



# SENIOR EXPOS

You are invited to participate  
in our Senior Expos 2023-24

## *JOIN THE FUN!*

They are the premier indoor senior health and lifestyle expos that display the most exciting and comprehensive range of products and services related to retirement and improved lifestyle.

If you're an expert who can make life healthier, wealthier and happier for seniors, caregivers and their families, please join us!



Hosted by:

**INDEPENDENT**

**N E W S M E D I A**

Celebrating & Connecting Our Communities

<b>Sundial Rec Center</b>	14801 N. 103rd Ave., Sun City, AZ 85351 • 9am–Noon
<b>Briarwood Country Club</b>	20800 N. 135th Ave., Sun City West, AZ 85375 • 9am–Noon
<b>East Mesa Christian Church</b>	706 S. Greenfield Rd., Mesa, AZ 85206 • 9am–Noon
<b>Central Arizona College</b>	805 S. Idaho Rd., Apache Junction, AZ 85119 • 9am–Noon
<b>Sun Lakes Country Club</b>	25601 S. Sun Lakes Blvd., Sun Lakes, AZ 85246 • 4:30pm–7pm
<b>Westbrook Village</b>	19281 N. Westbrook Pkwy., Peoria, AZ 85382 • 9am–Noon
<b>Fountain Hills Community Center</b>	13001 N. La Montana Dr., Fountain Hills, AZ 85268 • 9am–Noon

*May sell merchandise at Mesa, Chandler and Peoria • No food allowed at Sun City West or Chandler (wrapped candy allowed)*

**Reserve Today Contact [AZADS@INIUSA.ORG](mailto:AZADS@INIUSA.ORG)**



# SENIOR EXPOS

## **Presenting Sponsor: \$6,000**

*One per business category*

- Premium Table Position: Includes electrical access (up to 4 tables)
- 1 Full Page Ad: Senior Expo section
- 1 Full Page Advertorial: Senior Expo section
- 2 Full Page Ads: Choice of Independent publication
- 1 Full Page Ad: Sun Life Magazine
- 1 Full Page Advertorial: Sun Life Magazine
- 1 Full Page Ad: Daily Independent
- 100,000 Ad Impressions: YourValley.net
- Digital Newsletter Ad: 1 month at 22 insertions
- Marketing Inclusion: All print & digital Senior Expo promotions with logo
- One All-Access Digital Subscription: Daily Independent at YourValley.net for a year
- Logo on map of vendors

## **Premier Sponsor: \$3,500**

- Premier Table Position: Includes electrical access (up to 2 tables)
- 1-Half Page Ad: Senior Expo section
- 1-Half Page Advertorial: Senior Expo section
- 2-Half Page Ads: Choice of Independent publication
- 75,000 Digital Ad Impressions: YourValley.net
- Marketing Inclusion: All print & digital Senior Expo promotions

## **NEW OPPORTUNITY!**

### **Bag Sponsor: \$2,500**

- Logo on tote shared with The Independent
- 1 Table at event
- 1 Half page Ad: Senior Expo section
- 1 Half Page Ad: Choice of Independent
- Listing in house ad

**Bag sponsorship must be purchased 60 days prior to expo. No refunds.**

### **Business Sponsor: \$1,900**

- Includes electrical access (up to 2 tables)
- 1-Quarter Page Ad: Senior Expo section
- 3-Quarter Page Ads: Choice of Independent publication
- 50,000 Digital Ad Impressions: YourValley.net
- Marketing Inclusion: All print & digital Senior Expo promotions

### **Table: \$625**

*Oversized displays/booths are considered Business Sponsors*

- Table
- 1-Eighth Page Ad: Senior Expo section
- Listing in house ad

Sponsorship advertising must be used within 30 days after expo date and not combined with prior contracted advertising with Independent Newsmedia. Premier & Presenting Sponsorships can be customized. Commit to more than one Senior Expo and receive 10% off all expos. Payment in full due at time of booking for 10% discount. A short rate charge will be assessed if second date is canceled. Sponsorships are limited per business category: First right of acceptance: Paid in full. **No refunds within 60 days of the event for Presenting, Premier, Bag and Business Sponsorships.**



# SENIOR EXPOS

# Registration Form 2023-24

Company Name/Contact \_\_\_\_\_

Business Classification \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## Senior Expo Sponsorships

LOCATION	DATES	TABLE	BUSINESS	BAG*	PREMIER	PRES.	\$ DUE	AD DUE
SCW	Oct. 24, 2023	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	Oct. 6	Oct. 12
Mesa	Nov. 15, 2023	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	Oct. 25	Oct. 27
AJ/GC	Jan. 9, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	Dec. 8	Dec. 11
Chandler	Feb. 27, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	Feb. 2	Feb. 5
Peoria	Mar. 28, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	Mar. 1	Mar. 5
SCW	April 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	TBA	TBA
Sun City	May 6, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	Apr. 19	Apr. 23
Ftn. Hills	July 31, 2024	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	Jul. 12	Jul. 16

\$30 for electricity per expo - no discount     10% discount for multi-expo commitment    Total \$ \_\_\_\_\_

## Special Section Ad

**Camera Ready:** Ad must be completed for print. Use high resolution art. Color must be CMYK and proper sized.

**Needs Creative Design:** Provide clear logos, photos and images

*Expo Section ad must be complete by 4pm on the ad due date or client forfeits this benefit.*

## Expo Payments

**Check** Payable to Independent Newsmedia. Submit to 17220 N. Boswell Blvd., Ste. 230, Sun City, AZ 85373

**Credit Card** Contact Kathleen 623-910-4430 or email [kkotzbauer@iniusa.org](mailto:kkotzbauer@iniusa.org)

Advertising may not be used in exchange of current advertising programs within Independent Newsmedia. The sponsorship costs are in addition to current commitments with Independent Newsmedia. There are no refunds for cancellations. Revenue may be used on INI's print or digital ads. Sponsorship advertising must be within 30 days after expo date and not combined with prior contracted advertising. Premier & Presenting Sponsorships can be customized. Commit to multiple Senior Expos and receive 10% off all expos. Payment in full due at time of booking for 10% discount. A short rate charge will be assessed to first expo if other date(s) is/are canceled. Sponsorships are limited per business category: First right of acceptance: Paid in full. **No refunds within 60 days of the event(s) for Presenting, Premier, Bag and Business Sponsorships. \*Bag sponsorship must be purchased 60 days prior to expo.**

I certify that I understand the above statement and all information provided is accurate and hereby authorize Independent Newsmedia, Inc., USA, to reserve a spot at the above expo(s) for corresponding days and locations.

Authorized Signature: \_\_\_\_\_

Sale Rep Signature: \_\_\_\_\_