



## BOOMERS AND SENIORS EXPO



**THURSDAY**

February 28, 2019

9am - 4pm

RP FUNDING CENTER

Life Expo is the premier resource for all things important to seniors and baby boomers – **health & wellness, health screenings, assisted living, real estate, travel, financial planning, shopping (jewelry, fashion, accessories, items for the home) food, entertainment, fitness and more.**

## VENDOR BENEFITS & BOOTH OPPORTUNITIES:

### ALL VENDORS WILL RECEIVE, AS PART OF THEIR BOOTH PACKAGE:

- ~ An 8-foot skirted table & 2 chairs for each 10x10 space. The back of the booth is 8' high black pipe & drape. The side panels are 3' high. Booths are held with a signed contract and a 50% deposit.
- ~ A 1/6 page full-color ad in the Life Expo special section publication distributed on Sunday February 24, 2019 in The Ledger and The News Chief.
- ~ The Life Expo special section will be available at event on February 28, 2019 for all attendees.
- ~ Vendors will receive a listing on the Life website. Within the business summary, the vendor can include their logo or a photo and a link to their website. This information will also remain on the Life Expo website for one full year.

- **Advertising and Promotion Power** – The Ledger reaches 46,000 Polk County adults 50+ with household income greater than \$50,000. These adults are active with over 24,000 who are into fitness and healthy eating and nearly 90,000 who bike, jog, play tennis and other outdoor activities.\*
- **The Ledger / News Chief** – Full color ads in our print product several times a week.
- **Polk Life** – Full color promotional event ads in the Polk Life Magazine.
- **Editorial Coverage** – In The Ledger, News Chief, Polk Voice and Polk Life.
- **Polk Voice** – Full color promotional event ads in Polk Voice which reaches over 91,000 non-subscribers.
- **Online ad campaign on TheLedger.com and in the Tampa and Orlando DMA** – To include various ad sizes over multiple digital platforms
- **Social Media Campaign on TheLedger.com**
- **Digital Billboards**

### BOOTH PRICING:

10x10.....	\$745
10x20.....	\$1,305
20x20.....	\$1,865
20x30.....	\$2,425

**For more information contact your Sale Representative or call 863-802-7412**

The Ledger  events

\* Source: Scarborough Feb 2015-Jan 2017