

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 2, 2017, 8:30am to 1:30pm. 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, Fond du Lac, and Green Lake 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 major markets and venues.

HIGHLIGHTS: 70+ 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 assistance.

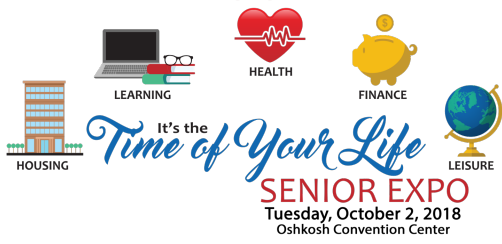
EXHIBITOR PROFILE: Exhibitors will include representatives from retirement living communities, health care facilities, home healthcare agencies, home improvement, financial planners, insurance companies, doctors/dentists, travel, legal assistance, recreation & fitness, DME, government programs, rehabilitation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

ATTENDEE PROFILE: Over 700 active adults age 60+, retirees and soon-to-be retirees, caregivers and other concerned family members are anticipated to attend.

MARKET AREA: We will be targeting Winnebago County and surrounding cities.

PRESS RELEASES: Senior Expo publicity will be distributed to the entire 3 county area newspaper, radio and cable TV contacts including: *The Northwestern, The Oshkosh Herald, The Berlin Journal, WOSH/WNAM radio* to name a few. Attending exhibitor, sponsors, workshops/seminars, and screenings will all 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 several Door Prizes and a Grand Prize Drawing.



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ADMISSION: FREE **PARKING: FREE** **SCREENINGS: FREE** **EXHIBITOR/ATTENDEE**
BREAKFAST: FREE