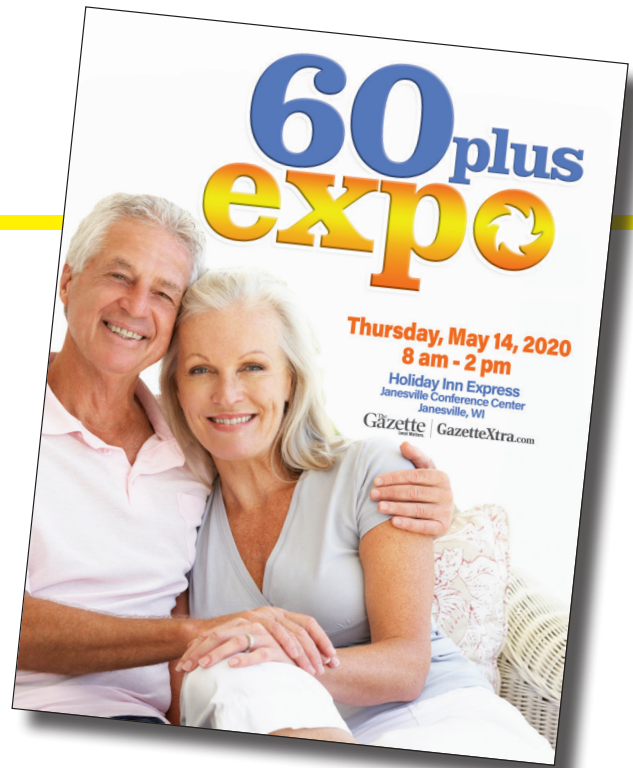


60plus expo

Expo Sponsor



At the Expo:

- Oversized Expo booth within the entrance of the expo hall.
- Two expo seminar speaking sessions.
- Business recognition/acknowledgment via announcements.
- On-site Expo signage (provided by sponsor).

\$3,200

Promotional Materials, Print Advertising and Radio:

- Half-page ad in 60 Plus Expo publication. (18000+ distribution).
- Inclusion in Expo press releases and/or public service announcements.
- Logo included in all event marketing and publications Janesville Gazette, Milton Courier, Edgerton Reporter, Janesville Messenger, Beloit Stateline News, Walworth County Advertiser, Senior Review Magazine.
- Recognition on WCLO 97.3 Talk Radio and WJVL 99.9 Prime County radio commercials.
- Logo on Expo print materials – attendee map and program.

Online Advertising:

- Promotion in attendee news section of Expo website www.60PlusExpo.com
- Tie-in with Expo social media campaign on Facebook and Twitter via the Janesville Gazette.
- Logo and hotlink on the Expo website – www.60PlusExpo.com.
- Sponsor recognition in online banner marketing on www.gazettextra.com

Other Benefits:

- Right of first refusal for next year's Expo sponsorship
- Approved use of 60 Plus Expo logo for corporate marketing and PR.

For more information:

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