

# Active After 50 expo!

Information for Active Aging™

## ABOUT THE EVENT

The Active After 50 Group and ActiveAfter50online.com have partnered with Lifestyle Events Management to produce the Active After 50 Expo to promote active lifestyles for Baby Boomers & Seniors. Entering its 6th year in NE Florida, this event provides education, resources, and a lot of fun for our local community!

## EXPO BROUGHT TO YOU BY ACTIVEAFTER50ONLINE.COM

### *ABOUT ACTIVEAFTER50ONLINE.COM:*

ActiveAfter50online.com Online Resource Directory reaches thousands of NE Florida Baby Boomers and Seniors who are searching online for LOCAL information about Health, Living Options, Legal & Financial Advice, Entertainment, Insurance and more.

### *ABOUT THE EXPO MANAGEMENT TEAM:*

Expo Director Sara Malone, owner of Lifestyle Events Management, along with Eddie Malone, an Aging in Place Specialist, have more than 30 years of experience producing high quality, well attended Expos, Trade Shows and Special Events. Sara and Eddie have produced Expos for Active Gen X'ers, Boomers and Seniors in Northeast Florida for the past four years and consult on a number of other Boomer and Senior Expos nationwide.

Eddie is the founder of Senior Providers Information Network (SPIN) - a non-exclusive membership group consisting of community-based agencies and for-profit organizations that provide reliable information, resources and local assistance to seniors and their families in the greater Northeast Florida. SPIN Chapters are located in Flagler, St. Johns, and Duval counties.

## WHAT'S DIFFERENT ABOUT THIS EXPO?

- ◆ In addition to an extensive promotion campaign, the Active After 50 Expo offers Major Sponsorships, several Custom Theme Sponsorships and informative seminars either in person or online.
- ◆ In addition to a significant Expo promotion schedule that includes radio, print & digital advertising, Exhibitors receive a 6' covered table, chairs and table top sign. Sponsor Packages include radio spots, TV, print, and digital advertising, social media mentions, and a free listing on ActiveAfter50online.com website. You will reach Gen X'ers, Boomers & Seniors interested in your products and services before, during and after the Expo!

For More Information, please contact Sara (904) 829-4502 or [Sara@ActiveAfter50online.com](mailto:Sara@ActiveAfter50online.com)

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## EVENT HIGHLIGHTS

- ◆ Showcase and demonstrate your products & services to hundreds 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
- ◆ Free Admission and Free Parking
- ◆ ActiveAfter50online.com and Lifestyle Events Management produce well attended, highest quality events

## PLANNED FEATURES

- ◆ Health Screenings & Education
- ◆ Community Resources/Non-Profits
- ◆ Financial & Retirement Services
- ◆ Pickleball Clinics, Demonstrations, & Challenges
- ◆ Leisure & Lifestyle Exhibits
- ◆ Interactive Workouts
- ◆ Travel, Tours & Cruise Representatives
- ◆ Healthy Mind & Body Services
- ◆ Boating, Fishing & RV Travel Exhibitors
- ◆ Good Health & Prevention Professionals
- ◆ Make a Difference -Volunteer
- ◆ Independent & Assisted Living Choices

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