Forsyth County Senior Services

EXPO VENDOR & SPONSOR REGISTRATION INFORMATION

Aging Well Expo

Thursday, April 17, 2025
10 a.m. - 2 p.m.

Forsyth Conference Center at Lanier Tech

3410 Ronald Reagan Boulevard, Cumming, Georgia

Help us celebrate the 21st 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.

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 or email Expo@forsythco.com

Event Timeline

Thursday, April 17, 2025

- 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

- 2 p.m.—Expo ends

- 2:15 p.m.—Vendor Cleanup Begins

- 3 p.m.—Building closes

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

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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

Diamond Sponsor—$4,000

- Company listed as Diamond Sponsor on all marketing materials
- **Up to 3 booth spaces** in the location of your choice
- Full page ad space in event program

Ruby Sponsor—$3,000

- Company listed as Ruby Sponsor on all flyers, Expo web page and event program
- **Up to 2 booth spaces** in the location of your choice
- 3/4 page ad space in event program

Emerald Sponsor—$2,000

- Company listed as Emerald 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

Sapphire Sponsor—$1,000

- Company listed as Sapphire 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

Garnet Sponsor—$800

- Company listed as Garnet 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

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

Pricing

Ad Space in Event Program

Full Page Ad	4" wide x 8" high*	$250
3/4 Page Ad	4" wide x 5" high*	$225
1/2 Page Ad	4" wide x 3.5" high*	$200
1/4 Page Ad	4" wide x 1" high*	$150
1/8 Page Ad	4" wide x 2" high*	$100

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

Vendor Pricing

Early Bird Registration (before January 6, 2025)	$250
Regular Registration	$300
Non-profit Registration	$25

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

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.

Registration Deadlines

August 15, 2024 - Registration for Sponsors begins

September 30, 2024 - Early Registration for Vendors Begins; $250 for booth*

January 6, 2025 - Regular Registration begins; $300 for booth

January 6, 2025 - Non-Profits Registration begins; $25 for booth

February 4, 2025 - Payment Deadline

February 4, 2025 - Final Registration Deadline

Advertising Deadlines

March 4, 2025 - 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 4, 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.

Sponsor 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.
by March 4, 2025

Questions? Call (770) 781-2178 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 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 2 p.m. when the Expo is officially closed.

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. **Over 1,000 in attendance in 2024, so please come prepared.**

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