

2024 SENIOR EXPO IS MOVING TO THE Berkshire Mall

**Tuesday, October 8, 2024
10 a.m. to 2 p.m.**

**Reserve your booth by July 1
for the Early Bird rate – \$495**

After July 1, 2024 – booth fee is \$625

Booth fee of \$495 must be paid in full by July 1, 2024 for the Early Bird Rate. Payment of \$625 due for booths reserved after July 1. All booths must be paid in full by September 20, 2024. 50% refund for cancellation made before August 31, 2024.

No refunds after September 1, 2024.

Prime booth available for \$850. See reverse side for details.



- Each vendor will receive one 6-foot table and 2 chairs. Tables are not covered. Skirted tables are available for additional \$20.
- Additional 6-foot table is available for a fee of \$30.
- Full color eighth page ad in the EXPO guide (4.89" wide x 2.31" high). Guides will be inserted into the *Reading Eagle* Sunday, Sept. 28, 2024 and available at EXPO.
- Advertising material due by September 6, 2024. PDF or jpg preferred. Submit ad materials to Steph McMahon at smcmahon@berksencore.org.
- All vendors will be listed on berksencore.org on our EXPO page.

- Meet potential customers face-to-face.
- Vendors and sponsors will set up in all common areas of the mall.
- Entertainment by the Sears end of the mall.
- Food Court open for lunch.

Make checks payable to and return to:
Berks Encore
Attn: Lori Gerhart
40 N. 9th St., Reading PA 19601

Email: lgerhart@berksencore.org

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

Sign me up for the 2024 Berks Encore Senior Expo

\$ _____ enclosed Booth Sponsor Skirted Table I Need Electric

Business Name: _____

Contact Person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact for Advertising: _____

Phone: _____ Email: _____



Sponsorship Opportunities

Tuesday, October 8, 2024
10 a.m. to 2 p.m.
Berkshire Mall

Shopping Bag Sponsor – \$5000

- Attendees will be carrying your company logo on 1500 bags handed out at the event
- Booth includes 8' table, 2 chairs. Your choice of prime locations
- Half page ad in EXPO guide. (9.89" wide x 4.75" high)

LIVE Radio Broadcast Sponsor – \$3500

- Talk live with the radio hosts during their broadcast at the event
- Call in opportunity the week before EXPO
- Booth includes 8' table, 2 chairs. Your choice of prime locations
- Half page ad in EXPO guide. (9.89" wide x 4.75" high)

Volunteer Shirt Sponsor – \$2500

- Your logo on the back of the Volunteer shirts printed for EXPO
- Booth includes 8' table, 2 chairs. Your choice of prime locations
- Quarter page ad in EXPO guide. (4.89" wide x 4.75" high)

Entertainment Sponsor – \$2500

- Banner displayed at entertainment area with your logo
- Booth includes 8' table, 2 chairs
- Quarter page ad in EXPO guide. (4.89" wide x 4.75" high)
- Opportunity to introduce entertainment or speak from the stage

Radio Sponsor – \$2000

- 15-minute live interview with radio hosts during event
- Booth includes 8' table, 2 chairs
- Quarter page ad in EXPO guide. (4.89" wide x 4.75" wide)

Relaxation Station Sponsor – \$2000

- Pipe and drape booth area with chairs and complimentary water distribution.
- Booth includes 6' table, 2 chairs. Set up in the relaxation station or your choice of location.
- Eighth page ad in EXPO guide (4.89" wide x 2.31" high)
- Your banner can be hung in the relaxation area.

Fountain Sponsor – \$1500

- Booth includes 6' table, 2 chairs.
- Pipe and drape booth near Boscov's fountain.
- Quarter page ad in EXPO guide (4.89" wide x 4.75" high)

Seminar Sponsor – \$1000

- Booth includes 6' table, 2 chairs
- :30-:45 minute presentation time in private area
- Eighth page ad in EXPO guide (4.89" wide x 2.31" high)
- Signage at seminar room

Map Sponsor – \$1000 (2 available)

- Map of the EXPO layout to be handed out to all attendees. Maps can be available at your booth.
- Your logo on the reverse side of the map.
- Booth includes 6' table, 2 chairs
- Eighth page ad in EXPO guide (4.89" wide x 2.31" high)

Prime Vendor Booth – \$850

- Booth includes 8' table, 2 chairs. Your choice of prime locations.
- Quarter page ad in EXPO guide. (4.98" wide x 4.75" high)

Vendor Booth – \$625

- Fee is \$495 when paid in full by July 1, 2024.
- Booth includes 6' table, 2 chairs
- Eighth page ad in EXPO guide (4.89" wide x 2.31" high)

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