



SUN CITY WEST

SENIOR EXPO

INDEPENDENT NEWSMEDIA

**EARLY BIRD
SPECIAL**

Reserve your spot by
July 31 and your logo
will be included in
our house ads.

You are invited to participate in
the Sun City West Senior Expo

Tuesday, October 29, 2019 • 9a.m. – Noon

R.H. Johnson Recreation Center

19803 R.H. Johnson Blvd., Sun City West, AZ 85375

Sun City West Senior Expo has it all!

It's the premier senior health and lifestyle expo that displays the most exciting and comprehensive range of products and services related to retirement and improved lifestyle. If you're an expert who can make life healthier, wealthier and happier for seniors, caregivers and their families, join us!

This is our 11th expo celebrating and engaging our communities.

Hosted by:

SUN CITY WEST



Reserve Today

Contact Barb at 623-208-7866 or bwandling@newszap.com



Presenting Sponsorship

- Reach 94,000 print readers
- Reach 1,600+ daily E-newsletter subscribers
- Receive 100,000+ digital ad impressions on Yourvalley.net
- Get 365 days of top of mind awareness with West Valley Scenic Calendar
- Meet 1,000+ expo attendees

Presenting Sponsorship includes

- Premier event placement (up to 3 tables)
- Free electrical access
- “Live” business announcements: Four 30-second promotions at the event
- One full page color ad in the Oct. 23 Special Sun City West Senior Expo Section (3 pubs) Sun City West Independent, Surprise Today, Daily News-Sun
- Two full page ads in the Sun City West Independent (Expires Nov. 2019)
- Full page advertorial in Daily News-Sun & Sun Life Magazine (expires Dec. 2019)
- Marketing Inclusion: Logo is inclusive in all print & digital house ads (8 weeks)
- Digital leaderboard ad on Yourvalley.net (100,000 impressions)
- Daily News-Sun E-Newsletter ad to 1,600-plus daily subscribers, for 2 weeks (expires Dec. 2019)
- Presenting sponsor information in all press releases & marketing materials.
- Back cover advertisement & logo throughout in the annual West Valley Scenic Calendar

Investment: \$5,000 (Value \$11,228)



Back cover of calendar



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Premier Sponsorship

- Reach 94,000 print readers
- Receive 50,000+ digital ad impressions on Yourvalley.net
- 365 days of top of mind awareness with West Valley Scenic Calendar
- Meet 1,000+ expo attendees

Premier Sponsorship includes

- Prime placement at the event (up to 2 tables)
- Free electrical access
- “Live” business announcements: Two 30-second promotions at the event
- One half page color ad in the Oct. 23 Special Sun City West Senior Expo Section (3 pubs) Sun City West Independent, Surprise Today, Daily News-Sun
- Two half page ads in the Sun City West Independent (Expires Nov. 2019)
- Marketing Inclusion: Logo is inclusive in all print & digital house ads (8 weeks)
- Digital leaderboard ad on Yourvalley.net (50,000 impressions)
- Full banner strip ad in the annual West Valley Scenic Calendar on one month page

Investment: \$2,500 (Value \$6,804)



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Business Sponsorship

- Reach 94,000 print readers
- Receive 30,000+ digital ad impressions on Yourvalley.net
- 365 days of top of mind awareness with West Valley Scenic Calendar
- Meet 1000+ expo attendees

Business Sponsorship includes

- Table placement at the event
- Free electrical access
- One quarter page color ad in the Oct. 23 Special Sun City West Senior Expo Section (3 pubs) Sun City West Independent, Surprise Today, Daily News-Sun
- Two Quarter page ads in the Sun City West Independent (Expires Nov. 2019)
- Marketing Inclusion: Listing is inclusive in all print & digital house ads (8 weeks)
- Digital leaderboard ad on Yourvalley.net (30,000 impressions)
- Half banner strip ad in the annual West Valley Scenic Calendar on one month page

Investment: \$1,500 (Value \$3,466)



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Table Sponsorship

- Reach 94,000 print readers
- Receive 20,000+ digital ad impressions on Yourvalley.net
- Meet 1000+ expo attendees

Table Sponsorship includes

- Table placement at the event
- One eighth page color ad in the Oct. 23 Special Sun City West Senior Expo Section (3 pubs) Sun City West Independent, Surprise Today, Daily News-Sun
- Digital ad impressions on Yourvalley.net (20,000 impressions)

Investment: \$550 (Value \$1,327)



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Senior Expo Sign Up Form

Tuesday, October 29, 2019 • 9am–Noon
R.H. Johnson Recreation Center



Company Name _____

Business Classification _____

Address _____

Email _____ Phone _____

Contact _____

Sponsorship Package _____

Electrical Access Needed Add \$25 **Certificate of Insurance Provided** *Required for attendance*

Raffle _____ **Number of Chairs Needed** _____

List items you will bring to the expo _____

Special Section Ad **Must be completed by Wednesday, October 16, 2019**

Camera Ready: Ad must be completed for print. Use high resolution art. Color must be CMYK and proper sized.

Needs Creative Design: Provide clear logos, photos and images

Expo Payments **Due by Monday, October 14, 2019**

Check Payable to Independent Newsmedia. Submit to 177220 N. Boswell Blvd., Ste. 101, Sun City, AZ 85373

Credit Card Contact your rep or Kathleen at 623-445-2814

Advertising may not be used in exchange of current advertising programs within Independent Newsmedia. The sponsorship costs are in addition to current commitments with Independent Newsmedia.

I certify that I understand the above statement and all information provided is accurate and hereby authorize Independent Newsmedia, Inc., USA, to reserve a spot at the Sun City West Senior Expo, 9a.m.–Noon, Oct. 29, 2019 at R.H. Johnson Recreation Center.

Authorized Signature: _____

Sale Rep Signature: _____

For details contact Barb at 623-208-7866 or bwandling@newszap.com