



CENTRAL PLAINS AREA AGENCY ON AGING

# SENIOR EXPO

The Senior Expo team at Central Plains Area Agency on Aging (CPAAA) is planning for the 2018 Senior Expo. This year is our 33rd Senior Expo and we are excited to offer this unique trade show for the seniors in the community and also the vendors. We will continue to provide the same fun, educational, and entertaining day we always have with a few added surprises. Senior Expo is scheduled for September 2th, 9am-3pm located at Botanica, the Wichita Gardens, Advanced Learning Library and The Wichita Art Museum.

Older adults are the fastest growing market in the nation. Yet, the transition into senior years and retirement life today is significantly different than it has been in the past with improved healthcare, wellness options, educational opportunities, travel, and technology enhancements. These changes in Kansas and in the nation will change the way seniors plan for retirement and their long term care, impacting their choices and change the way we all look at retirement now and in the future. In 2018 Senior Expo will host new vendors and new health screenings to promote nutrition, health and wellness as well as fun and interactive exhibitors to engage attendees. In order to continue to expand we are looking for sponsors who are excited about the unique opportunity to creatively market to seniors and attract this key target market.

We would like to invite you to be a sponsor. Sponsors continue to be important partners for CPAAA and this event. Your sponsorship will help us provide a fun and informative event for older adults and caregivers. The mission of CPAAA's Senior Expo is to educate older adults and caregivers about services and opportunities and to emphasize the positive aspects of aging. Senior Expo has played an important role in informing older adults and caregivers from Sedgwick County and surrounding areas about aging services, housing options, caregiver services, recreational activities, volunteering, home renovations, health and wellness and much more for the past three decades. This provides the attendees access to nearly every service in our area dedicated to serving older adults, retirees and caregivers. Through this event we reach more than 3,000 adults 55 years and older and caregivers. The past four years has seen a larger percentage of newly retired attendees between mid to late sixties. If this is your target market, this is the event for you.

### **Marketing Benefits of Senior Expo**

- Targeted marketing to attract a key demographic
- A prime booth at the location of your choice
- An opportunity to sell your product(s)
- Free online marketing through CPAAA's website
- Participation in a professional event/media campaign
- Maximize sales and increase customer leads

Attached you will find a description of the sponsorship levels and the benefits for each level of sponsorship. If you have any questions please contact Monica Cissell at (316) 660-5229 or [mcissell@cpaaa.org](mailto:mcissell@cpaaa.org) or Stacy Nilles at 316-660-5230 or [snilles@cpaaa.org](mailto:snilles@cpaaa.org). Thank you for your consideration and interest in Senior Expo 2018.

Sincerely,

Monica Cissell  
Senior Expo Coordinator  
Director of Information and Community Services