

Giggle

No, laugh. No, how/ as if you will never grow up.

*Take it all in. Yes, every **life experience**.*



*And by all means, whatever you do... **EXPERIENCE**
your marketing opportunities in 2009-2010 with*

East Valley Adult Resources (formerly East Valley Senior Services)



*... at the three (3) Active Adult Centers
...with programs/services
... at special events
...through distribution of business information*

***START** your "Business Partnership" with us*

REGISTER

East Valley Adult Resources

18TH ANNUAL ACTIVE ADULT EXPO

November 19, 2009

8:00 to 12:00

www.evadultresources.org

On the home page - click Partnerships at the top, then Active Adult Expo & follow the links

Business Partnerships

18th Annual Active Adult Expo

Thursday, November 19, 2009

Mesa Convention Center 201 North Center Mesa, AZ

Early Bird Special: Register as a Premier Partner (\$1500) or Partner (\$750)

win a \$200 discount on a \$1500 or a \$100 discount on \$750 partnership.

I. Premier Partner (Limited Availability)...\$1500

Special drawings right after the Expo closes - be present to win

- Lunch and luncheon presentation at one of the Active Adult Centers of your choice
- Feature story on EVAR Website (500 words)...on the site for 3 months
- Business presentation at an EVAR Community Services Meeting (staff who provide direct services)
- Feature story in EVAR newsletter (500 words) – choose the month to run your company story

1. Location... Location... Location

- Located at the end of an aisle for “double” the exposure
- Double booth: two 8’x10’ skirted/covered tables, 7’x 40” ID sign, 4 chairs & wastebasket
- Four FREE lunches and electricity (if ordered on the attached Registration Form)

2. Business Exposure:

- Acknowledged on the front cover of the Active Adult Expo program
- Listed as Premier Partner with business description on EVAR website for the year
 - Link to your business website
 - Opportunity to promote your special events on EVAR “promotions” page
- Business information on EVAR Resource Booklet for in-home clients, Center participants, or public
- Listed as a community resource with business information in the EVAR December & June newsletters
- Complimentary booth at 2010 Healthy Living Expo at Red Mountain Active Adult Center on April 1st
- Business brochure displayed at the three (3) Active Adult Centers for the year
- Acknowledged: in EVAR monthly newsletter, Annual Report and Vital Signs membership card
- Table host at Retired Senior Volunteer Program (RSVP) annual luncheon March 4, 2010
Complimentary lunch Business information distributed Program acknowledgment

3. Marketing opportunities: You have Choices...

- Three times a year, presentations at Vital Signs (*health/wellness program*) at 3 Active Adult Centers & Discovery Point Retirement Apartments
- Four Bits of Business at Active Adult Centers of your choice – business booth in the lobby for the day
- Twice a year, your Company’s designed and printed placemats available at the 3 Active Adult Centers (Pick the date of distribution: then deliver your placemats to the Active Adult Centers)
- 500 word article in EVAR newsletter - choose two months (*pick early*)
- Business information distributed twice to EVAR in-home service clients
- Sponsor special events at the Active Adult Centers - additional cost (i.e. desserts, door prizes)

4. Networking Opportunities:

- Invitation and recognition at the Annual Business Appreciation Event in May 2010
- Priority invitation to be involved in special holiday campaigns – holiday meal deliveries, etc.
- Invitation to the Day After Event – an appreciation event of the Active Adult Expo partners

II. Partner...\$750

Special drawings right after the Expo closes- be present to win

- *Feature story in one EVAR newsletter (300 words)*
 - *Invitation/complimentary lunch to Retired Senior Volunteer Program annual event on March 4, 2010*
1. **Single Booth**
 - One 8'x10'skirted/covered table, 7"x 40" ID sign, 2 chairs & wastebasket
 - Two FREE lunches
 - Priority Booth Location
 2. **Business Exposure:**
 - Listed in the Active Adult Expo Program
 - Listed on EVAR website with a link to your business website
 - Listed on the resource sheet for EVAR in-home clients, senior center participants or public
 - Listed as a resource in EVAR December and June newsletters
 - Business brochure displayed at the three (3) Active Adult Centers
 3. **Marketing Opportunities:** You have Choices...
 - Twice a year, presentations at Vital Signs (*health/wellness program*) at the 3 Active Adult Centers & Discovery Point Retirement Apartments
 - Two Bits of Business at Active Adult Centers of your choice – business booth in the lobby for the day
 - 300 word article in EVAR newsletter – choose 1 month (*pick early*)
 4. **Networking Opportunities:**
 - Invitation to East Valley Adult Resources annual Appreciation Event in May 2010
 - Invitation to the Day After Event – an appreciation of the Active Adult Expo partners
 - Invitation to be an exhibitor in 2009 Healthy Living Expo (nominal fee)

III. Exhibitor...\$375 ONLY 1 day partnership - does not include ongoing benefits

Special drawings right after the expo closes- be present to win

- *Invitation to East Valley Adult Resources Annual Appreciation Event in May 2010*
 - *Feature story in one EVSS newsletter (100 words)*
1. **Single Booth**
 - One 8'x10'skirted/covered table, 7"x 40" ID sign, 2 chairs & wastebasket
 2. **Business Exposure:**
 - Listed in the Active Adults Expo Program
 - Listed on EVAR website – NO linkage to the company's website

REGISTRATION OPTIONS:

- *Register at www.evadultresources.org: click Partnerships, then Senior Expo & follow the links*
- *Complete and mail or email the Registration Form located from the instructions above*

Payment Options:

- *Pay by business or personal check*
- *Pay with your business or personal Visa, MasterCard or American Express on EVAR website*
- *Pay with your business or personal credit card and Discover card – call Jo 480-964-9014 (107) or Monique 480-964-9014 (106)*

For information call or email: Jo Hildebrant johildebrant@evadultresources.org 480.964.9014 ext 107
Monique Crompton mcrompton@evadultresources.org 480.964.9014 ext 106
Nancy Simmons 480-964-9014 ext 109

How's business?

Life right now has it ups and downs.

But whatever happens, everything in life has to be *experienced*; from the heat of the summer, the plight of the economy and the coming of Fall. Events are just meant to be *experienced*.

When Fall comes to the desert be prepared, especially for **Thursday, November 19, 2009**.

The 18th Annual Active Adult Expo – is a Prime event for East Valley Adult Resources (formerly East Valley Senior Services). *This is the time of the year you need to decide:*

- *What's written in your business plan that makes you want to partner with EVAR?*
- *What are you looking to accomplish?*
- *What do you want to market?*

What makes this Expo an event you want to be involved in... different from any other one available to you?

Nothing but everything...maybe it's the...

Possibility of having an ongoing partnership with 3 Active Adult Centers?

Opportunity to host, participate at various events throughout the year?

Chance to work with EVAR staff in a variety of ways?

Or it's just the right thing to do in your business development plan.

We believe our Active Adult Expo is about you having an avenue to build your business – and not about the entertainment, food or giveaways – though those things are nice – we don't want to lose focus on what is important.

Whatever, the reason you may want to be involved in the Active Adult Expo this year; we are excited to have this opportunity to present our Business Partnerships to you.

We are even more excited that you will select a plan that meets your marketing needs... even if it's only for the day. It will be a memorable day for you! For others it will be a fun packed year.

Following are some facts about the Active Adult Expo in 2008:

- 2000+ attendees
- 100 exhibitors - shown special attention, including giveaways
- Emphases on showcasing businesses and not the entertainment aspect

After the event, Partners had the opportunity to do presentations at the Active Adult Centers, be involved in events/holiday campaigns, company information at the Centers and distributed to home bound recipients – listed/linked on our website, and the chance to write articles for our monthly newsletter mailed to 4,000 and put on our website.

It is through this Expo that East Valley Adult Resources selects our partners for the upcoming year. We believe in our partnership having value, so we do limit the number of businesses that we will partner with as a Premier Partner, Partner or Exhibitor.

Thank you for reading the enclosed information. More importantly, for giving consideration to East Valley Adult Resources partnership approach... this is a chance to jointly enhance our business plans through awareness.

EXPERCERING our age and loving it!

Jo Hildebrant, VP of Development

Monique Crompton, Community Liaison

Nancy Simmons, Expo Consultant