



# EXPO & CONFERENCE

Wednesday, May 29, 2019 -- 8:00 a.m. to 4:00 p.m.  
Airport Holiday Inn Event Center  
6111 Fleur Drive, Des Moines, Iowa

## SPONSORSHIP OPPORTUNITIES



**Positive energy in the Expo Hall kept people engaged and focused.**

**100%** of vendors surveyed rated the following as **Good to Excellent**:

- ▶ Communication
- ▶ Promotion
- ▶ Organization
- ▶ Number of attendees who visited your booth
- ▶ Overall Satisfaction with the event

*"Very interactive event that generated new business...count us in for next year!" -- Embrace Life Chiropractic, Ankeny*

*"Seniors on the Move goes above and beyond to make sure I have everything I need to be a successful exhibitor."  
-- Diana Connolly, InLight Therapy, Des Moines*

### This is your chance to tell your story!

Senior Retreat Day provides valuable brand exposure for businesses and community resource providers. Participate in this event if one of your business goals is to:

- communicate the value of your products and services to area seniors
- promote a healthier, more balanced lifestyle for seniors
- gain brand visibility and show your commitment to the senior community

2019 marks our 3rd Annual Senior Retreat Day. Attendee evaluations give high marks to the conference sessions and the in-depth time they spend with Expo vendors.



### VENDOR EXPO

(from 8:00 a.m. to Noon)

**The expo will be FREE to the public so expect hundreds of prospects to stop by your booth.**

**Door prizes will be announced beginning at 11:45 a.m.!**

### CONFERENCE

(from Noon until 4:00 p.m.)

**The conference kicks off with a banquet luncheon and keynote address, followed by several 30 minute presentations. Vendors are encouraged to join attendees for more one-on-one interactions.**



*Seniors on the Move is a membership-based community that matches seniors to the services and activities they want as their lifestyles change. Our members range from age 55-85 and are active and interested in products and services that will enhance the quality of their lives!*

**CONTACT INFO:** [kim@seniorsonthemove-ia.com](mailto:kim@seniorsonthemove-ia.com) ▼ 515-225-1455



# 2019 Sponsorship Opportunities

Wednesday, May 29, 2019 ▼ 8:00 a.m. – 4:00 p.m.

Airport Holiday Inn ▼ 6111 Fleur Dr. ▼ Des Moines, IA

## CHAMPION LEVEL

### **\$2,500 Conference Sponsor - Five Opportunities**

Provide support to set the momentum for the entire conference! You'll connect your brand to this valuable annual health and fitness event designed exclusively for area seniors.

- ▶ Marketing videoclip posted on event website and played during banquet lunch
- ▶ Full page AD prominently placed in event program
- ▶ XL Premium Expo Space w/2 lunch tickets
- ▶ Company name and logo on all event promotion material (print, email, social media, digital advertising, and general publicity)

### **\$1,000 Add Keynote Sponsorship - One Exclusive Opportunity**

Our Keynote Banquet Luncheon is an engaging social setting that attendees will be talking about long after the event. When you add the "Keynote Sponsorship" to your Conference Sponsor level, you will receive all of the above benefits, plus:

- ▶ Table tent branding on each lunch table
- ▶ Opportunity to contribute to the selection of the keynote speaker
- ▶ Table of 8 at the Banquet Luncheon
- ▶ Introduce the keynote speaker and give a short overview of your company's interest in senior health and fitness
- ▶ Premium Expo Space

### **\$2,000 Seated Massage Wellness Zone - One Exclusive Opportunity**

Offer a seated massage "Wellness Zone" along side your Expo Space. Attendees will love this opportunity to relax and refresh. Tickets to receive a massage will be distributed at your company's booth, so you're sure to be the ultimate crowd pleaser!

- ▶ Premium Expo Space for your company
- ▶ Massage Expo Space set up with 2 massage therapists wearing your company tees.
- ▶ 1/2 page AD in event program directing attendees to your company's booth for massage tickets.

## WELLNESS LEVEL

### **\$1,500 Lanyard Sponsor - One Exclusive Opportunity**

Receive continuous brand visibility throughout the conference by having your name and logo proudly displayed on the event lanyards. Additionally, your marketing materials may also be pre-inserted in the registration bags.

### **\$1,500 Registration Bag Sponsor - One Exclusive Opportunity**

You're sure to have "all-day" visibility that travels home with the crowd with your logo and message printed on the Event Bags that each attendee will receive at registration. PLUS your marketing materials inserted into the bags.

## WELLNESS LEVEL , CONTINUED.

### **\$1,500 Your Active Mind Puzzle Book Sponsor - One Exclusive Opportunity**

A puzzle book that includes crossword, sudoku and word search games. Book will be branded with your name, logo and contact information and inserted in the registration bags.

### **\$1,500 Event Program Sponsor - One Exclusive Opportunity**

As sponsor of our printed event program, you will receive a FULL page, FULL color ad displayed prominently on the back outside cover of the program.

### **\$1,500 Coffee/Tea Station - One Exclusive Opportunity - (morning and afternoon)**

Full color signage displayed on easels at two stations throughout morning in the Expo Hall. Stations also set up in the general meeting room for the afternoon Conference.

### **\$1,500 Conference notepads w/pens - One Exclusive Opportunity**

Your logo printed on colorful conference notepads with pens. Conference attendees will be able to take notes throughout the afternoon and carry your brand home with them.

## EXHIBITORS

### **\$300 Expo Space - 40 Opportunities (Special Early Bird price of \$250 if paid by 2/15/19)**

- ▶ 8 ft. skirted table and 2 chairs
- ▶ Contact info listed in event program
- ▶ Quality leads
- ▶ UPGRADE to premium expo space for an additional \$100!

## EVENT PROGRAM ADVERTISING

**\$475 Full page color - \$375 for Seniors on the Move Affiliate Members**

**\$275 1/2 page color - \$200 for Seniors on the Move Affiliate Members**

**\$150 1/4 page color - \$100 for Seniors on the Move Affiliate Members**

*Attention  
Affiliates*

Affiliate Members may take an additional 10% off Champion or Wellness level sponsorships.

**ALL SPONSORS** will be acknowledged at their corresponding participation level(s) both on the event web page and in the on-site event program.

**Your sponsorship is important to us!** Let us know if there's anything we can do to enhance your experience with Senior Retreat Day.

Contact Kim at 515-225-1455 or [kim@seniorsonthemove-ia.com](mailto:kim@seniorsonthemove-ia.com)

# Sponsorship Form



COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WEBSITE ADDRESS \_\_\_\_\_

How would you like to be listed in the Event Program? (name, phone, web, etc.)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Check enclosed for TOTAL made payable to Seniors on the Move.
- Please call 515-225-1455 to pay TOTAL via credit card over the phone.  
 (Visa, Mastercard, American Express and Discover accepted.)

## Champion Level

- \$2500 Conference Sponsor \$ \_\_\_\_\_
- \$1000 Add Keynote to Conference Sponsor \$ \_\_\_\_\_
- \$2000 Seated Massage Wellness Zone \$ \_\_\_\_\_

## Wellness Level

- \$1500 Lanyard Sponsor \$ \_\_\_\_\_
- \$1500 Registration Bag Sponsor \$ \_\_\_\_\_
- \$1500 Your Active Mind Puzzle Book Sponsor \$ \_\_\_\_\_
- \$1500 Event Program Sponsor \$ \_\_\_\_\_
- \$1500 Coffee/Tea Station Sponsor \$ \_\_\_\_\_
- \$1500 Conference Notebooks/Pens Sponsor \$ \_\_\_\_\_

## Exhibit Booth Space

- \$250 Early bird by 2/15/19. \$300 after 2/15/19. \$ \_\_\_\_\_
- \$100 Add for Premium Location Expo Booth \$ \_\_\_\_\_
- \$25 Add for electricity \$ \_\_\_\_\_
- \$20 Add per Banquet Luncheon ticket x \_\_\_\_\_ qty = \$ \_\_\_\_\_

## Program Advertising

- \$475 Full Page (\$375 for Affiliates) \$ \_\_\_\_\_
- \$275 1/2 Page (\$200 for Affiliates) \$ \_\_\_\_\_
- \$150 1/4 Page (\$100 for Affiliates) \$ \_\_\_\_\_

TOTAL SPONSORSHIP \$ \_\_\_\_\_  
 LESS ANY DISCOUNTS \$ \_\_\_\_\_

TOTAL SPONSORSHIP PAID \$ \_\_\_\_\_

Wed, May 29, 2019  
 8:00 A.M. - 4:00 P.M.  
 Airport Holiday Inn -  
 Event Center  
 6111 Fleur Drive  
 Des Moines, IA

## Event Schedule

7:00 a.m.  
 Registration begins

8:00 a.m. to Noon  
 Public Expo

Noon to 1:15 p.m.  
 Banquet Luncheon &  
 Keynote Address

1:30 p.m. to 4:00 p.m.  
 Conference with four  
 30 minute presentations

## Thanks for your participation!

ALL SPONSORS will be acknowledged at their corresponding level(s) both on the event web page and in the printed event program.

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 Send completed form with payment to:

Seniors on the Move  
 318 5th St.  
 West Des Moines, IA 50265

Questions? Call  
**515-225-1455**

