



25th Annual 50+ Festival

Thursday, November 2, 2023

Lebanon Expo Center

11:30 a.m. to 6:30 p.m.

The Festival is designed to provide education, services, entertainment, and resources to Lebanon and surrounding county senior citizens and their families all in one fun-filled day! In some cases, this is information that rarely comes together all in one place. With growing technology, it's so easy for people to turn to the internet for information, but we all know that all on-line sources are not created equal. That face-to-face conversation with a potential client can be irreplaceable and is exactly what the festival provides for our vendors...the opportunity to meet people and make sure they understand who you are and what your business can directly offer them.

Read below for more details on the Festival as well as our sponsorship opportunities. In 2019, we had over 1,500 attendees. We hope you'll consider joining us. Everyone will be required to follow all CDC guidelines. Exhibitors are allowed to make sales at the Festival. We ask that all sales be made at your booth only. Neither food sales nor contract will be allowed. Please refrain from political promotions unless you have a booth designated as such. No one is permitted to promote anything outside of their designated booth area.

Important information regarding the Festival:

Program Book: To be included in program book, Exhibitors must register by October 20, 2023

Hours:

- Sponsors' set-up Wednesday 1:00 – 4:00 PM OR Thursday 8:00 – 11:00 AM.
- Exhibitors' set-up Thursday 8:00 – 11:00 AM.
- Exhibitors to man their booths 10:45 AM – 6:00 PM.
- Exhibitor tear down – 6:30 PM– 8:00 PM

Cost for booths: (Limited Space Available – First come, first served!)

- West Hall & Center Hall: Sponsor Levels Only
- North Hall:
 - Exhibitors: \$350
 - Politicians: \$400
 - Not for Profit: \$175 (proof of status must be provided)
 - Crafters: \$200

Health Screenings: Health Screenings will be set up on a first come, first-served basis. Should your company wish to have a booth in the North Hall and a Health Screening and need additional space for a health screening, please indicate so on your application form and we will contact you to coordinate. There is no additional cost for a Health Screening space.

o Registration Form is Attached or Online Registration via Eventbrite:

<https://tinyurl.com/Lebanon50Festival2023>

50+ Festival Federal Tax ID# 25-1840951



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Sponsorship Levels: Sponsors may set up on Wednesday from 1:00 to 4:00 pm. OR Thursday from 8:30 to 11:00 a.m. Please note that inclusion in Festival marketing will occur beginning 5 days after payment.

Gold Sponsor: \$5,000

- 10' x 20' booth in Center Hall
- Banner on display in East Hall, Center Hall or BINGO area, please deliver your banner to the Expo on Wednesday, November 1st by 10:00 am
- Featured posts on social media weekly end of September through the date of the event
- Logo on Bingo Card
- Full balance of sponsorship due with submission of registration
- Radio Interview during festival

Silver Sponsor: \$3,000

- 10' x 20' or 10 x 10' booth in Center Hall
- Banner on display (please deliver your banner to the Expo on Wednesday, November 1st by 10:00 am)
- Featured posts on social media leading up to the event (at least 4)
- Logo on Bingo Card
- Full balance of sponsorship due with submission of registration
- Radio Interview during festival

Bronze Sponsor: \$1,500

- 10' x 10' booth in Center Hall or Entry to North Hall
- Banner on display (please deliver your banner to the Expo on Wednesday, November 1st by 10:00 am)
- Featured posts on social media leading up to the event (at least 2)
- Logo on Bingo Card
- Full balance of sponsorship due with submission of registration
- Thank you on Live Radio Broadcast during festival.

Media Sponsor: Cost will be negotiated, and promotion will be determined by the amount of sponsorship.

All sponsors will receive shout-outs throughout the day. In addition, we would appreciate it if sponsors could donate give-away items for swag bags. We will need at least 500 items per sponsor. These will need to be picked up no later than Monday of the week of the event. This will be arranged with the committee at a time convenient for both the sponsor and committee member doing pick-up.

Sponsor Deadline is October 20, and all balances are due no later than October 20th.



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We look forward to your participation in the 25th Annual 50+ Festival. Please take a moment to complete the enclosed registration form or the online registration at: <https://tinyurl.com/Lebanon50Festival2023> and return it as soon as possible. If you complete online registration, you may pay by credit card (fees apply) or you will immediately be invoiced for the balance of your booth space or sponsorship level.

If you have any questions, please contact **Stacia Mohr** at Stacia@SmartMarketingMedia.net for **Sponsorships** and **Kay Deaner** at 44memi@gmail.com for **Booths**.

Sincerely,

Cynthia Gartman, CSA
2023 50+ Festival Chairperson

Enclosures: Registration Form & Booth Map

25th Annual 50+ Festival
Sponsor & Exhibitor Registration Form



Thursday, November 2, 2023
11:30 a.m. to 6:30 p.m.

Media Sponsor is Seniors BlueBook of South Central PA

_____ Exhibitor (\$350) _____ Not-for-profit Exhibitor (\$175) [501(c)(3) attached]
_____ Crafter (\$200) _____ Politician/Affiliate (\$400) _____ Sponsor: \$_____ (type)
Agency/Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Authorized Name Printed: _____ Phone: _____

Authorized Signature: _____

Day of Festival Contact: _____ Phone: _____

E-mail* Address: _____

Indicate Booth Number Preference as Indicated Below: _____ 1st _____ 2nd _____ 3rd

Center Hall (booths 1-12, sponsors only) or **North Hall** (booths 13 – 94) Exhibitor pricing in letter. Map Enclosed. **(Not for Profit must be a 501(c)(3) or government agency & proof of qualifying status must be provided.)**

Do you need electricity? _____ Yes _____ No

Do you want us to provide a table for your booth? _____ Yes _____ No

Do you want us to provide a table cover for your table? _____ Yes _____ No

Are you willing to donate a door prize to be awarded from the Festival? _____ Yes _____ No

If yes, please describe the item(s), Min \$50 Value. _____

Deadlines: Sponsor & Exhibitor Final Registration Date – October 20, 2023

ALL MONIES MUST BE PAID IN ADVANCE BY OCTOBER 20, 2023

PAYMENT OPTIONS

For online registration and payment go to <https://tinyurl.com/Lebanon50Festival2023> where you can pay by credit card.

Other Payment options: _____ Check Enclosed _____ Please Send me an Invoice.

Please make checks payable to: Community Health Council - Leb 50+ Fest

Mail to: 50+ Festival c/o Kay Deaner 1055 Alden Way, Lebanon, PA 17042-9237

CONSIDERING OFFERING HEALTH SCREENINGS?

If your organization would like to offer a public no-cost Health Screening, there is no charge for offering that service to the attendees. With your purchased space, you may have a booth in the Center or North Hall **and an additional location in the Health Screening area**. Your Health Screening will be listed in the Program Brochure.

If you would like to offer a Health Screening, please email Cynthia.Gartman@SeniorsBlueBook.com.

Final Notes: A confirmation letter and invoice (if applicable) will be emailed. Your company name and/or logo may be used in Festival Advertising. Please note that all exhibitors and attendees must follow current CDC guidelines at the Festival. We look forward to seeing you in November! Please note our Tax ID Number is through the Community Health Council of Lebanon County and is listed as – 50+ Festival Federal Tax ID # - 184095.

Please note that refunds of registration fees will not be given.

Questions? Contact the Following:

Booths/Exhibitors

Kay Deaner
Booth Coordinator
44memi@gmail.com

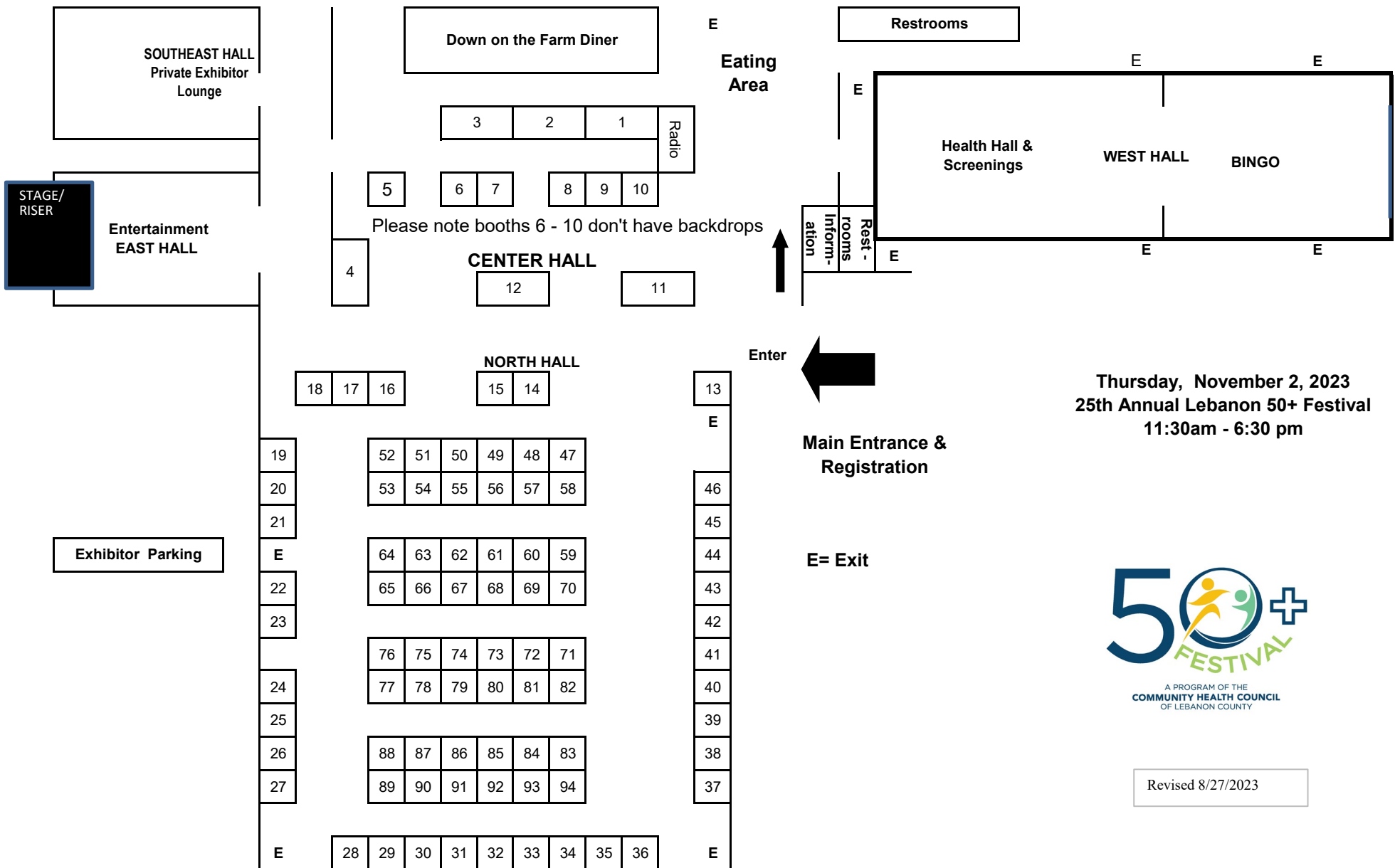
Sponsorships

Stacia Mohr
Festival Vice Chair
stacia@smartmarketingmedia.net

Health Screenings

Cynthia Gartman
Festival Chair
cynthia.gartman@seniorsbluebook.com

Attachment: Festival Booth Map



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Revised 8/27/2023