

Senior Expo

Tuesday March 6, 2012

Presented by:



9 am - 4 pm | Pearkes Recreation Centre 3100 Tillicum Rd., Victoria BC

Senior Living magazine invites you to participate as a Business Exhibitor at our Senior Expo on **Tuesday, March 6, 2011**. The Senior Expo is an opportunity for businesses, who want to market to the exploding senior demographic, to participate at this one day event filled with lively entertainment and interactive displays.

If you are looking for a high traffic event to promote your products or services to the largest and fastest growing demographic on Vancouver Island, our Senior Expo offers a great opportunity to meet potential customers face to face.

We will be selling booth spaces, first to our current, on-going advertisers, and then to other businesses that we believe complement the theme of the event. To receive priority booking, current advertisers must book by October 31, 2011.

March is designated Embrace Aging Month. The Greater Victoria Eldercare Foundation offers a series of seminars, workshops, project and events focused on the positive aspects of aging. Senior Living is pleased to join with the Greater Victoria Eldercare Foundation in promoting both the Senior Expo and Embrace Aging Month to the community at large.

Senior Living is the only community magazine that focuses on the the 50+ demographic (seniors/pre-seniors), distributed monthly to about 450 locations island-wide and about 450 locations in Vancouver & the Lower Mainland. The two magazines have a combined growing readership of over 100,000.

Why Exhibit?

- Largest senior focused expo in BC
- Over 90 business exhibitors
- Over 20 senior group exhibitors
- Performance stage with an all-day line-up
- 2000 - 3000 expected visitors based on past events
- Monthly promotion in Senior Living magazine leading up to the event
- Boost your sales and business profile
- Face to face exposure to potential customers

Promotion:

- CFX radio
- Times Colonist
- Posters
- Senior Living magazine
- Listing in the Saanich Active Living Guide
- Event listings
- Plus much more....

Important Times:

- Set Up: March 5th 6:00pm - 8:30pm
- Senior Expo: March 6: 9:00am - 4:00pm

We are also publishing a **Program Guide** for distribution at the Expo. Ad space may be purchased in this convenient guide to draw added attention to your business, during and after the festival.

Once a booking is received along with payment, cancellations will only be accepted up to January 31, 2012. Cancellations will be subject to a 20% cancellation charge. There will be no refund of application fees or charges after February 15, 2012.

We invite YOU to be a part of this exciting community event in 2011.

INCREASE YOUR EXPOSURE through the Senior Expo Program Guide

The Senior Expo Program Guide contains a floor plan to help expo attendees navigate the exhibition hall with greater ease, as well as the entertainment schedule.

Businesses are invited to place an ad in this guide.

Suggestion: Use your ad to invite expo attendees to visit your place of business AFTER the expo is over.

ADVERTISING COSTS	ADD MAGAZINE
Directory size \$125.00	Add \$95
Bus. Card size \$225.00	Add \$195
Double Bus. Card size \$395.00	Add \$365

Pricing is based on the same ad running in the Vancouver Island magazine's Expo Section as is published in the Program Guide.

Program Guide ad - b&w only
Magazine ad - b&w or colour

Design cost is not included in ad price.
 All ads must be pre-paid. Please add 12% HST.

Single Business Card Ad
 3.5"w x 2.3"h
 \$225 plus HST

ALEXANDER MACKIE
Retirement Community



“It’s time to enjoy life!”



250-478-4888 753 Station Ave hayworth.ca

Double Business Card Ad
 3.5"w x 4.65"h
 \$395 plus HST

Home Medical Equipment Solutions



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Victoria (Downtown)
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Sidney
in Sidney Centre

Directory Ad
 2.5"w x 1.35"h
 \$125 plus HST

Our Clients Are Back On Track

The Plan
by  **Investors Group**
Investors Group Financial Services Inc.



Consultants Chuck Palmer and Philip Bisset-Covaneiro
 250.727.9191 wehavetheanswers@gmail.com

Event Planner: Lesley Patten at Every Aspect Management
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