



WELLS COUNTY
COUNCIL ON AGING

Senior Citizens Expo

Thursday, October 6
9 am – 2 pm
Wells County 4-H Community Building
1240 4-H Road, Bluffton, IN

After a several year break due to COVID concerns we are excited to announce this year's Senior Citizen Expo! In 2019 the Expo attracted over eleven hundred senior citizens and family members to our event. We expect our 2022 Expo to be another enormous success!

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 wonderful opportunity to share information and/or a sample of your product with senior citizens of Wells County and surrounding area.

A key part to attracting seniors to the Expo is through the provision of free items. Please plan to pass out items such as pens, reusable grocery bags, items that advertise your business, informational brochures, offer a drawing for a special gift, a discount coupon redeemable towards your product, etc. Any reasonable idea that will encourage people to visit the expo, and especially your booth and business, is important!

An effortless way to ensure face time with the patrons is to participate in our **Gold Star Passport Program!** We hand out passports to all the patrons who attend the Expo. Passport Program sponsors are listed on the passport. Expo patrons will go around to each booth and get a 'stamp' on their passport from each sponsor, this encourages patrons to stop at your booth and learn about your business. 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 will measure 8' x 10' and include 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.

Information regarding the Expo will be submitted to local television stations; The Bluffton News-Banner; The Advertiser of Wells & Adams Counties; The Huntington County TAB paper, flyers in Wells County businesses, in and on the exterior of our public transportation vehicles that travel throughout Allen, Huntington, Adams, 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 magnificent event! Please complete the attached registration form and return it to our office at: 225 Water Street, Bluffton, IN or email to the address below. **Please include your payment with the registration form.** We appreciate your support – See you at the Expo!!

Contact Susie at the Wells County Council on Aging
for more information
260-824-1070 or Susie@CouncilOnAgingInc.com