



SARASOTA SENIOR LIVING EXPO

SARASOTA BRADENTON INTERNATIONAL
CONVENTION CENTER

February
19 & 20

2011

Introduction

ABC 7 and Alderman Oaks LifeCare Services will be presenting the **Sarasota Senior Living Expo 2011** on **Saturday and Sunday, February 19/20, 2011**. The event will be held at the **Sarasota Bradenton International Convention Center (SBICC)** located adjacent to the **Sarasota International Airport**.

Unlike traditional or typical Senior Expos, the **Sarasota Senior Living Expo 2011** will be both a presentation of relevant and timely products, programs, and services through an **estimated 200 Exhibition Booths** (with giveaways, product demonstrations, and screenings) — but also take on a **Conference Purpose** by including a comprehensive schedule of seminars, workshops, and forums to edify and educate those interested in the dynamic changes and future related to those serving the senior population and their support groups.

Scope of Sarasota Senior Living Expo 2011

We envision this year's **Sarasota Senior Living Expo 2011** will establish a foundation for an annual event that will hopefully create **Local, Area, State, Regional, National,** and even **International** interest and impact.

Through the planning and implementation of **Sarasota Senior Living Expo 2011**, we anticipate a cross-section of representation and support including **Education, Government, Manufacturing, Not-For-Profit,** and other **Providers of Products and Services**.

We envision both **short-term and long-term impact on the economy** as we will work with the **Chambers, Economic Development Organizations, Tourism Departments,** and **Workforce Groups**, as our area becomes the focal point of initiatives related to **Seniors, their Support Groups,** and all aspects of the **Health Care Industry**.

Goal of Sarasota Senior Living Expo 2011

Our goal is to foster significant economic and social impact as Sarasota is fast becoming the epicenter of senior market products and services.

We estimate attendance of **8,000 to 12,000 individuals** who will visit the **Exhibition Booths,** attend the **Program Presentations,** and **Educational Seminars, Workshops, and Forums**.

We expect that a **few hundred additional professionals** from the health care industry and businesses/organizations targeting the **Senior Market** will be actively involved in the overall implementation of the event.



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Ticketing:

- ☐ \$3 Advanced Price at area Walgreens Stores
- ☐ \$5 Online or at Door on Days of Event (Online Ticket Purchases Can be Printed from Website)

Date/Time:

☐ Friday, February 18, 2011

- 8:30 AM to 1:30 PM - Booth Vendor Setup in SBICC Main Expo Hall
- 1:30 PM to 5:00 PM - Sponsor Booths Setup in SBICC Main Expo Hall
- 1:00 PM to 5:00 PM - Educational Forums Off-Site (Area College)
- 7:00 PM to 9:00 PM - Major Sponsor Networking Reception (Area Hotel)

☐ Saturday, February 19, 2011

- 10:00 AM to 5:00 PM - Sponsor Booths in Main Conference Center, Program Presentations in Breakout Rooms (Conference Room 1/2, World Map Room, and Gold Room) at SBICC

☐ Sunday, February 20, 2011

- 10:00 AM to 5:00 PM - Sponsor Booths in Main Conference Center, Program Presentation in Breakout Rooms (Conference Room 1/2, World Map Room, and Gold Room) at SBICC
- 5:00 PM to 6:00 PM - Exhibition Booth Breakdown

Location

**Sarasota Bradenton International Convention Center
8005 15th Street East, Sarasota, FL 34243**



**8005 15th Street East
Sarasota, Florida 34243**

**(800) 355-9161
(941) 355-9161
Fax (941) 355-9163**

www.sbicc.net



Host Hotel

**Holiday Inn Sarasota-Airport
8009 15 St East, Sarasota, FL 34243
1-877-859-5095
941-355-9000
www.hisrq.com**

**Note: There will be a complete listing
and website links to area hotels/motels**





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Sponsorship Levels

Type of Sponsor	Dollar Amount or Service in Kind
Major Sponsor (Walgreens) Retail Ticket Distribution - Over 40 Stores 1-20' Booth	Major Sponsors will receive special treatment: ABC 7 Advertising, Exhibition Booth Space and Placement, Internet Presence and Promotion, PR, etc.
Major Sponsor - TBD - VIP Reception at Holiday Inn Airport-Sarasota (Estimated Cost of \$10,000) Friday Evening (February 18) 1-20' Booth	Will host and help promote VIP Networking Reception. Major Sponsors will receive special treatment: ABC 7 Advertising, Exhibition Booth Space and Placement, Internet Presence and Promotion, PR, etc.
2 Major Sponsors @ \$10,000 (TBD) 1-20' Booth Each	Major Sponsors will receive special treatment: ABC 7 Advertising, Exhibition Booth Space and Placement, Internet Presence and Promotion, PR, etc.
2 Presenting Sponsors (ABC7 and Alderman Oaks) 1-20' Booth Each	
Key Sponsors (1-20' Booth Each)	\$1,500 - Plus Breakout Presentation (If Applicable) \$4,000 - With ABC 7 TV Package Contact ABC 7 Marketing Consultant for more information about TV Packages Key Sponsors will receive special treatment: Advertising, Exhibition Booth Space and Placement, Internet Presence and Promotion, PR, etc.
For-Profit Organization (1-10' Booth Each)	\$500.00 \$2,500 - With ABC 7 TV Package Contact ABC 7 Marketing Consultant for more information about TV Packages
Not-For-Profit Organization (1-10' Booth Each)	\$250.00
Special Program in Cooperation with College or University	Educational Institution or Not-For-Profit Organizations will provide venue, speaker, and marketing support for program during the week prior to the event. Program will receive special treatment: Advertising, Internet Presence and Promotion, PR, etc. Booth Space to be Discussed.



Possible Topics For Program Presentations

Aging in Place

- Companion Care
- Home Health Care
- Assisted Devices and Technologies

Care Giving Issues and Resources

Dollars and Sense

- Real Estate
- Financial Planning
- Identity Theft
- Frauds and Scams
- Legal Services
- Long Term Care Insurance
- VA
- Medicaid Planning
- Medicare Programs

End of Life

- Hospice
- Funeral Arrangements

Government Affairs

- City
- County
- State
- National

Housing

- Independent Living
- Assisted living/Memory Care
- Skilled Nursing
- New Concepts

Leisure Time

- Senior Theater
- Senior Friendship Centers
- Silver Foxes
- Sarasota Senior Softball
- Laughter Unlimited
- Arts, Travel and Entertainment

Lifelong Learning

Health and Wellness

- Diet
- Exercise
- Falls Prevention
- Medications
- Mental Awareness and Health

Looking to the Future

- Sarasota Institute for the Ages
- Roskamp Institute (Alzheimer Research)
- Universal Design
- Retirement and Change

Seniors in the Workplace

Senior Services

- Bill Paying
- Counseling
- Moving
- Geriatric Care Managers
- Adult Day Care

Social Services

- JFCS
- Lutheran Services
- Senior Friendship Centers

Transportation

- iTN
- FISH
- SCAT Plus

Volunteer Opportunities



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Sampling of Targeted Participants, Sponsors, and Supporters of Sarasota Senior Living Expo

ABC 7

Alderman Oaks Retirement Center & LifeCare Services
Arts & Entertainment Community
Building Industry
Churches/Ministries
City Alliance of Sarasota
City of Bradenton
City of Sarasota
Coalition of City Neighborhood Associations
Colleges/Universities (State College of Florida Manatee/Sarasota, University of South Florida Sarasota/Manatee)
Community Foundation of Sarasota County
Downtown Improvement District (DID)
Downtown Sarasota Alliance (DSA)
Downtown Sarasota Condo Association (DSCA)
Downtown Sarasota Council (DSA)
Economic Development Council (Manatee)
Economic Development Corporation (Sarasota County)
Financial Services
Food Service
Financial Community
Gulf Coast Community Foundation of Venice
Health Care Associations
Holiday Inn Airport
Hospitality Industry
Hospitals
Internet Organizations
ITN Sarasota
Jewish Family & Children's Services
Legal Profession
Manufacturing (International/National/Regional/Local)
Manatee Chamber of Commerce
Media (Print/Radio/TV)
Medical Community
Real Estate Industry
Realize Bradenton
Research (Health Care)
Retirement Facilities (Independent/Assisted Living/Nursing Care/Rehab)
Roskamp Institute
Sarasota Bradenton International Convention Center
Sarasota Convention Visitors Bureau
Sarasota Herald Tribune
Sarasota Magazine
Sarasota County Aging Network (SCAN)
SCOPE
Senior Friendship Centers
SRQ Magazine
Suncoast Workforce
Technologies
The Greater Sarasota Chamber of Commerce
The Observer Group



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Examples of Marketing Support for Sarasota Senior Living Expo 2011

- **Major TV Advertising Campaign by ABC 7**
- **Print/Internet Advertising with Key Media Organizations**
- **Internet Presence & Promotion (www.sarasotaseniorliving.com) and Email Blasts**
- **Radio Advertising**
- **Internet Links Email Blasts with Other Organizations**
- **Posters, Flyers, and Direct Mailings**
- **Executive Briefings and Showcases**
- **PR Releases**

Contact Information for Sarasota Senior Living Expo

Don Fitts

Executive Director, Sarasota Senior Living Expo 2011

Mailing Address:

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Mobile: (941) 809-7298
Email: donf@aldermanoaks.com
Website: www.aldermanoaks.com**

Vann Smith

Director of Sales, Sarasota Senior Living Expo 2011

Mailing Address:

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Sarasota, FL 34236
(941) 552-3046
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Website: www.mysuncoast.com**

Karen Cadou

Director of Administration, Sarasota Senior Living Expo 2011

Mailing Address:

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