



2024 SENIOR EXPO REGISTRATION

Benefiting the Senior Center & Strong Kids Campaign



VENDOR / EXHIBITOR

SATURDAY, OCTOBER 5, 2024 • 9 A.M. TO 1 P.M. • TWIN LAKES FAMILY YMCA

The 18th Annual Senior EXPO, hosted by Treasure of the Hills Senior Center, in partnership with the Twin Lakes Family YMCA will be held on Saturday, October 5, 2024 from 9:00 a.m. to 1:00 p.m. at the Twin Lakes Family YMCA located at 204 E. Little Elm, Cedar Park, and is free and open to the public. The Senior Expo is held for active seniors (50+) and their families and caregivers searching for products and services available in the North Travis County/Williamson County areas.

Treasure of the Hills Senior Center has hosted the Senior Expo since 2005, excluding 2020 and 2021 due to the pandemic. The Expo is primarily focused on the elderly and their families in Cedar Park and surrounding areas. In addition to our regular publicity and marketing (i.e., *Seniorific News*, Cedar Park Chamber of Commerce, Texas Co-op (PEC), several senior living facilities, churches, & senior centers), the YMCA will publicize the Senior Expo to their membership of nearly 11,000. Because of this special partnership, we anticipate exponential growth in attendance.

As a Vendor, a link to your website will be included on TOTH's website for one year, which is also available on the City of Cedar Park website. As a Sponsor, in addition to the numerous benefits you receive, your company helps underwrite expenses to host the Expo and helps fund senior programs at the TOTH Senior Center. Because this year, we are partnering with the YMCA, we will also be benefitting the ***Strong Kids Campaign***. We believe that booth space will go quickly due to the change in venue, the change in Expo date, and our new partnership with the YMCA. Submit your Registration Form as soon as possible; booth space is allocated on a first-come basis.

Deadline to Register is August 1, 2024

VENDOR: Select Type

Non-Profit Business

\$100 for a table with 2 chairs

For-Profit Business

\$160 for a table with 2 chairs

SPONSORSHIP: Select Type (optional)

Gold Level

\$2000

Gold Level—\$2000

- Listed as sponsor in marketing materials & social media
- Full page ad in the EXPO program
- Choice of booth location at Expo
- Three 15-second announcement during event
- Premium Display Listing on TOTH website
- 6 Months Ads in Gazette newsletter

Silver Level

\$1000

Silver Level—\$1000

- Listed below Gold Level sponsors in printed marketing materials
- Half-page ad in the Expo program
- Choice of booth location after Gold Level sponsors
- Two 15-second announcement during event
- Display Listing on TOTH website
- 4 Months Ads in Gazette newsletter

Bronze Level

\$500

Bronze Level—\$500

- Listed below Gold & Silver Level sponsors in printed marketing materials
- Quarter-page ad in EXPO program
- One 15-second announcement during event
- Display Listing on TOTH website
- 3 Months Ads in Gazette newsletter

PROGRAM AD: Select Size (optional)

Select Ad Size:

Inside Front Cover - \$200

Inside Back Cover - \$200

Full Page - \$150

½ Page - \$80

¼ Page Horizontal - \$50

¼ Page Vertical - \$50

Ads should be provided in high resolution JPEG or PDF format with proper size and proportion for the Ad sizes selected. Prepared Ads should be emailed to EXPO.TOTH@gmail.com no later than September 1, 2024. If you need assistance in designing your ad, contact EXPO Coordinator Ellen Fannin EXPO.TOTH@gmail.com as soon as possible. Sponsorships must be paid in full prior to receiving benefits.

TOTH would like to thank you for your support of the 2024 Senior EXPO.

All marketing is the responsibility of TOTH, & we will work together with you to ensure the success of the Senior EXPO! There are limited tables available so sign up today!!

REGISTRATION INFORMATION

Company Name: _____

(as you would like for it to appear in the program)

Contact Representative(s): _____

Address/City/Zip: _____

Telephone: _____ Telephone: _____

Email address: _____ Email address: _____

Company Website: _____

Please advise if special electrical access/needs are required: _____

Will you be providing a door prize? Yes No **(We prefer only one door prize per exhibitor.)**

Please describe your business/agency/product/service as you would like for it to appear in the program (50-word max.):

ADVERTISING BENEFITS

- Your name is in front of potential customers who reside, work, and shop in the Cedar Park area.
- Attendees use it for notetaking and future product reference.
- Older adults are the most thriving demographic group with the highest income!
- Your business investment in the community can enhance the quality of life, product awareness
- Together, we can enhance the quality of life and provide information on products and services for hundreds of seniors and their families.
- Senior Expo *program advertisements* underwrite the cost of the program and the Senior Expo, as well as provide funds for other activities for the seniors at the Treasure of the Hills Senior Center and the **Strong Kids Campaign** at the YMCA.

Method of Payment? Cash Check Credit Card (MC/Visa/AMEX/Discover)
Call 512-331-6000 to provide card information

Please make checks payable to **Treasure of the Hill Senior Center** or **TOTH** - Mail checks and completed registration to:
Treasure of the Hills Senior Center, 408 Ridgewood Drive, Cedar Park, Texas 78613.

Or you can email completed registration forms to EXPO.TOTH@gmail.com, an invoice will be sent for a credit card payment.

Once both registration & payment are received, information regarding the setup and other necessary details will be sent to you. If you have any questions, please TEXT our EXPO Coordinator Ellen Fannin at 512-689-3438 or EMAIL at EXPO.TOTH@gmail.com. Visit our website: www.toth-seniors.com to learn more about us.

FOR OFFICE USE:

Receipt #: _____ Payment Received: \$ _____ Processed by: _____



Ad Sizes 2024 Senior Expo Program

Ads should be provided in high resolution JPEG or PDF file format with proper size and proportion for the ad size selected. Prepared ads should be emailed no later than August 1, 2024 to EXPO.toth@gmail.com. If you need assistance in designing your ad, contact Ellen Fannin, Expo Coordinator, as early as possible at EXPO.toth@gmail.com

