



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 1, 2024, 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 Oshkosh Waterfront Hotel & Convention Center which is our host hotel. There will be a Concession open for Attendees and Exhibitors to purchase Lunch, if not purchased in advance with Registration.

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 the senior population.

MANAGEMENT: Selective Shows LLC – Event Producer, Oshkosh, 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 including health screenings and flu clinic. Informative program speakers. 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, various medical professionals, travel, legal assistance, recreation & fitness, charities, DME, and rehabilitation centers among many others.

ATTENDEE PROFILE: Over 450+ Active adults 55+, Retirees, Veterans, 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, newspaper media contacts including: *The Oshkosh Herald, The Northwestern, Berlin Journal, and Winneconne News*. 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 postcard circulation. We will also have many Door Prizes and a Grand Prize Drawing.

EXHIBIT COSTS: \$495 Prime Space, \$395 Standard Space, \$275 501(c)3/Non-profit Space, \$100 Government & Education Space, \$100 Charities Space, \$50 Authors & Retail Space Electric hook-up - \$20. Free Wi-Fi.

ADMISSION: FREE **PARKING:** FREE **SCREENINGS & WORKSHOPS:** FREE **LITE BREAKFAST:** FREE