



**2022
SENIOR EXPO
WILL BE HELD AT
FirstEnergy
Stadium
Home of the
Reading Phillies**

**1900 Centre Ave.
Rt. 61, Reading**

Wednesday, October 5, 2022 • 9 a.m. to 2 p.m.

Standard booth – \$495

Prime booth – \$625

- Prime booth is in premium location, under roof.
- Each vendor will receive one 6-foot skirted table, two chairs and 1/8 page ad in the Berks Encore News Expo guide (4.89" W x 2.31" H). Advertising due by 9/1/22. All vendors will be listed on berksencore.org
- Additional tables are available for a fee.

\$100 non refundable deposit required to reserve your space. 50% refund for cancellation made by August 31, 2022. No refunds after Sept. 2, 2022. All booths must be paid in full prior to Sept. 28, 2022.

- Meet potential customers face-to-face
- Vendors and sponsors will set up in the plaza, under the concourse, and around the warning track
- Entertainment
- Concession stands

Make checks payable to and return to:

Berks Encore

Attn: Lori Gerhart

40 N. 9th St., Reading PA 19601

Or email: lgerhart@berksencore.org

For questions call **610-374-3195 ext. 228**

All CDC guidelines and protocols at the time of the event will be followed for the health and safety of all participants and attendees.

Sign me up for the 2022 Berks Encore Senior Expo

\$_____ enclosed

☐ Standard Booth

☐ Prime Booth

Business Name: _____

Contact Person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact for Advertising: _____

Phone: _____ Email: _____



Sponsorship Opportunities

Wednesday, October 5, 2022
9 a.m. to 2 p.m.
FirstEnergy Stadium, Reading

Visitor Bag Sponsor – \$4000

- Your name/logo included with title sponsor on up to 1000 bags that will be handed out at entrance.
- Quarter page ad in expo guide.
- Logo on jumbotron.

Volunteer Shirt Sponsor – \$3000

- Prime booth.
- Quarter page ad in expo guide.
- Logo on back of shirt.

Baseball Hat Giveaway Sponsor – \$3000

- Giveaway to first 500 attendees
- Prime booth.
- Quarter page ad in expo guide.
- Logo on hat with Expo logo.

Radio Sponsor – \$2500 (4 available)

- Prime booth.
- Quarter page ad in expo guide.
- 15 minute live interview.

Plaza Sponsor – \$2500

- Prime booth.
- Table tents displayed on tables in the plaza by the stage.
- Quarter page ad in expo guide.
- Logo on jumbotron.

Entertainment Sponsor – \$2500 (two available)

- Prime booth.
- Ad on the jumbotron prior to and after each entertainment act
- Banner behind the stage.
- Quarter page ad in expo guide.

Seminar Sponsor – \$2000

- Opportunity to present a 30 minute educational seminar
- Prime booth
- Quarter page ad in expo guide.

Patron Sponsor – \$1500

- Prime booth.
- Quarter page ad in expo guide.
- Logo on jumbotron with other Patron plus sponsors.

Community Sponsor – \$750

- Sponsorship of a non profit organization.
- Prime booth.
- Eighth page ad in expo guide for non profit group.
- Eighth page ad in expo guide for sponsor.

Prime Booth – \$625

- Location under roof.
- 6' table, 2 chairs.
- Quarter page ad.

Standard Booth – \$495

- 6' table, 2 chairs.
- Eighth page ad.

All sponsorships will also receive benefits that include their name listed in publicity for the event, Berks Encore News promotion, printed materials, and recognition on berksencore.org with a link to your website.

For more information or to claim your sponsorship, contact
Lori Gerhart – lgerhart@berksencore.org – 610-374-3195 ext. 228