



BOOMERS AND SENIORS EXPO



**SATURDAY
JUNE 23, 2018
10am - 4pm**

**THE FUGE
WARMINSTER, PA**

Life Expo is the premier resource for all things important to seniors and baby boomers – **health & wellness, health screenings, assisted living, real estate, travel, financial planning, shopping (jewelry, fashion, accessories, items for the home) food, entertainment, fitness and more.**

VENDOR BENEFITS & BOOTH OPPORTUNITIES:

ALL VENDORS WILL RECEIVE, AS PART OF THEIR BOOTH PACKAGE:

- ~ An 8-foot skirted table & 2 chairs for each 10x10 space. The back of the booth is 8' high black pipe & drape. The side panels are 3' high. Booths are held with a signed contract and a 50% deposit.
- ~ A 1/8 page full-color ad in the Life Expo special section publication distributed on Sunday, June 17, 2018 in the Buck's County Courier Times, The Burlington County Times and The Intelligencer.
- ~ The Life Expo special section will be available at event on June 23, 2018 for all attendees.
- ~ Vendors will receive a listing on the Life website. Within the business summary, the vendor can include their logo or a photo and a link to their website. This information will also remain on the Life Expo website for one full year.

- **Advertising and Promotion Power** – The Buck's County Courier Times, The Burlington County Times and The Intelligencer have a combined average Sunday readership of 215,875 and combined average monthly web visitors of 1,072,000. Special sections target a desirable audience of consumers 55+. Included will be stories on travel, entertainment, fitness, estate planning, health, insurances, living options, automotive, food and more!
- **Editorial Coverage** – In The Buck's County Courier Times, The Burlington County Times and The Intelligencer.
- **Life Special Section Publication Dates:**
Sunday, February 25
Sunday, June 17
Sunday, October 21.
- **Online ad campaign on respective news websites** – To include various ad sizes over multiple digital platforms
- **Social Media Campaign**

BOOTH PRICING:

10x10 **\$350**

For more information call:

**BUCKS COUNTY
Courier Times**
215-949-4126

The Intelligencer
215-345-3080

Burlington County Times
609-871-8135