

**Saturday March 2, 2019**  
**10:00 am - 2:00 pm**

**St. Augustine Outlets Mall**



# Active Boomers & Seniors Expo

## EVENT HIGHLIGHTS

### ❖ ABOUT THE EVENT

St. Augustine Media and The St. Augustine Record have partnered with Lifestyle Events Management to produce the 4th Annual Active Boomers & Seniors Expo March 2nd, 2019 at St. Augustine Outlets Mall to promote Active Lifestyles for Boomers & Seniors.

### ❖ EXPO PROMOTION & MANAGEMENT

**ABOUT ST. AUGUSTINE MEDIA:** Market leader, St. Augustine Media, a full service digital and print advertising company will run a multi-week online and print promotion campaign in advance of the Expo ensuring top-of-mind awareness among thousands of health-conscious consumers throughout St. Augustine & St. Johns County. St. Augustine Media includes:

**The St. Augustine Record-** Over 270,000 people read the St. Augustine Record every week, making it the largest circulated publication in our market. The St. Augustine Record is St. Augustine's dominant advertising source.

**www.staugustine.com** - 1.7 million page views monthly; the largest and most popular destination for news, tourism, and special events in the St. Johns County area.

#### Community Neighborhood Publications

- Anastasia Community Journal • North Shores News • World Golf Village Community Journal
- Southern Comfort • Gus-Council on Aging • Chamber Connections • St. Johns Sun

### ❖ ABOUT THE EXPO MANAGEMENT TEAM

Expo Co-Directors Sara & Eddie Malone, Aging in Place Specialist, and the Lifestyle Events Management team have more than 30 years of experience producing high quality, well attended Expos, Trade Shows and Special Events.

### ❖ WHAT'S DIFFERENT ABOUT THIS EXPO?

- In addition to an extensive promotion campaign, the Active Boomers & Seniors Expo offers Major Sponsorships, several Custom Theme Sponsorships, informative seminars, interactive workouts, performances, a talent showcase and product demonstrations.
- In addition to a significant Expo promotion schedule that includes print, radio & digital advertising, vendors receive a 6' covered table, chairs and table top sign. Packages include a 5" x 3" color print ad in the Sunday St. Augustine Record, digital advertising – 12,500 impressions on staugustine.com and a free listing on [www.ActiveBoomersandSeniors.com](http://www.ActiveBoomersandSeniors.com) - Boomer & Senior Resources. **You will reach boomers & seniors interested in your products and services before, during and after the Expo!**

Contact Expo Co-Director Sara Garcia Malone ☎ 904-829-4502 or ✉ [Sara@LifestyleEventsMgt.com](mailto:Sara@LifestyleEventsMgt.com)

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**MEDIA**



THE ST. AUGUSTINE  
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Active  
Boomers  
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Information for Active Aging

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## EVENT HIGHLIGHTS

### Active Boomers & Seniors Expo

- Showcase and demonstrate your products & services to thousands of attendees
- Connect with new and existing customers
- Increase Brand Awareness before, during & after the Expo
- Network with other Boomer & Senior Industry businesses and non-profit agencies
- Expo Event Marketing Campaign delivers a qualified audience demographic
- Convenient location with free parking minutes from downtown, St. Augustine and I-95 Exit
- St. Augustine Media and Lifestyle Events produce the best-attended, highest quality events



## PLANNED FEATURES OF THE

### Active Boomers & Seniors Expo

- Health Screenings
- Community Resources Corner
- Financial & Retirement Services
- Growing Gardens
- This Is Living!! Leisure & Lifestyle Zone
- Interactive Workouts&Performances
- Travel, Tours & Cruise Zone
- Healthy Mind & Body Services
- Boating, Fishing & RV Travel
- Good Health & Prevention Professionals
- Make a Difference – Volunteer
- Independent Living Choices



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