

# Calling All Exhibitors To Participate



B • A • S • A

Bay Area Senior Advocates

## ideas for life Senior Expo - 2018

Wednesday, May 16, 2018

10 a.m. to 3 p.m.

Grand Traverse County Civic Center

1213 W. Civic Center Drive

Traverse City, MI 49686

[tcseniorexpo.org](http://tcseniorexpo.org)

Reservation forms with total payment due by March 31, 2018.

We're anticipating another excellent experience at "Ideas for Life" Senior Expo. And, we're looking forward to seeing you there!!! This event offers an opportunity for businesses and organizations to inform and educate the older adult population and caregivers about products and services. **The theme this year is "Trick or Treat: Treat yourself and avoid being tricked".**

Through the collaboration of the many Bay Area Senior Advocates (B.A.S.A.) member organizations dedicated to serving aging individuals we've developed several educational opportunities for our community.

They include:

- Opportunities for exhibitors to reach a diverse audience from 10 a.m. to 3 p.m. at the Grand Traverse County Civic Center
- "Taste of Traverse" lunch for seniors featuring food from local senior service providers
- Complimentary booth carpeting
- Radio and TV advertising prior to event

As an exhibitor you'll enjoy being the focus of the day as you exhibit your products and services! The consumer will receive your information, educational seminars, and refreshments. All in the welcoming atmosphere of "Ideas for Life" Senior Expo.

Exhibit materials are enclosed. We anticipate booths will fill quickly. Exhibitors will be selected on a first come first serve basis. Your prompt reply and payment is strongly encouraged.

The deadline for paid early bird registration is March 31, 2018.

## Questions regarding "Ideas for Life: Senior Expo 2018"

Contact Maggie Hardy | [mhardy@alz.org](mailto:mhardy@alz.org) | 231-499-9668

\*Bay Area Senior Advocates (BASA) is a collaborative organization comprised of both profit and non-profit older adult service providers in Grand Traverse and Leelanau counties.



# Exhibitors Information and Procedures

**Booth Assignments:** The expo committee reserves the right to choose booth placements. As you arrive the morning of Wednesday, May 16, 2018, please check in at the registration desk with your confirmation letter with booth assignment. At that point, you can determine which of the various entrances are most efficient for your set-up needs.

**Set-up:** Drop off and/or setup available Tuesday night from 4 p.m. to 7 p.m. B.A.S.A. cannot be responsible for items left overnight. You may arrive as early as 7:30 a.m. on Wednesday, May 16, to set up your exhibit. For the safety of our visitors, all displays and materials must be in place by 9:30 a.m. or your booth will be forfeited. Based on previous experience, we anticipate that our senior guests will be arriving well in advance of the published 10 a.m. start time for the expo. More information regarding setup and parking will be available in your confirmation letter you will receive at the end of April.

**Parking:** We are asking all BASA members and exhibitors to move their vehicles away from the building as soon as you have delivered your display literature/materials/equipment/samples/etc. into your exhibit area. More information regarding setup and parking will be available in your confirmation letter you will receive at the end of April. Thank you in advance for your consideration of our guests.

**Tear-down:** Vendors are expected to staff their booth throughout the entire event from 10 a.m. until 3 p.m. You may disassemble your exhibits after 3 p.m. **\*\*\*Those who choose to tear-down early WILL NOT be welcomed back to the expo.\*\*\*** Special Request: All exhibitors are asked to please empty any waste collected in their waste baskets in the area designated by the Civic Center staff. Exhibitors are responsible for the removal of all cardboard.

**Electrical Access:** If you have requested electricity, we will do our best to address your request. There will be no add-on service the day of the event. Please bring your own extension cords and power strips.

**WIFI:** The Civic Center does offer free WIFI.

**Display techniques:** You may use safety pins to affix professionally printed signage to the drape that serves as a backdrop for your booth or your hanging materials may work better with the “S” hooks provided by our exhibit materials supplier. Please do not affix anything permanently to any walls with tape or glue of any sort. **NOTE: As the floor of the ice arena is concrete, the expo committee will be providing carpeted booths at no additional charge.** **Theme: Our theme for this year’s Ideas for Life Senior Expo is “Trick or Treat: Treat yourself and avoid being tricked”.** You can work with the theme in decorating your exhibit as you desire. Suggestions include spring themes, educational activities, growing topics, etc. utilizing balloons, photos, memorabilia or other display items. All efforts to decorate your booth in a festive manner will be appreciated through a “Best Decorated” Booth Award. All exhibitors are asked to present products and services pertain to the senior population. The drapes in the exhibition hall will be black and white this year.

**Interactive Exhibits:** Based on previous experience, we strongly encourage you to design some interactive feature into your exhibit. From demonstrating techniques and sampling products to offering hands-on experience and playing games, we’ve learned that vendors get more traffic and guests get more out of the expo when there is an interaction, rather than simple handing out literature. Be creative – be memorable!

**Food Service:** Exhibitors may offer snacks as gifts to guests as part of their exhibit. Refreshments will be available for guests. As the Civic Center has an agreement with a concession company, vendors are invited to utilize their food services.

**Exhibitor Booklet:** This year, the PrimeTime News will be printing a special section in the May issue that will be the program guide for the 2018 Ideas for Life Senior Expo. They will be offering a **10% discount to vendors** for special ads going in this special section. For more information about advertising in the Ideas for Life Senior Expo PrimeTime Special Section, contact: Jeffrey Hallberg, PrimeTime News, 231-631-5651, manager@gtprimetime.com.

**Questions:** If you have ANY questions about your participation at Senior Expo 2018, do not hesitate to contact the Chair of the Exhibitor Committee: Maggie Hardy, mhardy@alz.org, 231-499-9668.

\* = BASA (Bay Area Senior Advocates) is a collaborative organization of senior service providers serving Grand Traverse and Leelanau Counties. If you’d like to learn more about BASA or want to investigate membership in this collaborative group, check us out at [basatc.org](http://basatc.org).

# 2018 Exhibitor Reservation Form/Invoice

Reservation form with TOTAL payment due.

Organization Name: \_\_\_\_\_

Person(s) Staffing Booth: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email (required): \_\_\_\_\_ Website: \_\_\_\_\_

Description of services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Booth Pricing:

Booths are 10'x10' and come with one eight foot skirted table and two chairs.

(1) 10'x10' booth (BASA Members Only)  
Early Bird (March 31 or before).....\$300

(1) 10'x10' booth (Non-BASA Members  
or Members after April 1).....\$400

Electricity: All electrical needs to be arranged prior to event, no day of electric add-ons available.

Electricity - Early Bird (March 31 or before) \$50

Electricity - After April 1.....\$100

## Booth Reservation:

Early Bird Booth(s) (\$300 each) .....= \_\_\_\_\_  
(BASA Members Only before April 1)

Electricity (\$50) .....= \_\_\_\_\_

Booth for Non-BASA Members or Members  
after April 1(\$400 each) .....= \_\_\_\_\_

Electricity (\$100) .....= \_\_\_\_\_

**Total Amount Enclosed:.....= \_\_\_\_\_**

Payment is required with registration



**ideas for life**  
Senior Expo - 2018

Direct all exhibit inquiries to:  
Maggie Hardy, mhardy@alz.org  
231-499-9668

Please prepare your check and make payable to:  
NMCAA/BASA

Mail to:  
Bay Area Senior Advocates  
Attn: Senior Expo  
526 W. 14th St., #263  
Traverse City, MI 49684