

29th Annual



You're invited to the 29th Annual Senior Celebration on May 8, 2024!

Brought to you by:



SOUTH SHORE SENIOR NEWS

&



Legacy Legal
PLANNING

The **Senior Celebration** is your opportunity to meet and market your products and services to hundreds of seniors from the South Shore and Dedham area. **Now in its 29th year**, this extremely successful event should be a part of your marketing plan. If you've exhibited before, we would love to have you attend again!

The Senior Celebration is a one-day event focusing on the lifestyles and health of older adults. It will be held on **Wednesday, May 8, 2024 from 9:00 am to 2:00 pm at the Holiday Inn, 55 Ariadne Road, Dedham, MA.**

Newspaper advertising, social media, and radio campaign has already begun! All senior groups, clubs, organizations, and housing complexes are personally invited to attend. Flyers, posters, newsletters, email, direct mail, newspapers, radio ads, and social media promos will be used to promote this expo!

Hundreds of older adults will be on hand to enjoy the entertainment and informational booths throughout the day. Be sure your company takes advantage of this fabulous networking and marketing opportunity. An eight-foot table and chairs will be ready for you on the morning of the Expo. **Coffee, Tea, Juice, and Pastries will be provided.**

In order to reserve your space (as vendor space is limited) please forward the following to South Shore Senior News, 412 Nantasket Avenue, Hull, MA 02045 by [April 8, 2024](#):

- Completed Exhibitor Form
- Check made payable to South Shore Senior News
- Certificate of Insurance - the Certificate should have General Liability with limits of \$1,000,000 per Occurrence and Workers Compensation should be listed with minimum state statutory limits of 100/500/100.

EXHIBITOR AND SPONSOR OPPORTUNITIES

- Exhibitor Booth - 60 spots available \$475 per booth (includes 8 foot table)
- Marquee Sponsor - 2 available - \$2,500 each
- Contributing Sponsor - \$1,200
- Entertainment Sponsor - 1 available - \$750

Please see the specific details as to the sponsorship levels on the following pages.

If interested in becoming an event sponsor, please contact Tom at 781-925-1515 or Legacy Legal Planning at 781-971-5900 for more information and to reserve your spot!

Sponsorship

Marquee Sponsorship Opportunity

As the Marquee Sponsor your company will receive:

- Logo displayed on poster at the entrance to the event
- Prime exposure of your logo on the front cover of the April and May issues of the South Shore Senior News
- Logo prominently featured on all event materials which will be distributed through senior organizations within a 30 mile radius
- 8 prime time radio commercials on WMEX
- Your logo, tagging, and information/graphics on a weekly social media posts 6 weeks leading up to the event, the day of the event, and for 2 weeks after the event - facebook, linkedin, instagram
- 2 reels to be posted on instagram, linkedin, and facebook promoting your business
- Your logo and link to your website on seniorcelebrationma.com website, along with a short bio
- A ¼ page color ad in three upcoming issues of the South Shore Senior News
- An opportunity to write a column for the South Shore Senior News May edition (500 words)
- Prime exhibitor space - 8' exhibitor table, chairs, electricity if needed
- Extensive networking/sales opportunities with area businesses and senior groups
- An opportunity to educate and meet consumers about your services
- positive community exposure

Marquee Sponsorship Investment: \$2,500

Marquee Sponsorship Opportunities Available: 2

Contributing Sponsor Opportunity

- Logo prominently featured on all event materials which will be distributed through senior organizations within a 30 mile radius
- 4 prime time radio commercials on WMEX
- Your logo, tagging, and information/graphics on a weekly social media post for 3 weeks leading up to the event, the day of the event, and for 1 week after the event - facebook, linkedin, instagram
- 1 reel to be posted on instagram, linkedin, and facebook promoting your business
- Prime exposure of your logo on the front cover of the April and May issues of the South Shore Senior News
- Your logo and link to your website on seniorcelebrationma.com website

- An opportunity to write a column for the South Shore Senior News May edition (250 words)
- Your logo on event posters day of event
- 8' exhibitor table, chairs, electricity if needed

Contributing Sponsor Investment: \$1,200

Entertainment Sponsor Opportunity

- Logo prominently featured on all event materials which will be distributed through senior organizations within a 30 mile radius
- Your logo displayed on poster at the event
- Prime exposure of your logo on the front cover of the April and May issues of the South Shore Senior News
- Your logo and link to your website on seniorcelebrationma.com website
- Your logo, tagging, and information/graphics on a weekly social media post for 2 weeks leading up to the event, the day of the event, and for 1 week after the event - facebook, linkedin, instagram
- 8' exhibitor table, chairs, electricity if needed

Entertainment Sponsor Investment: \$750

Entertainment Sponsor Opportunities Available: 1

Exhibitor

Exhibitor Only

- Logo and link to your website on seniorcelebrationma.com
- 3 Social Media post on facebook, instagram, and linkedin leading up to the event
- 8' exhibitor table, chairs, electricity if needed is extra

Exhibitor Investment: \$475

Opportunities Available: 60

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Holiday Inn
55 Ariadne Road
Dedham, MA

Wednesday, MA 8, 2024 from 9:00 am to 2:00 pm

Exhibitor Price: \$475 (includes a 8 foot table)

Deadline to Submit: April 8, 2024

Exhibitor Information

Contact Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

What will you provide at your booth? (screening, giveaway, raffles)?

Electricity Needed? (\$25 fee) **Yes** **No** (Circle One)

Terms and Conditions

- Full payment in advance at the time of reservation is required. If exhibitor space is canceled within 45 days of the event date, 50% refund of total fee will be provided.
- There will be no booth splitting for companies.
- Please include a Certificate of Insurance - This should have general liability with limits of \$1,000,000 per occurrence and workers' compensation should be listed with minimum state statutory limits of 100/500/100.
- This form must be submitted with payment and Certificate of insurance to: South Shore Senior News, 412 Nantasket Avenue, Hull, MA 02045. You can call Tom at 781-925-1515 or Legacy Legal Planning at 781-971-5900 with any questions.