



Senior Resource Fair News

Michiana Gerontology Institute—Marketing Committee—Senior Resource Fair Committee

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HAVE YOU REGISTERED FOR THE EVENT?

Saturday, April 30, 2016 is the date for the next Senior Resource Fair! Be sure to mark your calendars with these IMPORTANT DATES!

- Sponsorship registrations must be received by MGI no later than March 15, 2016 to be named in PR and advertisements.
- Booth registrations must be received by MGI no later than March 15, 2016 .
- All sponsorships and booth spaces must be PAID FOR no later than March 15, 2016 or will be billed at the higher fee noted in contract.

Booth space fees which are not paid will result in the company/organization not being mentioned in the NEW Senior Resource Fair Schedule of Events booklet (includes # Booth and the vendor, all entertainment and other activities) which will be given to each attendee. Unpaid vendors will not be mentioned in the **big** SOUTH BEND TRIBUNE advertisement that is printed just before the event.

Questions about fees, due dates, and sponsorships should be directed to Pat Adams at

padams@hcc-nd.edu

FEATURED ENTERTAINMENT THIS YEAR!!

“Everyone loves to laugh! So we’re bringing in an internationally-known comedian who has a strong local following! Jimmy Walker, remembered for his portrayal of James Evans, Jr., the oldest son of Florida and James Evans, Sr. on the CBS television series Good Times, will perform a family-friendly comedy show at Noon on Saturday, April 30, 2016, at the Senior Resource Fair,” said Malana Maher, co-chair of the Michiana Gerontology Institute.

Walker will also be signing books after his performance. Platinum Sponsor American Senior Communities was the first Platinum Sponsor to register for this event, so they will host Walker in their exhibit space.

Other entertainment this year includes father and son accoustical soft rock and country music (Dad is lead guitarist for the Dani Jamerson Band which opens for Lady Antebellum), a magician, and “Elvis!”





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Gerontology
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BAGS, BOOKLETS & POSTERS

Again this year, all attendees will receive a BAG as they enter the exhibit hall. They will also receive the Senior Resource Fair Schedule of Events booklet. Posters identifying sponsors and entertainment schedule will be placed throughout the exhibit hall.

MEDIA BUY FOR THE 2016 EVENT

The Senior Resource Fair team has committed to more than \$13K to promotions for this year's event! There will be television ads on WSBT, WNDU, and CW, radio ads on Sunny 101.5 and 94.3, print ads in Senior Life, Today's Catholic, and the South Bend Tribune.

The event is already posted on Community Online Calendars for local television and radio stations, the South Bend Tribune's "In The Bend," and others. We're expecting a BIG CROWD!

SCREENINGS!!!

If you will offer screenings of any kind at the 2016 Senior Resource Fair—contact Jan Kostielney at jankostielney@comfortkeepers.com with details on those screenings as soon as possible. We will get the information to potential attendees via our website and social media as well as our NEW Senior Resource Fair Schedule of Events booklet.

WHAT TO EXPECT BEFORE THE EVENT

- ◆ Booth registrations and payments **MUST** be received by March 15th to secure the **LOWER** fee. Registrations received after 3-15-16 will be billed at the higher rate. If you need a registration packet, send an email to jankostielney@comfortkeepers.com. If you need to REGISTER, go to our website www.mgi-hcc.org. Online registration is up and running! You can either pay the fee online via credit card or you can request an invoice be sent to you. It will arrive in your mailbox moments after you submit your registration.
- ◆ **SPONSORS**—PLEASE SEND US YOUR LOGO ASAP? THANKS!
- ◆ All registered vendors will receive—via email—some materials they can use to promote their presence at the Senior Resource Fair.
 - ◆ A 'save the date' ad which can be used in email, on Facebook, LinkedIn and other social media; this ad is intended for potential attendees.
 - ◆ A 3-up 'save the date' ad which is intended to be mailed in a business envelope—with utility bills, invoices, letters, etc. There is a back side to this ad—you decide whether or not to print both sides. This ad, too, is intended for potential attendees.
- ◆ The March issue of Senior Life (comes out the end of February) will include an ad for the Senior Resource Fair. The April issue, which comes out the end of March, will also include an ad for the event as well as an article.
- ◆ Television and radio ads will run the week prior to the event.
- ◆ A **LARGE** ad will run in the South Bend Tribune just before the event—all vendors and sponsors will be listed!
- ◆ If you'd like a copy of the spreadsheet showing when and where ads will appear, send an email to jankostielney@comfortkeepers.com.
- ◆ We won't know if we can set up on Friday until a couple weeks before the event. As soon as we know, we'll tell YOU!
- ◆ A list of all sponsors will be on the MGI website.