



Aug 9, 2023  
8:30 am - 4 pm  
Sheraton Hotel  
1800 50th St  
West Des Moines

# SPONSORSHIP

## Opportunities

### Senior Retreat Day Conference & Expo



#### OUR GOAL FOR ATTENDEES

To provide seniors with a sense of empowerment over their health and well-being.



#### OUR GOAL FOR SPONSORS

To provide valuable opportunities for brand engagement and produce high quality leads to grow their prospect base.



#### WE LOVE OUR VENDORS!

Vendor Showcase exhibitors are treated to a complimentary cocktail reception during booth set-up on Aug 8.



## Background

The 7th Annual Senior Retreat Day Conference & Expo is poised to be another successful event for both attendees and sponsors.

Expand your marketing reach by supporting this annual event that welcomes over 200 seniors, ages 60+ with above average HHI, and who are dedicated to living a healthier, more balanced lifestyle.

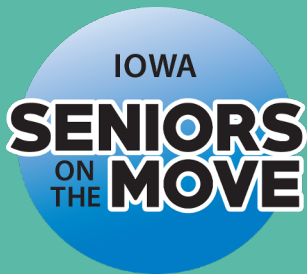
Choose from a wide variety of sponsorships!

## Contact us

phone: 515-225-1455

email: [info@seniorsonthemove-ia.com](mailto:info@seniorsonthemove-ia.com)

web: [seniorsonthemove-ia.com](http://seniorsonthemove-ia.com)



Seniors on the Move is a membership-based business that enhances the lives of seniors by keeping them **active, educated and engaged** in the community.

Seniors discover **personal growth and purpose** through our DayTripper Tours, Lunch-n-Learns, and educational conferences.

They create and nurture friendships by participating in these and other sponsored activities.

Seniors count on us to provide **trustworthy advice** and **local resource referrals** to help navigate lifestyle changes.

# MEMBERSHIP

## Opportunities & Events



## Individual & Couples

More than 250 individuals and couples are paid members of Seniors on the Move. Membership gives them free admission to monthly lunch-n-learns and Senior Retreat Day, as well as discounts on travel opportunities, and access to members-only Delta Dental and Vision plans.

Thousands of other seniors opt-in to our marketing communications, participate in our events and travel with us as non-members.

## Affiliate Businesses

Affiliate Membership provides marketing opportunities for businesses and service providers who are looking to reach the senior market.

Affiliate membership levels offer advertising, speaking and networking opportunities, brand visibility, event promotion on our online calendar, free booth space at Senior Retreat Day, and many additional benefits.

Find out how you can tap into our highly loyal, affinity base of seniors on a continuous basis!



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# SPONSORSHIP



## Show your support to the Senior Community! Choose your participation below:

### Executive Bundle (1 available) - \$7500

- Banquet Lunch Sponsor
- Premium Vendor Showcase Booth
- Pre- and Post-marketing (includes email, direct mail, social media and more)
- Website Advertising on SOM Homepage & Event Page
- Digital Branding in Conference Room
- Speaking Opportunity
- Full page color ad - back cover of event program
- One-year SOM Executive Affiliate Membership

### Wellness Bundles - \$1250

#### Bundle A. (1 available)

- Branded Registration Bags with marketing material pre-inserted
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle B. (1 available)

- Branded Lanyards
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle C. (1 available)

- Coffee Break Sponsor with signage
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle D. (1 available)

- Branded Conference Notebooks
- 5 comp tickets to Senior Retreat Day
- 1/4 page color ad in Event Program

#### Bundle E. (8 available)

- Roundtable Presentations (3-15 minute sessions)
- Valuable interaction with interested attendees who want to learn more about your services and/or topic of discussion!

### Champion Bundles - \$2500

#### Bundle A. (1 available)

- Keynote Speaker Sponsorship & Introduction
- Premium Vendor Showcase Booth
- 2 Banquet Luncheon Tickets
- Digital Branding in Conference Room
- ½ page Color Ad in Event Program
- Website Advertising on Event Homepage

#### Bundle B. (4 available)

- Speaker Sponsorship & Introduction
- Premium Vendor Showcase Booth
- 2 Banquet Luncheon Tickets
- Digital Branding in Conference Room
- ½ page color ad in Event Program
- Website Advertising on Event Homepage

#### Bundle C. (4 available)

- Complimentary 2023 Seniors on the Move Executive Affiliate Membership
- Fall Lunch-n-Learn presentation to average of 75-80 attendees
- Premium Vendor Showcase Booth
- 2 Banquet Luncheon Tickets
- Digital Branding in Conference Room
- ½ page color ad in Event Program
- Website Advertising on Event Homepage

*Continued on page 2.*



# SPONSORSHIP



*continued from page 1.*

## Vendor Showcase Bundle (8 available) - \$500

- Showcase Booth w/6 ft. skirted table & 2 chairs
- Listing in vendor contact directory
- Premium space
- Electricity
- 2 Banquet Luncheon Tickets
- Business card size ad in Event Program

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## Vendor Showcase Booth - \$375

- Showcase Booth w/6 ft. skirted table & 2 chairs
- Listing in vendor contact directory

## \$275 EARLY BIRD SPECIAL - SAVE \$100!

- Register and pay for your booth by May 15th

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## Upgrade to Premium Space - \$100

- Upgrading allows you to choose your location in the vendor showcase hall - based on availability

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## Add Electricity - \$35

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## Add Banquet Lunch Tickets - \$30 each

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## Senior Supporter Package - \$350

- Perfect for companies and senior living communities who want to show their support with complimentary admission to Senior Retreat Day.
- 10 Senior Retreat Day Registrations
- PLUS a Business card size ad in Event Program



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## Event Program Advertising

Full page color ad - \$475 / \$375 Affiliates

Half page color ad - \$275 / \$225 Affiliates

1/4 page color ad - \$150 / \$125 Affiliates

Business card size ad - \$100

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## 4 Easy Ways to Register

Online at: [seniorsonthemove-ia.com](http://seniorsonthemove-ia.com)

Call us at: 515-225-1455

E-mail completed registration form to:  
[info@seniorsonthemove-ia.com](mailto:info@seniorsonthemove-ia.com)

Mail completed registration form to:

**Seniors on the Move**

**105 S. 11th St.**

**West Des Moines, IA 50265**

# REGISTRATION



D A Y

Aug 9, 2023

Sheraton WDSM

8:30 am - 4 pm

DATE  
RECEIVED

PAID  
CHECK

PAID  
CREDIT

COMPANY:

ADDRESS:

EMAIL:

CONTACT:

PHONE:

WEBSITE:

## SUPPORTER LEVEL SELECTION

## AMOUNT

☐ A+ Executive Level Bundle - \$7500

\$

☐ Champion Bundle A. - \$2500

\$

☐ Champion Bundle B. - \$2500

\$

☐ Champion Bundle C. - \$2500

\$

☐ Wellness Bundle A. - \$1250

\$

☐ Wellness Bundle B. - \$1250

\$

☐ Wellness Bundle C. - \$1250

\$

☐ Wellness Bundle D. - \$1250

\$

☐ Wellness Bundle E. - \$1250

\$

☐ VENDOR SHOWCASE BUNDLE. - \$500

\$

☐ Vendor Showcase Booth - \$375 or EARLY BIRD PRICE BEFORE 5/15/23 - \$275

\$

☐ Add Electricity to Booth price - \$35

\$

☐ Banquet Luncheon Tickets - \$30 each x Number of tickets: \_\_\_\_\_

\$

☐ Advertising Selection: \_\_\_\_\_ Affiliate? \_\_\_\_\_

\$

TOTAL

\$

## PAYMENT

Enclose check with completed registration form and mail to:  
Seniors on the Move, 105 S. 11th St., West Des Moines, IA 50265  
or call 515-225-1455 later to make credit card payment over the phone.

THANK YOU FOR SUPPORTING 2023 SENIOR RETREAT DAY!