



2025 SENIOR EXPO

Presented by Treasure of the Hills Senior Center, in cooperation with the City of Cedar Park
Saturday, October 4 ♦ 9:00 AM to 1:00 PM ♦ Cedar Park Rec Center

Greetings!

The **19th Annual Senior EXPO**, organized by Treasure of the Hills Senior Center in collaboration with the City of Cedar Parks and Parks & Recreation Department, will take place on **Saturday, October 4, 2025** from **9:00 AM to 1:00 PM** at the **Cedar Park Rec Center**, located at **1435 Main St., Cedar Park**. The event is **free and open to the public**. The Senior Expo is designed **for seniors (50+) and their families and caregivers** who are looking 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.

This year, we are excited to announce our return to the Cedar Park Rec Center, where the Expo will be hosted in the gymnasium to accommodate the over 60 vendors we expect. Additionally, there will be ample parking available for all attendees, as no other events will be taking place simultaneously.

One wonderful addition to this year's activities will be the opportunity for Expo Sponsors to host a presentation in one of the Community Rooms during the event. More detail about the presentations and how to become a sponsor can be found on page 3.

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 City of Cedar Park is working with us to publicize the event. Because of this special partnership, we anticipate exponential growth in attendance.

We anticipate a high demand for booth space due to the growing popularity of the Expo. We encourage you to submit your Registration Form as soon as possible, as booth assignments will be made on a first-come, first-served basis.

Deadline to Register is August 1, 2025

Opportunities Available to You As a Participant in the Senior Expo as a:

- **VENDORS:** Engage as a vendor, whether representing a profit or non-profit business, and explore new avenues for revenue and community impact.
- **SPONSORSHIPS:** Join as a sponsor and gain exclusive benefits across three distinct levels, enhancing your visibility and engagement.
- **PROGRAM ADVERTISING:** Utilize program advertising to effectively promote your business and showcase your products or services to a targeted audience.

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 product awareness.
- ♦ 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.

Registration form and additional information on the following pages