



Forsyth County Senior Services

**EXPO VENDOR & SPONSOR
REGISTRATION INFORMATION**

20TH ANNIVERSARY

Aging Well Expo

Thursday, April 18, 2024

10 a.m. - 1 p.m.

Forsyth Conference Center at Lanier Tech
3410 Ronald Reagan Boulevard, Cumming, Georgia

Help us celebrate the 20th annual Aging Well Expo highlighting places, products and services for older adults in Forsyth County. Please read all included information on policies, procedures and deadlines. Registration available online at www.forsythco.com/seniors or by calling (770) 781-2178 ext 5020.

Contact Information

Aging Well Expo

Sexton Hall Enrichment Center, Forsyth County Senior Services

2115 Chloe Road, Cumming, Georgia 30041

Email: Expo@forsythco.com

Questions? Call (770) 781-2178 ext.5020 or email Expo@forsythco.com

Forsyth County Aging Well Expo

Sponsorship Opportunities

Please consider becoming a sponsor. See opportunities below.

Presenting Sponsor (4 spaces)—\$5,000

- Company listed as Presenting Sponsor on all marketing materials
- Premium 4 booth spaces in the location of your choice
- Full page ad space in event program

Platinum Sponsor (2 spaces)—\$2,000

- Company listed as Platinum Sponsor on all flyers, Expo web page and event program
- Premium double booth space in the location of your choice
- Full page ad space in event program

Gold Sponsor—\$1,000

- Company listed as Gold Sponsor on all flyers, Expo web page and event program
- 10' x 5' vendor booth space in location of your choice
- Half page ad space in event program

Silver Sponsor—\$750

- Company listed as Silver Sponsor on all flyers, Expo web page and event program
- 10' x 5' vendor booth space in location of your choice
- Quarter page ad space in event program

Bronze Sponsor—\$500

- Company listed as Bronze Sponsor on all flyers, Expo web page and event program
- 10' x 5' vendor booth space in location of your choice
- Eighth page ad space in event program

All Sponsorship Levels Include:

- Company Name and Logo displayed throughout the event on five screens
- Opportunity to include promotional literature and items in event bags
- Additional booth spaces can be purchased for the non-profit rate

Forsyth County Aging Well Expo

Health Screenings

To offer a health screening as a part of our screening area, indicate in your registration the type of screening you would like to offer and any special set up needs such as power, chairs and tables.

Vendor & Sponsorship Deadlines

**Please join this long-standing, successful event as a vendor!
Vendors will have the opportunity to share the benefits of their products
and services with over 1,000 attendees.**

Vendor Deadlines

June 26, 2023 - Registration for Sponsors begins

October 2, 2023 - Early Registration for Vendors Begins; \$200 for booth*

January 3, 2024 - Regular Registration begins; \$250 for booth

January 3, 2024 - Non-Profits Registration begins; \$25 for booth

February 1, 2024 - Sponsorship Registration and Payment Deadline

March 1, 2024 - Final Registration Deadline

*Vendor registrations will be accepted as long as space is available. For vendors on the waiting list, registration and payment will only be processed in list order, if and when booth space becomes available, and those vendors will be notified before processing.

Sponsor Deadlines

February 1, 2024 - Sponsorship Registration and Payment Deadline
Advertising Deadline

Sponsor registrations may be accepted as long as space is available and payment is received before the March 1 final registration deadline; however, sponsor registration and payment must be received by February 1, 2024 to be listed on event promotion.

Questions? Call (770) 781-2178 ext. 5020 or email Expo@forsythco.com

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Advertising and Additional Event Options for Purchase

Ad Space in Event Program

Full Page Ad	4" wide x 8" high*	\$250
Half Page Ad	4" wide x 3.5" high*	\$200
Quarter Page Ad	4" wide x 2" high*	\$150
Eighth Page Ad	4" wide x 1" high*	\$100

*Sizes given are non-bleed; the trim size of the program is 5.5" wide by 8.5" high

Additional Options for Vendors

Logo Display on Five Drop Down Screens	\$25
Promotional Items in Event Bags	\$25

Advertising Deadlines

March 1, 2024 - Advertising Deadline for Ads for Program and Logos for Display

All sponsors and vendors must turn in ads for the program and logos for display on five drop down screens by March 1, or the ad and logo will not be guaranteed to be included in the program or at the event and money will not be refunded. Ads & logos should be submitted as vector files, .ai or .eps, if available. Otherwise a hi-res .jpeg file (300 dpi) will be accepted.

Promotional items for event bags can be dropped off or delivered to
Sexton Hall
2115 Chloe Road, Cumming, Ga 30041
Monday - Friday 9 a.m. - 3 p.m.

Questions? Call (770) 781-2178 ext. 5020 or email Expo@forsythco.com

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Important to Know: Policies and Procedures

- This is an informational event for the community. Vendors are not to sell products or services at this event—no money may exchange hands. Campaigning is prohibited.
- To ensure event integrity and patron safety, all vendor applications are subject to committee review and approval.

Booth Placement and Displays

- Booth size is approximately 10' wide x 5' deep and includes one 6' x 30" table and two chairs. The size of booths for government agencies and non-profits may be adjusted depending on available space. Final booth placement is determined by the event committee. Preferred booth placement is a benefit reserved for sponsors and is based on sponsorship level and the date a sponsor's registration and payment is received and processed relative to other sponsors of the same level.
- There is not a cap on "like" organizations. We will do our best to avoid placing you near your competitors.
- Vendors are responsible for the set up and tear down of their booth displays and decorations and must stay within their assigned booth space. No materials may be attached to any walls, except with painter's tape, to avoid damaging any finishes. For the safety of guests and all involved, aisles must be kept clear. Forsyth Conference Center staff and the event committee have final say on booth placement, displays, and any items that may be deemed a potential hazard or that could damage the event space or any part of the building or grounds.
- If you have any questions about your booth display, please call (770) 781-2178 ext. 5020 or email Expo@forsythco.com as early as possible.
- Exhibit Hall will be open at 8:30 a.m. for vendors to begin setting up. Vendors are required to stay until 1 p.m. when the expo is officially closes.

Raffles and Promotional Materials

- Vendors are responsible for supplying any items they wish to raffle at their booth. We cannot provide a microphone or make announcements for individual vendor raffles.
- Vendors are responsible for the display and distribution of any promotional materials at their booth. **We had 1,000 in attendance in 2023, so please come prepared.**

Questions? Call (770) 781-2178 ext. 5020 or email Expo@forsythco.com

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Important Set Up and Event Times

Event Timeline

Thursday, April 18, 2024

- 8:30 a.m.—Building open for vendors
- 9:15 a.m.—Vendor Refreshment area opens
- 9:45 a.m.—All set up must be complete
- 10 a.m.—Expo begins; Doors open to attendees
- 1 p.m.—Expo ends
- 1:15 p.m.—Vendor cleanup begins
- 3 p.m.—Building closes

Questions? Call (770) 781-2178 ext. 5020 or email Expo@forsythco.com