



2026 SENIOR EXPO

Celebrating 20 years of serving the Senior Community

Presented by Treasure of the Hills Senior Center,
in cooperation with the City of Cedar Park

Saturday, October 3 ♦ 9:00 a.m. to 1:00 p.m.
Cedar Park Rec Center, 1435 Main St., Cedar Park



Greetings!

Treasure of the Hills Senior Center, in partnership with the City of Cedar Park and the Parks & Recreation Department, is excited to announce the 20th Anniversary Senior Expo, taking place on Saturday, October 3, 2026, from 9:00 AM to 1:00 PM at the Cedar Park Rec Center, 1435 Main Street in Cedar Park. The event is free and open to the public.

The Senior Expo is designed for adults age 50+ along with their families and caregivers who are seeking products, services, and resources available throughout the North Travis County, Williamson County and surrounding areas.

Last Year's Successes

The 2025 Expo was our largest and most successful event to date, featuring 67 vendors and 15 sponsors, along with increased attendance and expanded community visibility. Returning to the Cedar Park Rec Center provided an excellent venue for both vendors and attendees. New additions included sponsor presentations, expanded advertising, improved signage, and a shuttle van provided by Toyota of Cedar Park. The City of Cedar Park also featured the Expo in their bi-weekly e-newsletter, helping us reach an even larger audience.

Coming This Year

For 2026, we are excited to partner with the Leander ISD Career & Technical Education (CTE) Program, with student interns assisting us in publicity, marketing, and social media outreach. We encourage all vendors and sponsors to utilize their own social media platforms to help promote the Expo. If you would like assistance with social media promotion, we are happy to help.

We will once again offer presentation opportunities for sponsors during the Expo and will provide improved promotion and notification of presentation schedules to attendees.

With continued support from the City of Cedar Park, local organizations, senior communities, and area businesses, we anticipate another outstanding event and encourage you to reserve your booth space early, as assignments will be made on a first-come, first-served basis.

Registration Deadline: August 3, 2026

We look forward to celebrating the 20th Anniversary Senior Expo with you!

Sincerely,

Ellen Fannin, Senior Expo Coordinator
Treasure of the Hills Senior Center



2026 SENIOR EXPO SPONSORSHIPS

Saturday, October 3 ♦ 9:00 a.m. to 1:00 p.m. ♦ Cedar Park Rec Center



This year, we are once again offering sponsors at all levels the opportunity to host a presentation highlighting your product, service, or a related topic. Presentations will be 30 minutes in length, with an additional 15 minutes allotted for seating and dismissal. Sessions will be held in one of the three Community Rooms at the Rec Center, beginning at 9:30 a.m.

Because only nine presentation time slots are available, we encourage you to submit your registration as soon as possible. Announcements for each presentation will be made in the main venue, and ambassadors will be available to escort attendees to the presentation rooms.

Please note that sponsorships must be paid in full prior to receiving sponsorship benefits.

Gold Level—\$2000

- ♦ Listed as a Gold sponsor in marketing materials
- ♦ Full page ad in the EXPO program
- ♦ Choice of booth location at Expo
- ♦ Presentation Time Slot *(Please supply organizers with topic title in advance for publicity purposes.)*
- ★ Featured in pre-event social media postings
- ♦ Premium Display Listing on TOTH website
- ♦ 6 Months of free ads in the Golden Gazette newsletter

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
- ♦ Presentation Time Slot *(Please supply organizers with topic title in advance for publicity purposes.)*
- ★ Featured in pre-event social media postings
- ♦ Display Listing on TOTH website
- ♦ 4 Months of free ads in the Golden Gazette newsletter

Bronze Level—\$500

- ♦ Listed below Gold & Silver Level sponsors in printed marketing materials
- ♦ Quarter-page ad in EXPO program
- ♦ Booth Space
- ♦ Presentation Time Slot *(Please supply organizers with topic title in advance for publicity purposes.)*
- ★ Featured in pre-event social media postings
- ♦ Display Listing on TOTH website
- ♦ 3 Months of free ads in the Golden Gazette newsletter

20th Anniversary Opening Ceremony

As a sponsoring business or organization of the 2026 Senior Expo, you will be invited to participate in and be recognized during the 20th Anniversary Opening Ceremony. We are partnering with the City of Cedar Park Communications Department and anticipate media coverage of the event. In addition, the Mayor of Cedar Park and members of the City Council are expected to attend.



The program is distributed to every attendee to the Senior Expo. It contains a listing of all the vendors with a space for notes. Also included is the floorplan of the Expo and other pertinent information pertaining to the Expo. Advertising in the program is a great way to keep your company/organization name in front of people beyond the Expo.

↑
←

4.5" or 4 1/2"

Half Page—\$80
 Black & White;
 Ad dimensions—4.5" x 3.7" (4 1/2" x 3 11/16")

↑
←

3.7"
or
3 11/16"

Additional Information

Ads should be provided in high resolution JPEG or PDF format with proper size and proportion for the ad size selected. Prepared Ads should be emailed to expo.toth@gmail.com no later than Monday, August 3, 2026. If you need assistance in designing your ad, contact EXPO Coordinator Ellen Fannin at expo.toth@gmail.com as soon as possible.

↓
→

↑
←

4.5" or 4 1/2"

Quarter Page Horizontal—\$50
 Black & White
 4.5" x 1.8"
 4 1/2" x 1 11/16"

↑
←

1.8"
or
1 11/16"

↓
→

↑
←

4.5" or 4 1/2"

Back Cover—\$300
 Color;
 Ad dimensions—4.5" x 7.5" (4 1/2" x 7 1/2")

Inside Front or Inside Back Cover—\$200
 Black & White;
 Ad dimensions—4.5" x 7.5" (4 1/2" x 7 1/2")

Full Page—\$150
 Black & White;
 Ad dimensions—4.5" x 7.5" (4 1/2" x 7 1/2")

↓
→

7.5"
or
7 1/2"

↑
←

2.2" or 2 3/16"

Quarter Page Vertical—\$50
 Black & White
 2.2" x 3.7"
 2 3/16" x 3 11/16"

↑
←

3.7"
or
3 11/16"

↓
→