



July 16, 2024  
8:30 am - 4 pm  
Sheraton Hotel  
1800 50th St  
West Des Moines

# SPONSORSHIP

## Opportunities

### Senior Retreat Day Conference & Expo



#### OUR GOAL FOR ATTENDEES

To provide seniors with a sense of empowerment over their health and well-being.



#### OUR GOAL FOR SPONSORS

To provide valuable opportunities for brand engagement and produce high quality leads to grow their prospect base.



#### WE LOVE OUR VENDORS!

Vendor Showcase exhibitors are treated to a complimentary cocktail reception during booth set-up on Monday, July 15.



## Background

The 8th Annual Senior Retreat Day Conference & Expo is poised to be another successful event for both attendees and sponsors.

Expand your marketing reach by supporting this annual event that welcomes over 200 seniors, ages 60+ with above average HHI, and who are dedicated to living a healthier, more balanced lifestyle.

Choose from a wide variety of sponsorships!

### Contact us

phone: 515-225-1455

email: [info@seniorsonthemove-ia.com](mailto:info@seniorsonthemove-ia.com)

web: [seniorsonthemove-ia.com](http://seniorsonthemove-ia.com)



Seniors on the Move is a membership-based business that enhances the lives of seniors by keeping them **active, educated and engaged** in the community.

Seniors discover **personal growth and purpose** through our DayTripper Tours, Lunch-n-Learns, and educational conferences.

# MEMBERSHIP

They create and nurture friendships by participating in these and other sponsored activities.

## Opportunities & Events

Seniors count on us to provide **trustworthy advice and local resource referrals** to help navigate lifestyle changes.



## Individual & Couples

More than 250 individuals and couples are paid members of Seniors on the Move. Membership gives them free admission to monthly lunch-n-learns and Senior Retreat Day, as well as discounts on travel opportunities, and access to members-only Delta Dental and Vision plans.

Thousands of other seniors opt-in to our marketing communications, participate in our events and travel with us as non-members.



## Affiliate Businesses

Affiliate Membership provides marketing opportunities for businesses and service providers who are looking to reach the senior market.



Affiliate membership levels offer advertising, speaking and networking opportunities, brand visibility, event promotion on our online calendar, free booth space at Senior Retreat Day, and many additional benefits.

Find out how you can tap into our highly loyal, affinity base of seniors on a continuous basis!

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# SPONSORSHIP



## Show your support to the Senior Community! Choose your participation below:

### Executive Bundle (1 available) - \$7500

- Banquet Lunch Sponsor
- Premium Vendor Showcase Booth
- Pre- and Post-marketing (includes email, direct mail, social media and more)
- Website Advertising on SOM Homepage & Event Page
- Digital Branding in Conference Room
- Speaking Opportunity
- Full page color ad - back cover of event program
- One-year SOM Executive Affiliate Membership

### Wellness Bundles - \$1250

#### Bundle A. (1 available)

- Branded Registration Bags with marketing material pre-inserted
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle B. (1 available)

- Branded Lanyards
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle C. (1 available)

- Coffee Break Sponsor with signage
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle D. (1 available)

- Branded Conference Notebooks
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle E. (4 available)

- 3 Roundtable Presentations (15-minutes each)
- Valuable interaction with interested attendees who want to learn more about your services and presentation topic!

### Champion Bundles - \$2500

#### Bundle A. (1 available)

- Keynote Speaker Sponsorship & Introduction
- Premium Vendor Showcase Booth
- 2 Banquet Luncheon Tickets
- Digital Branding in Conference Room
- ½ page Color Ad in Event Program
- Website Advertising on Event Homepage

#### Bundle B. (4 available)

- Speaker Sponsorship & Introduction
- Premium Vendor Showcase Booth
- 2 Banquet Luncheon Tickets
- Digital Branding in Conference Room
- ½ page color ad in Event Program
- Website Advertising on Event Homepage

#### Bundle C. (4 available)

- Complimentary 2024 Seniors on the Move Executive Affiliate Membership
- Lunch-n-Learn presentation to average of 75-80 attendees
- Premium Vendor Showcase Booth
- 2 Banquet Luncheon Tickets
- Digital Branding in Conference Room
- 1/4 page color ad in Event Program
- Website Advertising on Event Homepage

*Continued on page 2.*

# SPONSORSHIP



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## Vendor Showcase Bundle (8 available) - \$525

- Showcase Booth w/6 ft. skirted table & 2 chairs
- Listing in vendor contact directory
- Premium space
- Electricity
- 2 Banquet Luncheon Tickets
- Business card size ad in Event Program

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## Vendor Showcase Booth - \$375

- Showcase Booth w/6 ft. skirted table & 2 chairs
- Listing in vendor contact directory

## \$275 EARLY BIRD SPECIAL - SAVE \$100!

- Register and pay for your booth by January 30, 2024

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## Upgrade to Premium Space - \$100

- Upgrading allows you to choose your location in the vendor showcase hall - based on availability

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## Add Electricity - \$35

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## Add Banquet Lunch Tickets - \$30 each

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## Senior Supporter Package - \$350

- Perfect for companies and senior living communities who want to show their support with complimentary admission to Senior Retreat Day.
- 10 Senior Retreat Day Registrations
- PLUS a Business card size ad in Event Program



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## Event Program Advertising

- Full page color ad - \$475 / \$375 Affiliates
- Half page color ad - \$275 / \$225 Affiliates
- 1/4 page color ad - \$150 / \$125 Affiliates
- Business card size ad - \$100

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## 4 Easy Ways to Register

Online at: [seniorsonthemove-ia.com](http://seniorsonthemove-ia.com)

Call us at: 515-225-1455

E-mail completed registration form to:  
[info@seniorsonthemove-ia.com](mailto:info@seniorsonthemove-ia.com)

Mail completed registration form to:

**Seniors on the Move**

**4401 Westown Pkwy, Ste 216**

**West Des Moines, IA 50266**

# REGISTRATION



D A Y

Tues, July 16, 2024

Sheraton WDSM

8:30 am - 4 pm

COMPANY:	
ADDRESS:	
EMAIL:	
CONTACT:	
PHONE:	
WEBSITE:	

DATE RECEIVED	
PAID CHECK	
PAID CREDIT	

SUPPORTER LEVEL SELECTION	AMOUNT
<input type="checkbox"/> A+ Executive Level Bundle - \$7500	\$
<input type="checkbox"/> Champion Bundle A. - \$2500	\$
<input type="checkbox"/> Champion Bundle B. - \$2500	\$
<input type="checkbox"/> Champion Bundle C. - \$2500	\$
<input type="checkbox"/> Wellness Bundle A. - \$1250	\$
<input type="checkbox"/> Wellness Bundle B. - \$1250	\$
<input type="checkbox"/> Wellness Bundle C. - \$1250	\$
<input type="checkbox"/> Wellness Bundle D. - \$1250	\$
<input type="checkbox"/> Wellness Bundle E. - \$1250	\$
<input type="checkbox"/> VENDOR SHOWCASE BUNDLE. - \$525	\$
<input type="checkbox"/> Vendor Showcase Booth - \$375 or EARLY BIRD PRICE - \$275 if paid by 1/30/24	\$
<input type="checkbox"/> Add Electricity to Booth price - \$35	\$
<input type="checkbox"/> Banquet Luncheon Tickets - \$30 each x Number of tickets: _____	\$
<input type="checkbox"/> Advertising Selection: _____ Affiliate? _____	\$
<b>TOTAL</b>	\$

## PAYMENT

Enclose check with completed registration form and mail to:  
 Seniors on the Move, 4401 Westown Pkwy, Ste 216, West Des Moines, IA 50266  
 or call 515-225-1455 later to make credit card payment over the phone.

THANK YOU FOR SUPPORTING 2024 SENIOR RETREAT DAY!