



Pennsylvania Hotel
401 Seventh Avenue

NY Senior Expo
Sunday, April 5, 2009

Exhibitor Information:

The NY Senior Expo is the premier exhibition for seniors and caregivers in New York. Companies and organizations with products, services and information for this large and continually growing group of our citizens should exhibit at this year's expo.

Admission is free for seniors who pre-register. There will be free health screenings, and a job pavilion for seniors looking for part time work. Exhibitors will have an opportunity to present their products/services to seated groups of 75 or more attendees at one time. There will be drawings for prizes throughout the day.

Exhibit Space:

*A 10x10 space piped and draped with carpeting and a 6' table cost \$2,495. Exhibit space location is selected by the exhibitor based on the date/time contract and payment are received.

*6' draped tables (instead of a booth) will cost \$795 or \$395 for tax exempt non-profit organizations.

Exhibit hall product/service presentations:

There will be opportunities for vendors and service organizations to present their products and services in the exhibit area to groups of 75+ people. Half hour sessions with advance publicity and audio/visual equipment included.

Cost per session \$1,500 for non-exhibitors, \$500 for exhibitors, and \$400 for tax-exempt, non-profit organizations.

Sponsorships:

Primary Sponsors: \$10,000. Includes a 20x10 exhibit space, a full page print ad in the Show Guide - cover locations if available; name and logo on the front of the Show Guide; a 30 minute presentation in one of the main seminar rooms; mention in introduction to all speakers and events. Listing with logo in all print ads and marketing material and mention in all radio/TV ads and other signage. Banner or sign in the front of all seminar rooms and registration area and 20 senior tickets to the 2009 NY Senior Expo.

Gold Sponsors: \$5,000. Includes a 10x10 exhibit space, a full page print on the front or back inside cover of the Show Guide; a 20 minute presentation in the exhibitor presentation area. Listing with logo in all print ads and marketing material. Banner or sign in the front of each seminar room and registration area. 10 senior tickets to the 2009 NY Senior Expo.

Source Book Advertising:

The Source Book will be distributed to all attendees, senior centers, and available free to seniors in the New York area for the next 12 months.

Schedules of the Expo seminars and presentations are in the Show Guide as well as contact information of exhibitors.

Full page (+ 20% for covers)	\$3,000	8.5" wide - 11" high, plus 0.125 bleed no bleed - 7.625" wide - 10.125" high
3/4 page	\$2,500	Horizontal: 7.625" wide x 7" high
1/2 page	\$1,600	Vertical: 3.7" wide x 9.5" high Horizontal: 7.625" wide x 5" high
1/4 page	\$850	3.7" wide x 5" high

There is a 50% discount on all advertising for exhibitors.

Exhibit Hall Management - PO Box 678, Jeffersonville, NY 12748
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