



ideas for life

Senior Expo - 2012

Wednesday, May 16, 2012 • 10 am - 3 pm

Grand Traverse Civic Center

1213 W Civic Center Dr. • Traverse City, MI 49686

www.tcseniorexpo.org

CALLING ALL EXHIBITORS TO PARTICIPATE

Reservation Forms With Total Payment Due by April 1, 2012

We're anticipating another excellent Senior Expo experience at "Ideas for Life!" And, we're looking forward to seeing you there!!!

This event offers an opportunity for businesses and organizations to inform and educate the older adult population and caregivers about products and services. The theme this year is "Living Large Locally."

Through the collaboration of the many Bay Area Senior Advocates (B.A.S.A.) member organizations dedicated to serving aging individuals we've developed several educational opportunities for our community.

They include:

- Opportunities for exhibitors to reach a diverse audience from 10 am - 3 pm
- A full day of special activities wrapped around the main exhibit hall including a free senior lunch and wellness screenings.
- Educational seminars for both individuals and senior service providers to gain important service information for both love ones and clients from 11:00 am - 2:00 pm. RETURNING this year is our "Lunch and Learn" session from 11 - 12:30 pm.
- Designed floor plan that will provide for easier access to vendors and a more comfortable environment for guests
- Enhanced pre-event advertising

As an exhibitor you'll enjoy being the focus of the day as you exhibit your products and services! The consumer will receive your information, enjoy entertainment, refreshments and door prizes. All in the welcoming atmosphere of "Ideas for Life!"

Exhibit materials are enclosed. We anticipate booths will fill quickly. Exhibitors will be selected on a first come first serve basis. Your prompt reply is strongly encouraged.

The deadline for paid registration is April 1, 2012

Questions regarding "Ideas for Life: Senior Expo 2012"

Contact Tammy Tarsa at 231-946-3000 ext. 203, tammyt@ihcare.net

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Bay Area Senior Advocates

*Bay Area Senior Advocates (BASA) is a collaborative organization comprised of both profit and non-profit older adults service providers in Grand Traverse and Leelanau Counties.

A Few Memories From Last Year...



Exhibitor Information and Procedures

Booth Assignments: The expo committee reserved the right to choose booth placements. As you arrive the morning of Wednesday, May 16, 2012, please check in at the registration desk with your confirmation letter with booth assignment. At that point, you can determine which of the various entrances are most efficient for your set-up needs.

Set-up: Drop off and/or Setup available Tuesday night from 5pm - 7pm. The Expo cannot be responsible for items left overnight. You may arrive as early as 7:00 am on Wednesday, May 16, to set up your exhibit. For the safety of our visitors, all displays and materials must be in place by 9:30 am or your booth will be forfeited. Based on previous experience, we anticipate that our senior guests will be arriving well in advance of the published 10:00 am start time for the Expo. More information regarding setup and parking will be available in your confirmation letter you will receive at the end of April.

Parking: We are asking all BASA members and exhibitors to move their vehicles away from the building as soon as you have delivered your display literature/materials/equipment/samples/etc. into your exhibit area. More information regarding setup and parking will be available in your confirmation letter you will receive at the end of April. Thank you, in advance for your consideration of our guests.

Tear-down: Senior Expo 2012 vendors are expected to staff their booth throughout the entire event, from 10:00 a.m. until 3:00 p.m. You may disassemble your exhibits after 3:00 p.m. *****Those who choose to tear-down early WILL NOT be welcomed back to the expo.***** Special Request: All exhibitors are asked to please empty any waste collected in their waste baskets in the area designated by the Civic Center staff.

Electrical Access: If you have requested access electricity, we have done our best to address your request. Please bring your own extension cords and power strips.

WIFI: The Civic Center does offer a WIFI connection at no additional charge.

Display techniques: You may use safety pins to affix professionally printed signage to the drape that serves as a backdrop for your booth or your hanging materials may work better with the "S" hooks provided by our exhibit materials supplier. Please do not affix anything permanently to any walls with tape or glue of any sort. *NOTE: As the floor of the ice arena is concrete, vendors may want to add carpet or rugs to the exhibit space for your comfort. A word of caution, however, should you decide to do this: PLEASE make sure that the rugs/runners/ carpet is taped smoothly to the floor so that we avoid trips and falls. Thank you.*

Theme: Our theme for this year's "Ideas for Life" Senior Expo has us thinking "LIVING LARGE LOCALLY." You can work with the theme in decorating your exhibit as you desire. Suggestions for accessorizing your booth include bouquets of balloons or flowers or ribbon in bright, true colors (no pastel or neon tones, please). All efforts to decorate your booth in a festive manner will be appreciated through a "Best Decorated" Booth Award. All exhibitors are asked to present products and services pertain to the senior population. The drapes in the exhibition hall will be TEAL this year.

Interactive Exhibits: Based on previous experience, the Senior Expo Committee strongly encourages you to design some interactive feature into your exhibit. From demonstrating techniques and sampling products to offering hands-on experience and playing games, we've learned that Vendors get more traffic and guests get more out of the Expo when there is an interaction, rather than simple handing out literature. Be creative – be memorable!

Food Service: Exhibitors may offer snacks as gifts to guests as part of their exhibit. Refreshments will be available for Senior Expo guests in a designated area. As the Civic Center has an agreement with a concession company, Senior Expo Vendors are invited to utilize their food services.

Door Prizes: There will be one "GRAND PRIZE" issued at the expo this year. Individual booths are encouraged to bring a prize for their table.

Questions: If you have ANY questions about your participation at Senior Expo 2012, do not hesitate to contact the Chair of the Exhibitor Committee: Tammy Tarsa at Integrity Home Health Care (231-946-3000 ext 203).

* = BASA (Bay Area Senior Advocates) is a collaborative organization of senior service providers serving Grand Traverse and Leelanau Counties. If you'd like to learn more about BASA or want to investigate membership in this collaborative group, check us out at www.tcseniorexpo.org or www.seniors.tcnet.org.



Reservation Forms With Total Payment Due by April 1, 2012 (NO EXCEPTIONS)

Organization Name: _____

Person(s) Staffing Booth: _____

Address: _____

City/State/Zip: _____

Contact Person: _____ Title: _____

Telephone: _____ Fax: _____

Email (required): _____ Website: _____

Explain how guests will interact with your exhibit (what they may see/do/learn): _____

Booth Reservations: **Total Amount**

1 booth w/ one 8ft. skirted table, 2 chairs \$250..... _____

2 booths w/ two 8ft. skirted table, 4 chairs..... \$450..... _____

Early Bird Discount - Applications received by April 1st..... \$50 OFF _____

Lunch Reservation (Delivered to your booth) - \$10/ lunch x _____ = _____

Do you require electricity? (All electrical needs to be arranged prior to event).... Add'l \$25 _____

Would you like to include an ad in our program guide? _____

(please include your attached ad form- Copy Due by March 1, 2012)

Total Amount Due by April 1, 2012: _____

Please prepare your check
and make payable to Disability Network/ BASA
and Mail to:

B.A.S.A. / Senior Expo
c/o Tammy Tarsa

526 W 14th St, Box 263 • Traverse City, MI 49684

Direct all exhibit inquiries to:
Tammy Tarsa, BASA Member
Integrity Home Health Care
231-946-3000 ext 203
tammyt@ihcare.net



**PROGRAM GUIDE
B&W AD PRICING:
(Circle One)**

Full Page \$165.00

Half Page..... \$85.00

Qtr Page \$45.00

Eighth Page.. \$25.00

**Full Color Ads
(Limited Availability,
Call to reserve)
Additional \$100.00**

Total Due:

\$ _____

Signature:

CONTACT INFO:

Name:

Company:

Phone:

Email:

**Qtr Pg. Ad
2.375" x 3.875"**

**Eighth Pg. Ad
2.375" x 1.8"**

**Full Pg. Ad
5" x 8"**

**Half Pg. Ad
5" x 3.875"**

Ad copy due March 1, 2012

Please submit a high-resolution .pdf for print ready ads. All ads needing to be created, please submit a high resolution logo and/ or pictures, and any copy you would like included. Please email all ad copy to Rachel Krino at baileydesigns@charter.net.