



Fact Sheet

It's The... *Time of Your Life* Senior Lifestyle & Healthcare Expo

Welcome to the only Retirement Expo & Marketplace in a 3 County Region!

EXPO DATE: Tuesday, October 5, 2021, 9:00 am to 1:00 pm. This is a few weeks prior to the beginning of Open Enrollment for Medicare supplement health insurances.

EXPO LOCATION: The Oshkosh Convention Center, 2 N. Main St., Oshkosh, WI 54901 is managed by the Best Western Premier Waterfront Hotel & Convention Center which is our host hotel. There will be a Concession open for attendees and exhibitors to purchase Lunch.

EVENT FOCUS: This Expo offers the only direct access to the senior market in Winnebago, Green Lake, and Waushara Counties. If your profession or business depends upon the senior living, financial or healthcare sectors, this is your best opportunity to meet new clients face-to-face at an event designed specifically to reach hundreds of seniors.

MANAGEMENT: Selective Shows LLC – Event Producer with over 25 years of trade show, conference, and non-profit event planning experience in various markets and venues.

HIGHLIGHTS: 80+ exhibitors with senior products and services. Extensive health screenings and flu shots. Informative workshops. Senior non-profit and charitable organizations. Medicare, Social Security and Aging and Disability Resource Center (ADRC) assistance. City, County and other Government agencies are also present.

EXHIBITOR PROFILE: Exhibitors will include representatives from retirement living communities, health care facilities, home healthcare agencies, financial planners, insurance companies, doctors/dentists, travel, legal assistance, recreation & fitness, charities, DME, rehabilitation centers among many others.

ATTENDEE PROFILE: Over 500 active adults 55+, retirees, caregivers and other concerned family members are anticipated to attend.

MARKET AREA: We will be targeting a 3 county area: Winnebago, Green Lake, and Waushara counties.

PRESS RELEASES: Senior Expo publicity will be distributed to the entire 3 county area WOSH radio, Oshkosh Media, newspaper, and magazine media contacts including: *The Oshkosh Herald, The Northwestern, Berlin Journal, and Winneconne News*, to name a few. Many attending Sponsors, Seminars, and screenings will be advertised.

PROMOTIONS: This Expo will be regionally advertised in newspapers, magazines, newsletters, senior event calendars, e-mail blasts, radio, and by local direct invitation circulation. We will also have many Door Prizes and a Grand Prize Drawing.

EXHIBIT COSTS: \$475 Prime Space, \$375 Standard Space, \$250 Non-profit/501(c)3 Space, \$150 Government & Education Space, \$100 Charities Space Sponsorships available.

ADMISSION: FREE PARKING: FREE SCREENINGS & WORKSHOPS: FREE EXHIBITOR BREAKFAST: FREE