

# SENIOR exp

3.21.24



Presented By

SENIOR COLLABORATIVE  
INDIAN RIVER COUNTY

## 2024 Senior Expo

Please join us on March 21, 2024

- ✓ 80+ Vendors
- ✓ Over 600 Attendees Expected
- ✓ Speaker Presentations on 2 Stages
- ✓ Free Medical Screenings/Demonstrations
- ✓ Food Trucks & Ocean FM Live
- ✓ Inside Air Conditioned Expo Center
- ✓ Covered Outside Booths offered this year!

**Thursday  
March  
21st  
9 am-2pm**



### IRC Fairgrounds

7955 58th Ave, Vero Beach, FL 32967

Free Admission

Free Parking & Shuttles to Entrance

Contact Us: Senior Collaborative IRC | 772-469-2270 | [www.seniorservicesIRC.com](http://www.seniorservicesIRC.com)

# SPONSOR / VENDOR PACKET



## SPONSOR THIS EVENT

Senior Collaborative of Indian River County invites you to be a sponsor of Senior Expo 2024 on Thursday, March 21 from 9:00 AM to 2:00 PM. Sponsorship opportunities come in five tiers, booths are included in all sponsorship tiers.

### Sponsorship Tiers

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#### **Premier [Limited to 1]**

**\$5500**

Our Premiere sponsor holds an Exclusive position. They are prominently featured in advertisements for the event in local media (print, digital, and broadcast). The company logo will be everywhere. One of its representatives will also make a ½ hour presentation, and of course, you will have a double booth 10'x 20'.

#### **Platinum [Limited to 7]**

**\$1500**

Top placement and size of your company logo in publicity and at the event; logo on SCIRC website for a year; ½ hour presentation spot and 10'x20' booth. *\*Please let us know if you want a 10'x10', instead.*

#### **Gold**

**\$750**

Company logo prominently displayed in publicity and at event, including 10' x 20' booth. Also, 1-year banner ad on our website directory. *\*Please let us know if you want a 10'x10' instead.*

#### **Silver**

**\$550**

Company logo displayed in publicity and at event, including 10x10' booth. Booth upgrade available for an additional fee of \$125. Also, 6-month banner ad on our website directory.

#### **Bronze**

**\$400**

Company logo displayed in publicity and at event including 10'x10' booth. Booth upgrade for an additional fee of \$125.

#### **Why Sponsor?**

- Get brand exposure
- Demonstrate your commitment to the community – in this case to improve the quality of life for seniors in Indian River County.
- Highlight your programs, services or specialties

Questions? Contact Dawn Redstone at [dmredstone@seniorservicesirc.org](mailto:dmredstone@seniorservicesirc.org) 772-469-2270.

Senior Collaborative of IRC is a 501(c)(3) charitable organization.

## CLAIM YOUR BOOTH

Whether you are a sponsor or not, you'll want a booth at which to greet seniors attending the Expo. We encourage you to make yours an active space – give a demonstration; provide a service; give out free screenings (one per vendor), shots or samples; offer a discount coupon. Bring your own tablecloths, materials, interactive attractions and gifts- whatever suits your business. The more inviting and interactive the booth, the more interesting traffic comes your way.

### INSIDE THE EXPO CENTER: *\*Limited number of electric outlets available, first come, first serve.\**

10' X 10' Booth draped on sides and back, with 2 chairs .....\$150

10' X 20' Booth draped on sides and back, with 4 chairs .....\$300

### OUTSIDE UNDER THE PAVILION: *\*No electric outlets available.\**

10' X 10' Table with 2 chairs .....\$100

10' X 20' Table with 4 chairs.....\$200

#### Why Exhibit?

- Highlight your services, programs and specialties
- Meet the local senior audience in person
- Engage with current and potential customers

#### Why Offer a Health Screening?

- Health screenings are exclusive. No duplications. Please claim your screening early!
- Increase your one-on-one time with the target audience
- Collect contact information on a sign-in sheet
- Offer screening follow-ups, or tours of your facility.

## Draped booths and Sponsor Presentation Area from 2023 Expo at IRC Fairgrounds Expo Center



Senior Collaborative is a 501(c)(3) charitable organization.



## TIPS FOR VENDORS/EXHIBITORS

Senior Expo 2023 had 66 vendors and 529 attendees. We have increased the number of spaces available for the Senior Expo 2024. We have added covered space outside under the Pavilion.

The Expo will once again be located at the Indian River County Fair Grounds in the Expo Center in the Pavilion. The date of the Expo will be Thursday, March 21, 2024. The Expo will be from 9AM to 2PM.

Registered Vendors may set up Wednesday afternoon from 3PM to 6PM or on Thursday morning at 8AM. When arriving to set up, please use the back door to the pavilion for those booths located indoors. You will be required to move your vehicles into other parking areas once you have completed set up. For those booths located outside, in the Pavilion, you are encouraged to set up Thursday morning. For vendors with booths in the Pavilion, the front gate is your best area to park and unload.

Vendors are strongly encouraged to keep your booths open and set up until 2PM on the day of the Event. Breaking down earlier could affect your invitation to participate in 2025.

Food Trucks will be on sight the day of the event.



SENIOR COLLABORATIVE  
INDIAN RIVER COUNTY

For more information on Senior Collaborative, visit [www.seniorservicesIRC.org](http://www.seniorservicesIRC.org)



## COMPLETE THIS COMMITMENT FORM

COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ WORK \_\_\_\_\_

CELL \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

### We plan to:

☐ Sponsor the event at the \_\_\_\_\_ Level

☐ Claim our booth: 10x10 size \_\_\_\_\_ 10x20 size \_\_\_\_\_

☐ We need an electrical connection. YES \_\_\_\_\_ NO \_\_\_\_\_

*\*Please bring your own extension cord. Note: Electrical outlets are first come, first serve.*

☐ We wish to offer a health screening. *Please contact Dawn Redstone at 772-469-2270 or [dmredstone@SeniorServicesIRC.org](mailto:dmredstone@SeniorServicesIRC.org) . Individual health screenings will be exclusive to the vendor who reserves the service first.*

☐ We will deliver a ½-hour presentation (Premiere and Platinum Sponsors Only.)  
*Maximum of 6 Presentation Spots Available:*

TOPIC / TITLE \_\_\_\_\_

TOTAL COST OF YOUR OPTIONS: \_\_\_\_\_

Please send this form and check to:

Senior Collaborative IRC  
1836 14th Ave., Suite 204  
Vero Beach, FL 32960

- OR -

For a faster process and to pay by credit card, visit us online at:  
[www.seniorservicesIRC.org/seniorexpo](http://www.seniorservicesIRC.org/seniorexpo)