-Fi Access
- First right of refusal for next year's EXPO

Refreshment Sponsor - \$820.00 (Cash Sponsor)

- Signage will be prominently placed at the refreshment tables
- 1- 6-foot skirted table
- Corporate Name/Logo on EXPO Event Page
- Corporate Name/Logo on social media (Facebook Event Page/LinkedIn)
- Corporate Name on Event Banner
- Corporate Name in Directory of EXPO program
- Wi-Fi Access
- Right of first refusal for sponsorship for next year's EXPO

Event Signage Sponsor - \$375.00 (Cash Sponsor)

- Corporate Name Listed on Event Directory of EXPO Event Page
- Corporate Name/Logo on EXPO event banner
- Corporate Name/Directory shared on social media sites (Facebook Event Page/LinkedIn)

EXPO Program Ads

50+ Seniors EXPO will print 2,000 programs and distribute them to targeted audiences in Sudbury and at the 50+ EXPO. We also offer full Graphic Design services for the layout of your ad if needed. Ad rates and sizes are listed below (design included).

| Display Ad Size | Inches | Costs |
|---------------------------|---------------------------|---------------|
| Full page | 5" wide x 8" tall | \$550.00 +HST |
| Half page (vertical) | 2.375" wide x 8" tall | \$300.00 +HST |
| Half page (horizontal) | 5" wide x 3.875" tall | \$300.00 +HST |
| Quarter page (vertical) | 2.375" wide x 3.875" tall | \$150.00 +HST |
| Quarter page (horizontal) | 5" wide x 1.815" tall | \$150.00 +HST |



NICOLE BLAIS | SHOW PRODUCER

e. nicole@gosheniteservices.com

p. (705) 698-5318

www.50PlusSeniors.ca

PRESENTED BY

