



WELLS COUNTY COUNCIL ON AGING

Dear Business Leader,

We invite you to participate in our Annual Senior Citizen Expo at the Bluffton Wells County 4-H Park Community Building. Attendance is typically over eleven hundred senior citizens and family members at this event.

By being a participant, you will be able to rent space for your business display. Exhibitor space is affordable and places the exhibitor before hundreds of potential clients. Not-for-profits also use this venue for effectively educating the public of their mission and recruiting community support. This is a great opportunity to share information and/or a sample of your product with senior citizens of Wells County and surrounding areas. This expo will give you the opportunity to explain how your business can be of service to this select group.

Part of the key to attracting seniors to the Expo is through the provision of free gifts and/or other ideas that will bring the public to the event, and, to your booth. So please plan to pass out free gifts, informational brochures, etc. Some ideas include pens, reusable grocery bags, and other items that could advertise your business; or offer a drawing for a special gift; or offer a discount coupon redeemable towards your product. Any reasonable idea that will encourage people to visit the Expo, and especially your booth and business, is important!

An easy way to ensure face time with the patrons is to participate in our **Gold Star Passport Program!** A Passport is distributed to all the patrons as they enter the Expo, when they visit your Passport booth you will have an opportunity to engage with them and 'stamp' their passport. Once they have completed the passport, they are entered into a drawing to win Chamber of Commerce "Chamber Bucks" that can be used at various local merchants.

The show floor is professionally designed. The booth spaces measure 8' x 10' and includes a back-wall drape, a side rail drape, two folding chairs, one 8' topped/skirted table and a 7" x 44" exhibitor identification sign. The color scheme will be blue and red. Electricity will be dropped from the ceiling and will be accessible by extension cord (bring your own) for each booth. If you do not plan to use a mat or carpeting to cover the extension cord, a Wells County Council on Aging representative will be on site and will provide Gaffer's tape to secure the cords.

We make every attempt to adequately advertise for this event. Expo information is distributed to local television stations; The News-Banner; The Advertiser of Wells & Adams Counties; The Huntington County TAB paper, flyers in Wells County businesses and in our public transportation vehicles; signs on the exterior of public transportation vehicles that travel throughout Adams, Huntington, Allen, Grant, and Wells Counties; and very visible signs throughout the area in place the day of the Expo encouraging people to attend.

Your business participation will make the Expo a great event! Please complete the registration form and return it to our office. **Please include your payment with the registration form** and remember; space is limited. We hope to be hearing from you very soon.

Sincerely,

Betsy Collier

Betsy Collier
Senior Expo Event Coordinator
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