

Sun Life Financial
presents

Life AFTER 50 event

FREE ADMISSION

Southwestern Ontario's Baby Boomer & Seniors Lifestyle Event



Contact Information

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November 5 & 6 2010
WFCU Center - Collavino Hall

Produced by
Orea Occasions
Supporting
Alzheimer Society
WINDSOR-ESSEX COUNTY



www.lifeafter50event.com



Dan Gemus



ABOUT THE EVENT

Life Begins at the LIFE AFTER 50 Event in Windsor, Ontario!!!

Baby Boomers, Retirees, and Seniors are living the good life. With more opportunities than ever before, Windsor, Ontario is a fabulous place to design and enjoy the lifestyle you have dreamed about.

The Life After 50 Event brings together everything you may need to enhance your lifestyle including exciting travel destinations, recreational clubs and organizations, post-retirement business opportunities, regional information, a wealth of activities, and so much MORE! Not to mention tons of promotions, prizes, and activities on site.

Come out on November 5 & 6, 2010 for this FREE event, try something new and get a taste of what Windsor and Essex County has to offer.



Would you like the opportunity to market your business directly to the customer demographic with both the greatest disposable income and available leisure time? *Look no further!*

The Life After 50 Event is the ONLY one of its kind in Southwestern Ontario.

The Life After 50 Event will be held at the WFCU Centre during the Grey Power WORLD CUP OF CURLING on it's two busiest days. Thousands of visitors in the same customer demographic will already be on site. *Wow! What great timing.*



Show Times

Friday	November 5th 2010	12:00pm - 7:00pm
Saturday	November 6th 2010	10:00am - 7:00pm

Set Up and Take Down

Set Up	Friday	November 5th 2010	9:00am - 12:00pm
Take Down	Saturday	November 6th 2010	7:00pm - 10:00pm

Exhibitor Booth Pricing





All booths include one 6' table and a link on the events website

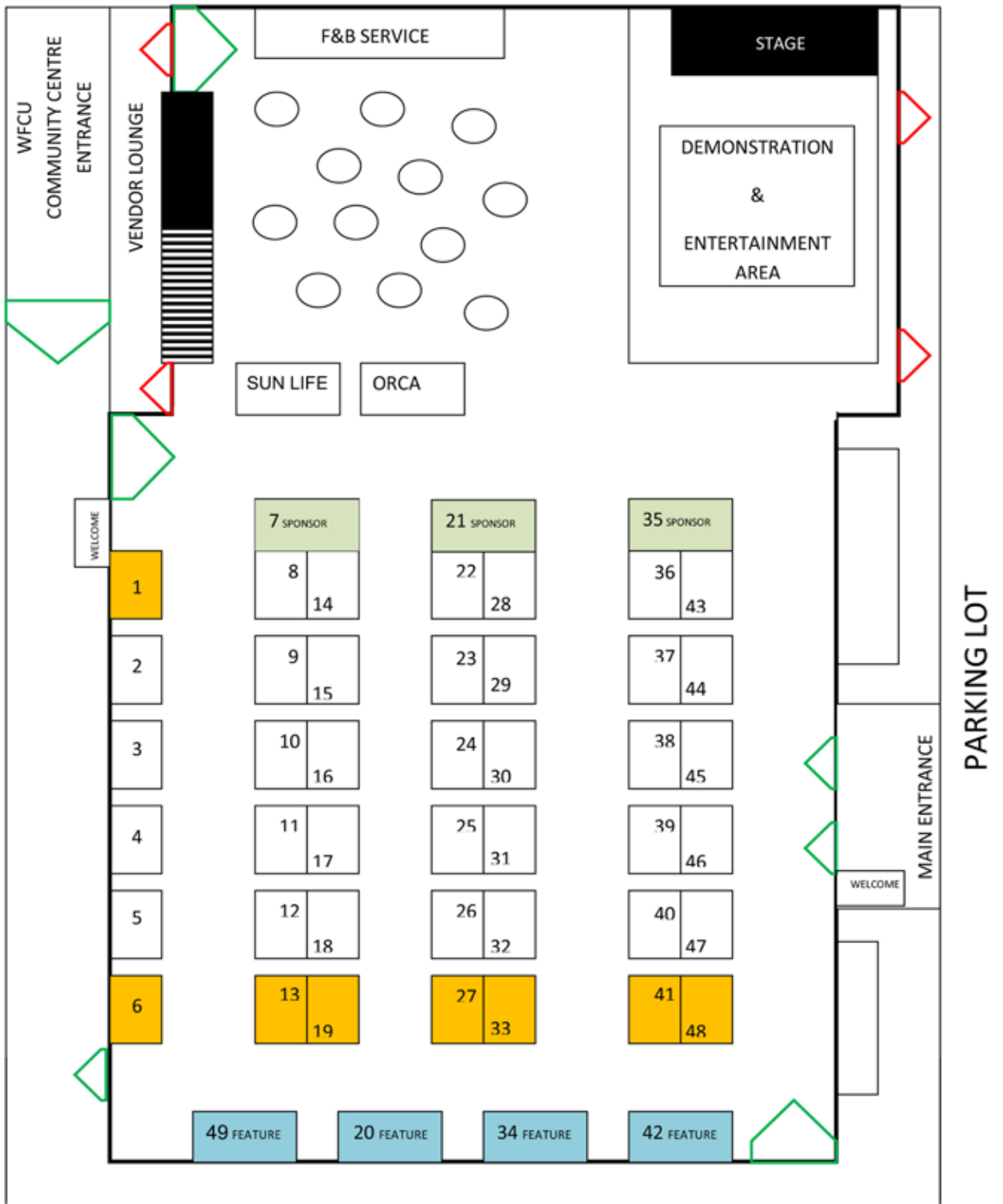
(33)	Standard Aisle Booth	8' x 5'	\$375
(8)	Corner Aisle Booth	8' x 5'	\$425
(4)	Featured Booth	10' x 6'	\$475
	<i>Includes: 30 minute product demonstration / information session</i>		
(3)	Sponsor Booth	10' x 6'	See sponsorship packages



*** Additional charge of \$25 will apply to booths requiring electricity.
HST is applicable on all quoted prices.
Number of vendors per category will be limited to provide a balanced event.*

FLOORPLAN

-  Sponsor Booth 10' x 6'
-  Featured Booth 10' x 6'
-  Corner Aisle Booth 8' x 5'
-  Standard Aisle Booth 8' x 5'



SPONSORSHIP

Title Sponsorship

Investment: **SOLD**

Prize Sponsorship

Investment: **SOLD**

Event Marketing Campaign

Print marketing campaign includes:

- 11x17 posters (500) distributed to community centres, seniors centre, high traffic intersections
- Billfold flyers (5000) distributed at local festivals, events, businesses
- Seniors Life Magazine
- Boomers & Beyond Magazine
- Sponsorship of Grey Power World Cup of Curling - event promotional table in main bowl of WFCU Centre

Web marketing campaign includes:

- Social media marketing through Facebook www.facebook.com/LifeAfter50Event
- Viral Promotional videos
- Community event calendars
- Search Engine Optimization for website www.LifeAfter50Event.com www.LifeAfterFiftyEvent.com

Television marketing campaign includes:

- CFTV Leamington - 22 minute feature interview

Radio marketing campaign includes:

AM800

- Community Calendar exposure
- Feature Pane on am800cklw.com
- 25 x :30 second A -Team Promos
- A Team on site

AM580

- Image Cyclor on am580radio.com
- 20 Live Liners
- Events Page & Facebook Page listing
- 25 x :30 second promos




FREE ADMISSION
 November 5 & 6 - WFCU Center Collavino Hall
 8787 McHugh St. Windsor, Ontario

Discover Endless Opportunities
 Southwestern Ontario's
 Baby Boomer and Senior Lifestyle Event

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WELCOME TO THE WINDSOR, ONTARIO


Where everyone from Baby Boomers to Seniors and Grandchildren are encouraged to explore all the excitement of your Life After 50.

This one of a kind show for South Western Ontario will feature fitness demonstrations, contests, sampling, recreational activities as well as provide a comfortable atmosphere to find out new information on financial planning, health & wellness, travel & recreation options, and important life planning.

\$3500 in Prizes & Giveaways from our great supporters

Spitfires Luxury Suite Tickets
 Loaded Gift Baskets
 Scenic Flight Tour
 Original Fine-Art
 Spitfires Limited Edition Artwork
 In Home Health Care









facebook Search Home Profile Account

Life After 50 Event is being interviewed with Profiles With Glen tonight!

Wall Info Photos Discussions Reviews Boxes

What's on your mind?
 Attach: Share

Andrew Adam Thanks to Glen Sacarro for sharing the Life After 50 Event on Profiles With Glen! Can't wait for the show to be launched. It's a fantastic way to motivate our community! about an hour ago · View Post

Life After 50 Event is being interviewed with Profiles With Glen tonight!
 Yesterday at 11:26am · Comment · Unlike · Promote

You and Kerry Dotzert-oppolito like this.
Kerry Dotzert-oppolito like like like like like like :)
 18 hours ago · Like · Delete · Flag

Write a comment...

Life After 50 Event What 3 things make Windsor a great place to live?
 Monday at 2:21pm · Comment · Like · Promote

Life After 50 Event The wonderful Windsor Symphony Orchestra will be providing entertainment at the Life After 50 Event. Come out on Nov. 5&6 to the THE WFCU CENTRE for this great FREE event!!!
 Life After 50 Event - Retire in Windsor-Essex, Ontario - WFCU Centre November 5 & 6, 2010 - Life Af
[www.lifeafter50event.com](#)

Get More Connections
 Get more people to like your page with Facebook Ads! Preview below.

Life After 50 Event
 What 3 things make Windsor a great place to live?
 Andrew Adam likes this.
 Like


November 5 & 6
WFCU Centre
EXPERIENCE
50 Amazing Exhibitors
 Demonstrations - Live Entertainment
 Food - Information - Prizes & MORE
[www.lifeafters50event.com](#)


Alzheimer Society
 WINDSOR-ESSEX COUNTY