



brings you

SENIOR EXPO

THURSDAY MARCH 19 2020

INTERGENERATIONAL CENTER

1590 OSLO ROAD

VERO BEACH FL 32962

9 AM - 1 PM



Information

Health checks



Presentations

SPONSOR/VENDOR PACKET

SENIOR EXPO



SPONSOR THIS EVENT

AAUW Vero Beach* invites you to be a sponsor of Senior Expo 2020 on Thursday, March 19th from 9:00 AM to 1:00 PM. Sponsorship opportunities come in five tiers and a bonus:

Sponsorship Tiers

Premier



Once again Cleveland Clinic Indian River Hospital will be the exclusive Premier sponsor of AAUW's Senior Expo! It is sponsoring a three-week advertising campaign for the event in all local media—print, digital and broadcast. Its logo will be everywhere. One of their doctors will also have a ½ hour presentation spot and, of course, there will be a Cleveland Clinic booth.

Platinum [Limited to 3]

\$1,500

Top placement and size of your company logo in all publicity and at event; logo on AAUW website for a year; ½-hour presentation spot and 10' x 10' booth. [Booth size upgrade available at no extra charge.]

Gold

\$1,000

Company logo prominently displayed in all publicity and at event, 10' x 10' booth in gymnasium. Booth upgrade at cost.

Silver

\$ 500

Company logo displayed in all publicity and at event, ½ price 10'x10' booth in gymnasium. Booth upgrade at prices on page 3.

Bronze

\$ 250

Company logo displayed in all publicity and at event. Booth cost as stated on page 3.

Buy a Square of Healthy Bingo (See next page)

\$ 50

Why Sponsor?

- Get brand exposure
- Demonstrate your commitment to the community – in this case to women and girls in Indian River County (See page 5)
- Highlight your programs, doctors or specialties with a presentation (Platinum+)

Questions? Contact Linda Barker at AAUWSeniorExpo@gmail.com or 703-898-8260.

SENIOR EXPO

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. --World Health Organization

HEALTHY BINGO				
Divide your age by 2, and drink that many ounces of water a day!	Create a budget, review it and stick to it. Revise it when circumstances change.			
Sit with your legs and spine even, not cross-legged. Catch yourself. Uncross your legs!	Wash your face with a face cloth to promote daily exfoliation.			
		★		

HEALTHY BINGO

This year we are creating a Healthy Bingo game. We will print and distribute Healthy Bingo Cards in many locations in Vero Beach for participants to pick up (they can be in your office if you're a Bingo sponsor). They will also be available at the door.

Buy a square at \$50 each to support this game. Your company's name and booth number will be on the back of your Bingo card square.

Participants pick up a bingo board at one of many locations and try to "get Bingo" by following the healthy advice on each square. They mark off the squares they have accomplished. When they have five contiguous squares that include your square, they bring their card to your booth to have a conversation with you about what they've done. You can tell them about how your services help them maintain that type of health. This way, you'll engage in several meaningful conversations.

Senior Expo is about a healthy senior lifestyle. Its basis is physical health, but it encompasses more. On our Healthy Bingo card, we want to have representatives of:

- Financial Stability
- Nutritional Acumen
- Mental Health
- Estate Planning and Legal Counsel
- Physical Fitness
- Medical Health
- Computer Literacy
- Spiritual Wellbeing
- Charitable Giving
- Cultural Events
- Educational Classes and Lectures
- Creativity: Art, crafts, woodworking
- Healthy Senior Residences

Only 24 squares! If you would like to buy a square, answer this question: What is the one thing you wish all your clients would do to be healthier / smarter / wiser / more caring of self? The answer goes on your Bingo square with your company and booth number on the back. If you do not have a booth but would like to buy a square, winners can pick up a coupon for your services at the Senior Expo Reception Area.

SENIOR EXPO



CLAIM YOUR BOOTH

Whether you are a sponsor or not, you'll want a booth at which to greet seniors attending the Expo. We encourage you to make yours an active space – give a demonstration; provide a service; give out free screenings (one per vendor), shots or samples; offer a discount coupon—whatever suits your business. The more inviting and interactive the booth, the more interesting traffic comes your way.

10' X 10' Booth draped on sides and back.....	\$ 100
10' x 20' Booth draped on sides and back.....	\$ 200

Booth includes: one 6' table and two chairs, blue cloth drapes for focus and privacy
Booth sizes can be increased in increments of 10' and \$ 100

[Booth is included in Platinum and Gold sponsorships; ½ price in Silver Sponsorship]

Bring Your Own tablecloths, materials, interactive attractions and gifts.

Why Exhibit?

- Highlight your services, programs and specialties
- Meet the local senior audience in person
- Engage with current and potential customers

Why Offer a Health Screening?

- Health screenings are exclusive—no duplications—so claim your screening early!
- Increase your one-on-one time with the target audience
- Collect contact information on a sign-up sheet
- Offer screening follow-ups

This is how the gym looks when the booths are separated by blue drapes.



Sponsor banner and booths in a row at the first Senior Expo, March 2019

SENIOR EXPO



LEARN ABOUT AAUW VERO BEACH

The **American Association of University Women** began in Massachusetts in 1881 to help women go to college when it was considered “unhealthy” for them to do so! Since then, AAUW has become a leading voice promoting education and equity for women and girls through its scholarships, research, public policy and advocacy. **AAUW** works at national, state and local levels with approximately 100,000 members, 1,000 branches, and 500 college partners. Indian River State College is one of those partner colleges, and AAUW Vero Beach has been supporting scholarships to IRSC women since 1971.

We are a membership organization of 150 members who promote equity, education and the development of opportunities for women and girls to enable them to realize their potential. Our local events – branch meetings, Book Review Breakfasts, and fundraisers – are open to the public and are advertised locally.

Since **AAUW Vero Beach** became a 501c3 charitable organization, we have expanded our philanthropy beyond scholarships. We now support scholarships, grants and programs for women and girls in Indian River County, working with a number of local organizations.

Below is a graphic representation of the outreach of our organization into the county for this upcoming season. We both “do for” by donating funds and “do with” by volunteering our time with these organizations. Those in blue are locally funded but administered out of Washington, DC.

AAUW Vero Beach Philanthropy 2019-2020



SENIOR EXPO



COMPLETE THIS COMMITMENT FORM

COMPANY _____

CONTACT PERSON _____

EMAIL _____

PHONE _____ WORK _____ CELL _____

ADDRESS _____

We plan to:

- ☐ sponsor the event at the _____ level
- ☐ participate in Healthy Bingo. Please call us for the wording of our Bingo square.
- ☐ claim our booth: _____ size
- ☐ We need an electrical connection. We will bring your own extension cord.
- ☐ We wish to offer **one** free, exclusive health screening. *Please contact Linda Barker at 703-898-8260 or AAUWSeniorExpo@gmail.com. She will confirm that you have that screening.*
- ☐ We will deliver a ½-hour presentation on:

TOPIC: _____
(for Premier and 3 Platinum Sponsors only)

TOTAL COST OF YOUR OPTIONS: _____

Please send this form and check to:

AAUW Senior Expo, PO Box 2143, Vero Beach, FL 32961
- or -

Scan and email this form to AAUWVeroBeach@gmail.com and pay by credit card at verobeach-fl.aauw.net. Go to **FUNDRAISEERS**, hover over **SENIOR EXXPO** and click **SPONSOR / RENT A BOOTH** at the right.

A Healthy Bingo Square must be purchased in a separate transaction as a Shopping Cart is not supported on this website.