

2024 SENIOR EXPO IS MOVING TO THE  
**Berkshire Mall**



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

**Standard Booth – \$625**

6 ft. table, 2 chairs  
Eighth page ad in EXPO guide (4.89" wide x 2.31" high)

**Prime Booth – \$850**

Choice of prime locations. 8 ft. table, 2 chairs  
Quarter page ad in EXPO guide (4.89" wide x 4.75" high)

*All booths must be paid in full by Sept. 20, 2024.  
50% refund for cancellation before August 31.  
No refunds after Sept. 1.*

- 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](mailto:smcmahon@berksencore.org).
- All vendors will be listed on [berksencore.org](http://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.
- Fitness Demos by the Sears end of the mall.
- Seminars in separate storefront or food court.
- 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](mailto: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

- 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](http://berksencore.org) with a link to your website.

For more information or to claim your sponsorship, contact  
**Lori Gerhart – [lgerhart@berksencore.org](mailto:lgerhart@berksencore.org) – 610-374-3195 ext. 228**