

AZ SUCCESSFUL AGING EXPO

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PART OF THE USA TODAY NETWORK

Event Overview

Presented By: Austin Unger

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All the essentials needed to living life to its fullest after 50



***International
and domestic
travel***



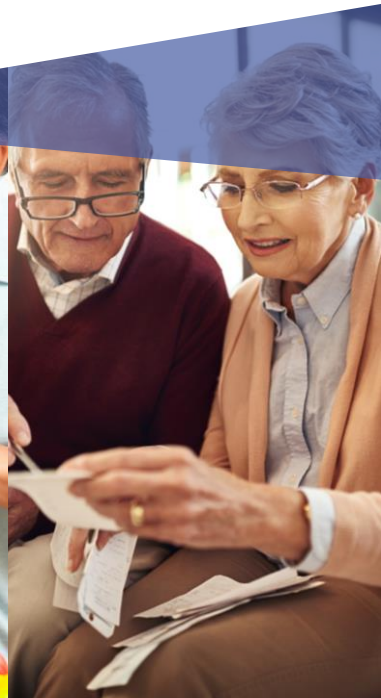
***Health
and wellness***



***Senior
communities***



***Healthy
lifestyles***



***Financial
and more***

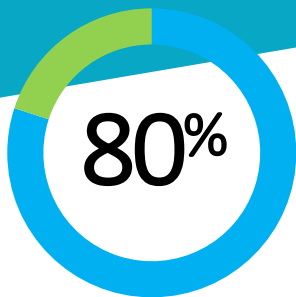
Programming

Seminars • Health screenings • Activity zone • Car showcase • and more!

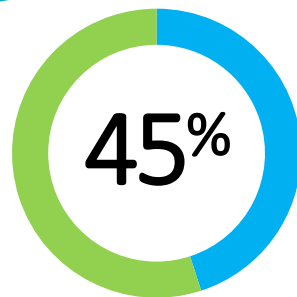
This free two-day expo will feature more than 150 exhibitors, live entertainment, classic car showcase, and experts presenting the latest on health and wellness, financial planning, travel and more.

- Health and Medical Advice: prevention, nutrition, Medicare/insurance, cosmetic procedures, beauty, and complimentary health screenings.
- Financial and Retirement Planning: estate planning, investment strategies, maximizing social security benefits.
- Retirement, Assisted and Aging Communities: what to expect, communities within Arizona
- Travel and Leisure: Domestic and international hot spots, Arizona day trips, RV parks, travelling with purpose
- Home Improvement: Designing with color, latest in kitchen appliances, trips on downsizing.
- Activity Zone: Zumbia classes, fitness demos, yoga and various hobbies.
- Craft Brew, Food & Wine Experience, Car Showcase

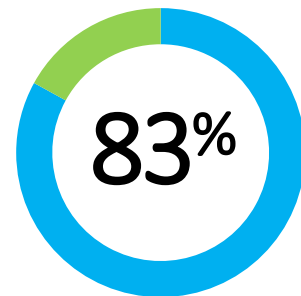
Living a healthy lifestyle



80% of Phoenix 50+ adults are looking for ways to live a healthier lifestyle.



Phoenix 50+ adults are 45% more likely to shop for nursing care, assisted living and/or retirement facility in the next 12 months.



83% of Phoenix 50+ adults believe their current health is good to excellent



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SEPTEMBER 29–30, 2018

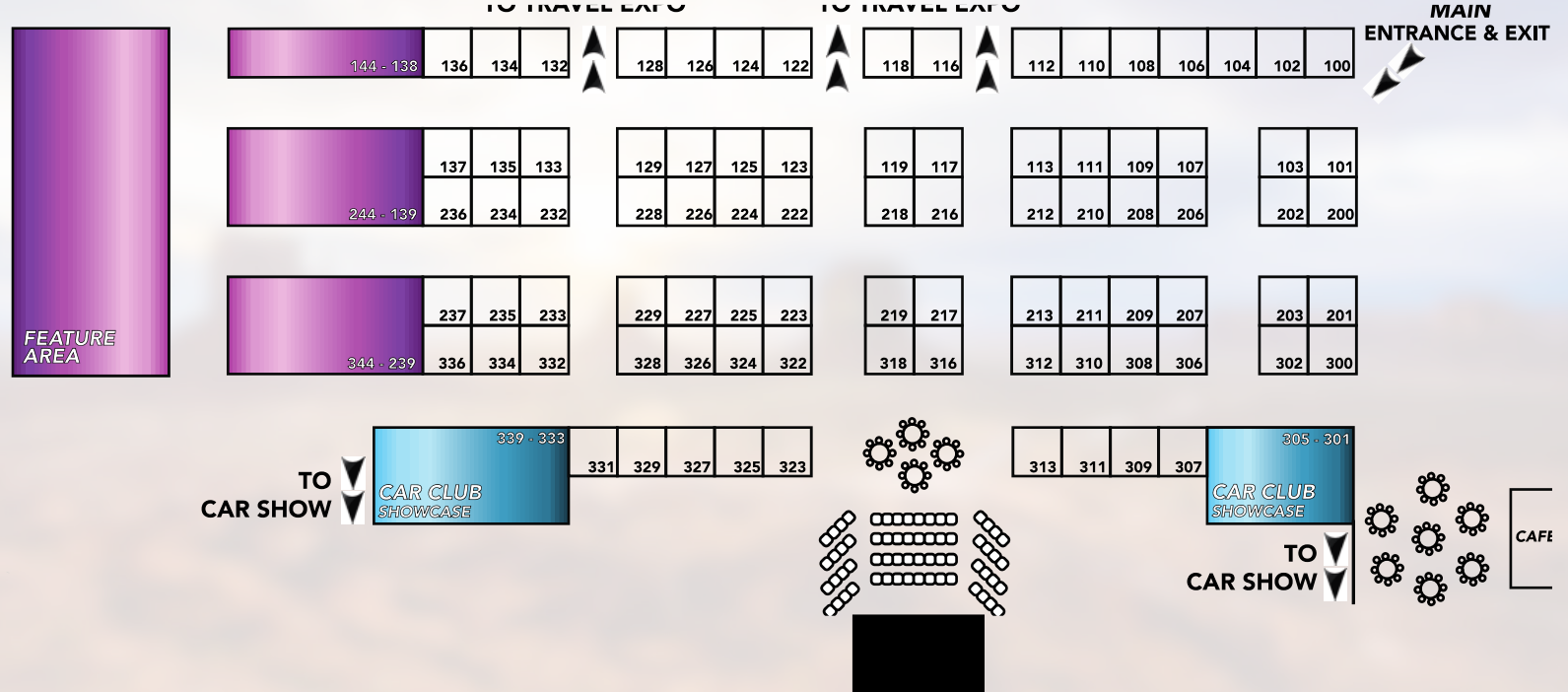
WESTWORLD OF SCOTTSDALE

10am – 4pm both days
7,000 estimated attendance





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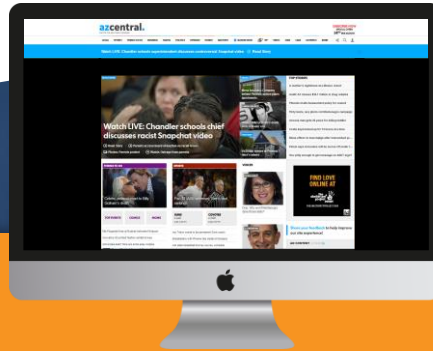
Promotional Plan

Minimum value: \$150,000



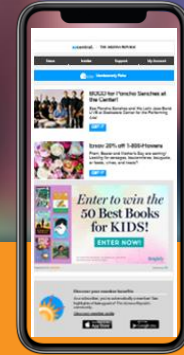
PRINT

- Eight week flight of half & quarter page ads publishing inside *The Arizona Republic*
- Six week flight of half page ads publishing inside all Community Republics



DIGITAL

- (2) Two, email blasts to opt in subscribers 260,000 impressions
- (2) Two, azcentral.com home page high impact ads



SPECIALTY

- Inclusion on (6) six Insiders (subscriber loyalty) newsletters- 120,000 impressions each
- Radio campaign with media partner
- TV campaign with media partner

A photograph of an older man and woman smiling and laughing while in the ocean. The man is on the left, wearing a dark blue wetsuit, and the woman is on the right, wearing a pink wetsuit. They are both looking towards the camera. The background shows the ocean and a distant shoreline with hills. The text 'SPONSORSHIP PACKAGES' is overlaid in white, bold, italicized capital letters across the middle of the image. On the right side of the image, there is a vertical gradient bar transitioning from blue at the top to green at the bottom.

SPONSORSHIP PACKAGES



Presenting sponsor 1 available

General assets:

- Logo on all marketing promotion and identified as “Presented by”
- Company name included in special section editorial and press mentions as “Presented by”

On-site:

- Booth space up to 20’ x 40’ premium location
- Optional (1) one :30 min. program each day on main stage with signage (*content to be mutually agreed upon*)
- Front Entrance Banner
- Banner in feature zones (Company provided)
- On-site Media Interviews
- Banner placement in two event areas
- 100 tasting tickets

Promotional assets:

- Full-color, back-page ad placement in special section inserted into *The Arizona Republic*
- Premium logo placement on website
- Premium social media support produced by promoter
- Pre-promotion of Enter-to-Win products and services
- Inclusion on event directory
- Logo incorporated into the front page of the special section
- Full page story in the special section

Investment: \$20,000 first right of renewal



Platinum package 2 available

On-site:

- Booth space up to 20' x 30'
- Optional (1) one day :30 min. program on main stage with signage
(content to be mutually agreed upon)
- 2- 3' x 9' banners
- 2- 2' x 3' billboard directional boards
- 75 complimentary tasting tickets

Promotional assets:

- Full-color, half-page ad placement in special section inserted into *The Arizona Republic*
- Premium logo placement on website
- Pre-event social media support produced by producer
- Logo included on marketing promotion
- Pre-promotion of Enter-to-Win products and services
- Inclusion on event directory

Investment: \$7,500 first right of renewal



Gold package 4 available

On-site:

- Booth space up to 20' x 20'
- 1- 3' x 9' banners
- 2- 50 complimentary tasting tickets

Promotional assets:

- Full-color, quarter-page ad placement in special section inserted into *The Arizona Republic*
- Website logo placement
- Pre-event social media support produced by OTE
- Logo included on sponsor thank you page inside special section
- Pre-promotion of Enter-to-Win products and services
- Inclusion on event directory

Investment: \$5,000 first right of renewal



Silver package 6 available

On-site:

- Booth space up to 10' x 20'
- 1- 3' x 9' banners
- 25 complimentary tasting tickets

Promotional assets:

- Website logo placement
- Full-color, eighth-page ad placement in special section inserted into *The Arizona Republic*
- Logo included on sponsor thank you page inside special section
- Inclusion on event directory

Investment: \$2,500 first right of renewal



Booth Space opportunities: Starting at \$795.00



Additional sponsorship opportunities:

- Bag sponsor – front entrance
- Bag insert sponsor
- Social media pre-promotion sponsor
- Stage signage sponsor
- Seminar presentation sponsor
- Food tastings sponsor
- Craft brew and wine sponsor



THANK YOU

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