



CENTRAL PLAINS AREA AGENCY ON AGING

SENIOR EXPO 2019

With over 3,300 attendees each year, Senior Expo is one of the most opportune ways to target the 55+ age group, the fastest growing market.

Senior Expo educates and entertains attendees by showcasing recreational and social opportunities and encouraging healthy and positive aging and active lifestyles.

Senior Expo will be held at these locations:



BOTANICA
WICHITA

WICHITA *art* MUSEUM



WICHITA PUBLIC
LIBRARY

SAVE THE DATE!

September 26, 2019

REGISTER EARLY - SPACE IS LIMITED!
Application deadline is **Wednesday, August 7, 2019**

Experience the 34th annual Senior Expo on Thursday, September 26th, 9:00 a.m. to 3:00 p.m. at Botanica - The Wichita Gardens, 701 N. Amidon; Advanced Learning Library, 711 W 2nd St.; and The Wichita Art Museum, 1400 W. Museum Blvd.

Marketing Benefits:

- ❖ Over 3,000 adults 55+ and caregivers attend
- ❖ Demographics indicate this market has a higher disposable income
- ❖ Attendees from Sedgwick, Harvey, Butler and surrounding counties
- ❖ Opportunity to promote and sell your product
- ❖ Free admission to museum attractions for Senior Expo attendees
- ❖ More than 140 vendor spaces in three locations
- ❖ Professional Media Campaign promoting Senior Expo 2019
- ❖ Well known trade show with more than 32 years of experience

Vendor Table Display Information:

- ◆ One 6-foot covered table and two chairs will be provided. To ensure continuity, the Senior Expo planning committee will coordinate all table arrangements.
- ◆ Oversized exhibits extending the 6 foot by 4 foot space will be charged an additional fee of \$250 or up to additional vendor space. Please consult Monica or Stacy for details.
- ◆ Access to an electrical outlet is available. Outlets are limited and will be given on a first-come, first-served basis so please register early.
- ◆ Access to internet is available at *Advanced Learning Library and The Wichita Art Museum only*. WiFi is available with limited internet access but air cards are recommended to ensure full access to the internet.
 - ◇ Vendors are responsible for any other equipment needed (extension cords, video players, cables, wireless devices, etc.).
- ◆ Vendors may set up on Wednesday, September 25th, 3:30 p.m. to 5:00 p.m. or 8:00 a.m. to 8:55 a.m. the day of the event. The exact set up time for each location will be specified when you receive your placement letter.
- ◆ **Vendors may not remove their displays and information until Senior Expo is over at 3:00 p.m.**
- ◆ Notification of site assignment will be sent by email by Friday, September 13th, 2019.
- ◆ Vendors are responsible for cleaning up the booth area after Senior Expo. This includes taking all left over information (brochures, displays, give-a-ways, etc.), disposing of trash (including boxes), and cleaning up any spills. If the area is not appropriately cleaned and equipment/supplies removed at the end of Senior Expo there will be a charge of \$25.00.

Vendor Fees & Information:

Vendor fees are \$450 for profit/commercial organizations or \$150 for non-profit organizations.

Non-Profits must have 501(c)(3) status or be a government agency. We reserve the right to request documentation for proof of non-profit status.

**Please contact Monica Cissell
or Stacy Nilles
Central Plains Area Agency on Aging,
855-200-2372**

Please answer all questions on the application

Name of Company/Organization _____
Contact Person _____ Title _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____

We reserve the right to assign vendor space locations, prioritize, and limit vendors based on available space. Please rank

(1 being first choice, 3 being last) which location you would prefer: Botanica _____ Wichita Art Museum _____
Advanced Learning Library _____

Access to electrical outlet needed? Yes _____ No _____ Access to internet needed? Yes _____ No _____

Vendor space larger than 6' x 4' needed? Yes _____ No _____ Please explain in detail your needs (ex: display height, extra space surrounding table, etc.) – if yes, will be subject to an additional fee of \$250 or more

Special set up consideration needed? Yes _____ No _____ Please explain (ex: end of row, against wall, etc.):

Product or service to be exhibited: _____

How is it of interest to Senior Expo participants? _____

RETAIL SALES: Will you conduct retail sales at Senior Expo? Yes _____ No _____ If so, please describe what you will sell.

PRIZE DRAWING/DEMONSTRATION: For-profit vendors are required to have a prize drawing with a minimum retail value of \$25 with the winner posted at 2:30 p.m. on the day of the event. Non-profit vendors are required to have a prize drawing or conduct a demonstration at their booth throughout the day. It is the responsibility of the vendor to provide sign-up sheets. We request that vendors require only name and phone number information to protect the senior participants from possible identity theft and/or fraud. It is also the responsibility of the vendor to inform the senior participants of how they intend to use the information obtained from the sign-up sheets, i.e. mailing lists or promotions. **Please describe the prize you will give away or the demonstration you will conduct.**

Application deadline is Wednesday, August 7th, 2019

- ✓ Applications received after the deadline are not guaranteed placement in the printed program available to attendees of Senior Expo 2019. A late fee will apply after application deadline.
- ✓ Applications are accepted based on the date of arrival and the approval of the Senior Expo 2019 committee.
- ✓ Space is limited. Please return your application as soon as possible.

The following information must be returned with your application.

- Proof of Insurance - to demonstrate that the vendor has an insurance policy.
- "Certificate of Additional Insured" naming **Sedgwick County** as a covered entity - this is to provide Sedgwick County/CPAAA with coverage for the day of the event. To obtain this you will need to contact your insurance provider and ask for **Sedgwick County** to be named as an additional insured for the day of the event. This certificate is generally at no cost to you and should be dated **September 26, 2019**. The "Certificate of Additional Insured" can be **sent directly from your insurance provider** to the Central Plains Area Agency on Aging, 271 W. 3rd St. N., Suite 500, Wichita, KS 67202.
- Hold Harmless Agreement - This stipulates that the vendor will be required to compensate the County for any amount the County may have to pay due to vendor negligence. Included in the application packet is the Hold Harmless Agreement, please sign and return with your application.

Sponsorship gives your company more exposure to this target market. Select the level of sponsorship that best suits your organization's needs to help you meet your marketing goals:

\$750 (Bronze) \$1,500 (Silver) \$3,000 (Gold) \$5,000 (Platinum) \$7,000 (Diamond) Not this year

To guarantee inclusion in the marketing campaign sponsorship contributions must be received by July 5, 2019. Organizations will not be included in any marketing until payment is received.

I understand the purpose of Senior Expo 2019 and will comply with the regulations below:

- ✓ My vendor space will be staffed during Senior Expo 2019 hours of 9:00 a.m. – 3:00 p.m.
- ✓ My organization will provide all necessary staff to set up my exhibit.
- ✓ All retail sales of merchandise or services will be conducted with no pressure.
- ✓ My organization will adhere to the purpose of Senior Expo 2019.
- ✓ My organization will use all information obtained from the participants in the manner in which they were informed, i.e. mailing lists or promotional opportunities.

In signing this application, the vendor, attests to being a reliable and reputable company/organization. Furthermore, the vendor agrees to indemnify Sedgwick County/Central Plains Area Agency on Aging for any claims, demands, judgments and suits arising out of any misuse of information obtained by the vendors.

Signature: _____ Date: _____

Vendor Fees and Payment

Vendor fees are \$450 for profit/commercial organizations or \$150 for non-profit organizations *before August 7, 2019*, and \$475 for profit/commercial organizations or \$175 for non-profit organizations *after August 7, 2019*. **Please submit vendor fees with this application.**

Payment Method:

Check Visa MasterCard PayPal – Credit card payments can be processed through PayPal. Online payment process may be accessed by visiting www.cpaaa.org

CC# _____ Expiration Date: _____ Security Code: _____

Name as printed on card: _____

Billing Address: _____

Email for receipt of payment _____

Signature: _____

Make checks payable to “Senior Expo” and reference Senior Expo 2019 or the vendor name in the memo area. This will insure that your payment is properly processed. Vendor fees will be returned for applications not approved. All payments must be received by September 6th and no refunds after this date.

Mail paper application, vendor fee, hold harmless agreement and insurance paperwork to:

Senior Expo 2019
Central Plains Area Agency on Aging
271 W. 3rd St. N., Suite 500
Wichita, KS 67202

Senior Expo 2019 Hold Harmless Agreement

The below named vendor shall hold harmless Sedgwick County, Central Plains Area Agency on Aging and its commissioners, officers, employees, agents, legal representatives, successors and assigns (collectively referred to as the "Indemnified Parties") from and against all losses, costs, claims, damages, expenses and liabilities, including without limitation attorneys' fees, (collectively referred to as the "Liabilities") to the extent that they may arise during the Senior Expo 2019 Event:

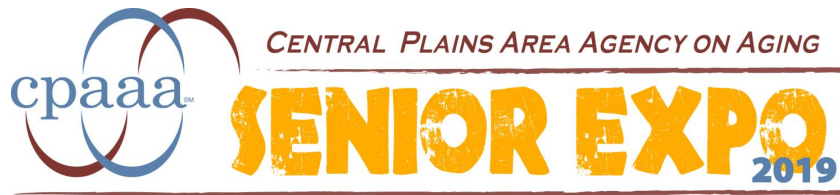
(i) caused or alleged to be caused, in whole or in part, by the negligence of the vendor named below (or any of its directors, officers, members, agents, subcontractors or anyone else for whose acts the vendor may be liable) or an attendee/vendor taking part in Senior Expo 2019 regardless of whether or not such Liabilities are caused in part by one or more of the Indemnified Parties.

Contact Name: _____

Business Name: _____

Address: _____

Signature: _____ Date: _____



Sponsorship Levels

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 long term care, impacting their choices and change the way we look at retirement now and in the future.

We invite you to take the opportunity to showcase your organization/company in a unique way through a sponsorship at Senior Expo 2019. We are planning a fun, informative event that not only will entertain but also educate and provide supportive information to adults 55 and over and caregivers.

This information page outlines various levels of sponsorship and benefits to fit your organization's budget and align with your goals for marketing and promotion to the senior population. Over 3,000 older adults and caregivers are expected to attend Senior Expo. Please don't miss this opportunity to put a spotlight on your organization. Sponsorship commitment and payment must be received by July 5, 2019 to be included in **all** media campaigns.

Diamond- \$7,000

(2 available - non competing industries)

- Your organization may be the sponsor of an afternoon Snack Break at each location (including the well-attended fashion show). Your organizations name and logo will be prominently displayed at the snack location and in the Senior Expo program highlighting Snack Break location or
- Your logo will be placed on a promotional item that will be given to the attendees and professionals.
- You will receive a total of **three** premium vendor tables - one at each Senior Expo location.
- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your organization's logo will also be listed on the CPAAA/event web site, materials, signage, and in the Senior Expo program.
- You will be included in the Senior Expo program printed for all Senior Expo attendees. As a Diamond Sponsor you will receive a full page ad for your print ready advertisement and inclusion in the vendor listing for each Senior Expo site.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

Platinum - \$5,000

(2 available - non competing industries)

- Your organization will be the main sponsor for Senior Expo Transportation. Signage/your logo will be prominently displayed on the party buses.
- Your organization will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- You will receive a total of **three** premium vendor tables - one at each Senior Expo location.
- Your organization's logo will also be listed on the CPAAA/event web site, materials and signage.
- You will be included in the Senior Expo program printed for all Senior Expo attendees. As a Platinum Sponsor you will receive a half page ad for your print ready advertisement and inclusion in the vendor listing for three Senior Expo sites.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

Gold - \$3,000

(2 available)

- Your organization may sponsor morning refreshments at all three locations. Signage will be placed at the refreshment tables (signage will be provided) or
- Your organization may be the bag sponsor for Senior Expo. Large bags will be provided to all attendees.
- You will receive a vendor table at **two** Senior Expo locations of your choice.
- Your company will be prominently featured in Senior Expo's professional media campaign (T.V., radio, and print).
- Your organization's logo will also be listed on the CPAAA/event web site, materials and signage.
- You will be included in the Senior Expo program printed for all Senior Expo attendees. As a Gold Sponsor you will receive a 1/4 page ad for your print ready advertisement and inclusion in the vendor listing for two Senior Expo site.
- Two complimentary lunches for your organization's representatives at each Senior Expo location.

Silver - \$1,500

(Unlimited)

- Your organization will receive **one** vendor space at the Senior Expo location of your choice.
- Your organization's logo will be included in print media ads in The Active Age and other publications such as Time Sentinel, Newton Kansan, El Dorado Times, Community Voice and online advertising such as KPTS, Catholic Advance and more.
- Your organization's name and logo will be listed on the CPAAA/events web site, materials, posters and signage.
- You will be included in the Senior Expo program printed for all Senior Expo attendees. As a Silver Sponsor you will receive a 1/8th page ad for your print ready advertisement and inclusion in the vendor listing for one Senior Expo site.
- Two complimentary lunches for your organization's representatives at Senior Expo.

Bronze - \$750

(Unlimited)

- Your organization may receive **one** vendor table at the Senior Expo location of your choice.
- Your organization's name will be highlighted in the Senior Expo program.
- Your organization's name will be listed in the Senior Expo feature article in The Active Age (as space allows).
- Two complimentary lunches for your organization's representatives at Senior Expo.



CENTRAL PLAINS AREA AGENCY ON AGING

SENIOR EXPO 2019

Senior Expo - September 26, 2019, 9:00 a.m. - 3:00 p.m.



*Central Plains Area Agency on Aging
271 W. 3rd St. N., Suite 500
Wichita, KS 67202*