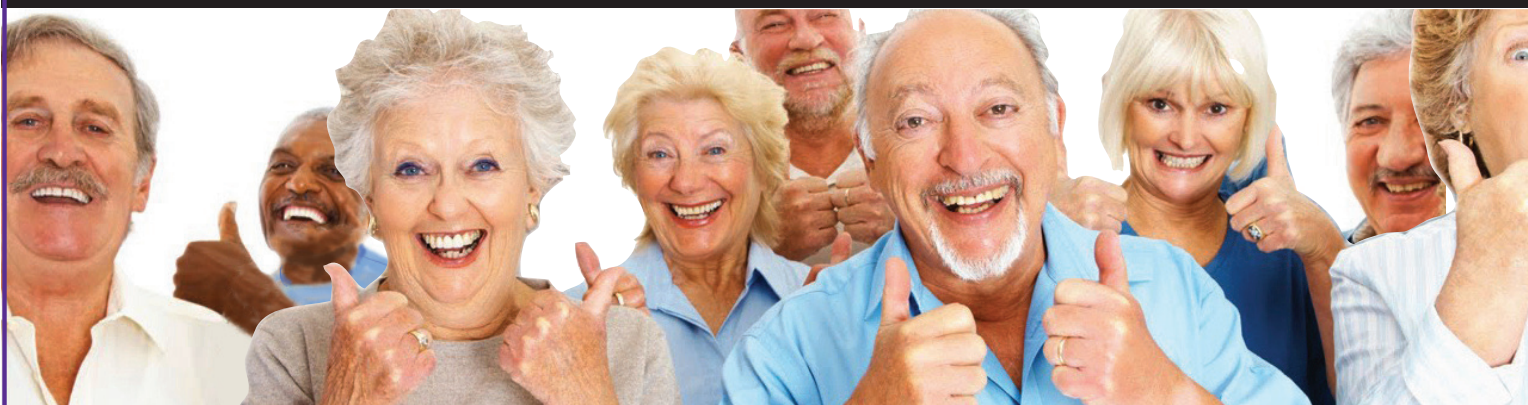


2nd Annual BOOMERAMA Eugene



The 2nd Annual Eugene BOOMERAMA 50+ Health & Age-Less Living Expo!!!

Exhibit in one of the Northwest's largest and most engaged Baby Boomer & Senior markets

- BOOMERAMA Treasure Hunt will be giving away trips to any Hilton Resort or Hotel, as well as many other prizes and giveaways.
- We have engaged the help of community organizations throughout Lane County.
- Top notch Educational Seminars & Demonstrations to bring more attendance (moved to the Atrium and Front Classrooms.)
- We have built strategic partnerships with KVAL-CBS, The Register Guard, The Lane Senior Guide, multiple radio and much more to drive attendance.
- Increased advertising and show marketing budgets for 2020 as compared to previous shows – we are investing in show growth and wow factor!

Show Features

- Educational Seminars & Demonstrations in the Atrium and classrooms
- The BOOMERAMA Treasure Hunt, Sponsored by Travel Perks Dream Vacations and Hilton Hotels
- The BOOMERAMA Beauty Bar is back by popular demand
- Tea Sampling and Gardening Zone in the Atrium Room
- Live radio and television interviews and drawings all day

FREE ADMISSION

SATURDAY, May 16TH 2020
10:00 am to 4:00 pm

Lane Events Center / Performance Hall & Atrium
796 W 13th Ave Eugene, OR 97402



The Register-Guard

EUGENE
Weekly

The Lane
Senior Guide

LaneSeniorGuide.org

Northwest
50
Plus

KEED
CLASSIC
COUNTRY AM 1450
FM 104.3

Classic Hits
KKNX
AM 840 & FM 105.1



www.Boomerama.com

2nd Annual BOOMERAMA Eugene

EXHIBITOR INFORMATION

MARKETING & ADVERTISING

Targeting Eugene baby boomers, seniors and their families

- We have increased our 2020 marketing budget by 50% and are engaging multiple in-kind marketing partnerships. (Valued at an additional \$5,000.00+) with many local community organizations, publications and Businesses.)
- Our main Media outlets include, but are not limited to Local T.V./News Stations, NW 50 Plus Magazine, The Lane Senior Guide, The Register Guard, Eugene Weekly, Multiple Radio Stations, Downtown Banners and Billboards, Bus Advertising, Facebook, Instagram, multiple press releases and much more.
- Additional marketing efforts include targeted monthly email blasts to over 30,000 Lane County residents ages 50 and over. Targeted bi-weekly Facebook ads that reach over 20,000 Lane County Residents (starting 2 months prior to show.)
- We have engaged the help of community organizations and assisted living facilities.
- Ask how to UPGRADE your exhibitor experience with custom sponsorships, Treasure Hunt sponsorship and more.

INFORMATION FOR EXHIBITORS

What's in it for you? Face to Face exposure with the largest and wealthiest demographic on the planet. More than that, did you know that by the year 2020, 1 out of 5 Oregon residents will be 65 or older. A great way to insure that your company secures as much Boomer business as it can, is to participate in The BOOMERAMA 50+ Health & Age Less Living Expo. BOOMERAMA is a unique and affordable live marketing opportunity designed to jump start sales, win "new" and "loyal" customers, while boosting your companies profits for years to come. Save time and valuable resources by engaging this target market one-on-one in a relaxed, face to face environment free from daily interruptions.

BOOTH PRICING INFORMATION

CORNER EXHIBITOR BOOTH

**\$499 - CENTRAL
OREGON**
\$499 - EUGENE
\$499 - CLARK COUNTY

501(C)(3) NON-PROFIT BOOTH

\$299

All applicants must present verification of 501(3)(c) business registration. Above price good for "inline" booths only. Add \$50.00 (total \$349.00) to upgrade to a premium corner booth.

IN-LINE EXHIBITOR BOOTH

**\$449 - CENTRAL
OREGON**
\$449 - EUGENE
\$449 - CLARK COUNTY

SHOW DATES

Central OR - Sat., Sept 12th, 2020

Eugene - Sat., May 16th, 2020

Clark County, WA - Sat., Oct 3rd,
2020

PAYMENT OPTIONS

STANDARD PAYMENT PLAN

50% Deposit due within 10 business days
of signing of exhibitor contract. Remaining
50% due 30 days prior to expo.

MULTI SHOW DISCOUNT

When exhibiting in multiple show
locations, exhibitors may subtract \$25 off
each 10x10 booth space. This offer may
combine with all applicable discounts for
a larger savings.

www.Boomerama.com

2nd Annual BOOMERAMA Eugene



*Thanks to **BOOMERAMA**, our team was able to educate more people on the benefits of regenerative medicine. This event was great for our patient demographic. We can't wait to come back next year!*

AMBER P.

Manager, Pain Relief Partners

*The Alexander Bend is a 55+ active living community that sponsored the first Boomerama 50+ Expo at the Deschutes County Fairgrounds in Redmond. As a result of the partnership, we met a couple that reserved one of our beautiful apartments and **cultivated many more solid leads moving forward**. The Alexander Bend will open June 2019.*

JUDY W.

Exhibitor/Sponsor 2018

***BOOMERAMA was perfect for our demographic.** My team exceeded our sales goals and got several leads to follow up with. Our table was one of the busiest tables there. In fact there were several times all three of us working the booth were too busy to talk with people. We were so impressed about how **BOOMERAMA** went for us we are signed up for Eugene and Central Oregon again next year. Definitely worth doing again. Thanks again for allowing us in.*

JACKIE C.

My Daily Choice/ Exhibitor 2018

*Thank you Boomerama coordinators for a **well-executed show!** We had many great conversations and I made some **new friendships** Saturday!*

ERIC B

Exhibitor 2019

*It was great. We had great participation and coverage. **So many people came through** that had so many questions. **Glad we could help all those people.***

JASON S.

Exhibitor 2019

***The expo worked great for me.** Having the full booth to myself turned out great, so I was able to bring my full stock of wigs and toppers, and have personal conversations with women who needed help with their hair challenges.*

JENNIFER D.

Exhibitor 2019

Lots of fun!** Talked with many people about the services that we provide for our seniors in the community. Many seniors took brochures and said that even if they didn't need services at this moment, they may need us in the future. **Look forward to doing it again next year!

SHEILA W.

Exhibitor 2019

*My Girlfriends and I had such a great time playing the **BOOMERAMA Treasure Hunt**. I had never won anything in my life until now.*

CINDY P.

Attendee/Treasure Hunt Runner Up

2nd Annual BOOMERAMA Eugene

SPONSORSHIP INFORMATION



**Platinum
Level**

**PLATINUM TITLE
SPONSOR
\$5,000**



**GOLD
SPONSOR**

**GOLD TITLE
SPONSOR
\$3,500**



**SILVER
SPONSOR**

**SILVER TITLE
SPONSOR
\$2,000**

- 20x20 Booth placement with prime expo floor location
- 2 Tables and 4 chairs
- Prominent Placement of name and company logo headlined in all print advertising campaigns
- Print ads in newspaper and print magazines including bulletins, billboards, etc.
- Name and company logo included in all mentions utilizing radio/television/internet marketing
- Name and company logo on all aisle banners/main placement
- Prime logo placement on website homepage with hyperlink
- Email blast each month to 10,000+ Boomers
- Prime logo placement on show guides and tickets
- Full page ad in show guide
- Placement on two Entrance Banners at the expo
- Name and logo on banners prominently featured at registration tables
- Attendee database
- Logo/Promotional product featured on/in 700 show/swag bags
- Social Media Highlight Package**
- Name and/or Logo featured in Print Advertising Campaign and on 25K Flyers & Posters
- Stop on BOOMERAMA Treasure Hunt Map

Open to one company only

See website for 2019 sponsorship details.
www.boomerama.com/sponsor

"The Alexander Bend is a 55+ active living community that sponsored the first Boomerama 50+ Expo at the Deschutes County Fairgrounds in Redmond. As a result of the partnership, we met a couple that reserved one of our beautiful apartments and cultivated many more solid leads moving forward. The Alexander Bend will open June 2019."

JUDY W.

Exhibitor/Sponsor 2018

- 10x20 Booth placement with prime expo floor location
- 2 Tables and 4 chairs
- Prominent Placement of name and company logo headlined in all print advertising campaigns
- Print ads in newspaper and print magazines including bulletins, billboards, etc.
- Name and company logo included in all mentions utilizing radio/television/internet marketing
- Name and company logo on aisle banners
- Logo placement on website homepage with hyperlink
- Email blast each month to 10,000+ Boomers
- Logo placement on all show guides and tickets
- Half page ad in show guide
- Logo/Promotional product featured on/in 700 show/swag bags
- Stop on BOOMERAMA Treasure Hunt Map
- Name and/or Logo featured in Print Advertising Campaign and on 25K Flyers & Posters

Open to three companies only



**BOOMERAMA
TREASURE HUNT
SPONSORSHIP
\$700**

- Your Company Name and Logo on BOOMERAMA Treasure Hunt Map
- Your Company as a "MUST STOP" location on the Treasure Hunt Map
- 10x10 Premium Booth Placement
- 1 Table, 2 Chairs, 2 Name Badges, Company ID Sign
- Company Logo & Hyperlink on www.boomerama.com
- Promotional Item and flyer in Expo Bags
- Company Logo on the BOOMERAMA Treasure Hunt Page in show guide
- Special Booth Signage indicating "A Must Stop Company"

- 10x10 Booth placement with prime expo floor location
- 1 Table and 2 chairs
- Prominent Placement of name and company logo headlined in all print advertising campaigns
- Print ads in newspaper and print magazines including bulletins, billboards, etc.
- Logo placement on website homepage with hyperlink
- Small logo placement on all show guides and tickets
- Qtr. page ad in show guide
- Name and/or Logo featured in Print Advertising Campaign and on 25K Flyers & Posters
- Logo/Promotional product featured on/in 700 show/swag bags

Open to five companies only



**MASSAGE
& RELAXATION LOUNGE
SPONSORSHIP
\$2,500**

- Sponsorship Sign on easel at Lounge entrance
- Flyers/Business Cards placed throughout lounge
- 10x10 Premium Booth Placement on show floor (separate from lounge)
- 1 Table, 2 Chairs, 2 Name Badges, Company ID Sign
- Company Logo and Hyperlink on www.boomerama.com
- Promotional Item and flyer in Expo Bags
- Name and/or Logo featured in Print Advertising Campaign and on 25K Flyers & Posters
- Mention on radio ads
- Half Page Ad in Expo Show Guide
- Stop on BOOMERAMA Treasure Hunt Map
- Sponsorship Signage throughout Venue
- Masseuses will wear sponsor branded clothing when working in lounge (shirt, Hats, etc.)

www.Boomerama.com