



# Media Kit

**Officially Hosted by  
The City of Winter Park**

**WHEN:** October 22, 2021 (Friday)

**TIME:** 9:30 a.m. – 2:30 p.m.

**WHERE:** Winter Park Community Center  
721 W. New England Avenue  
Winter Park, FL 3278

## **50+Plus FYI Resource EXPO**

- Officially hosted by The City of Winter Park
- 600 to 1000 attendees in the past
- Widely publicized by the city and by the EXPO
- Mailed invite reaches Metro Orlando 50+ age households (\$50-200K income)
- Radio, online, print, TV, direct mail, e-mail, social media promotions
- Focus on active aging and resources for Central Florida older adults
- Educational seminars, entertainment, food trucks, door prizes, health screenings
- Additional marketing/promotional options for all exhibitors

**Please call Linda Cavanaugh with any questions:**

O: 407-265-0534 • C: 407-312-0534 • [Linda@50PlusFYI.org](mailto:Linda@50PlusFYI.org) • [www.50PlusFYI.org](http://www.50PlusFYI.org)

50+Plus FYI Resource Network • Senior Resource Alliance  
Orange County Commission on Aging • Seminole County Triad

# 50+<sup>PLUS</sup> FYI EXPO

**EXPO Rate \$499**

*Hosted by the City of Winter Park*  
\$299 Special Nonprofit Rate — Limited number available

***Promote your business to this growing market!***



**WHEN:** October 22, 2021 (Friday)  
**TIME:** 9:30 a.m. – 2:30 p.m.  
**WHERE:** Winter Park Community Center  
721 W. New England Avenue, Winter Park 32789

**FREE Admission • FREE Parking • Door Prizes • FREE Variety Show**

**50+Plus FYI Resource EXPO will be widely promoted!**  
Radio . . . TV . . . Direct Mail . . . In Print . . . Online. . .



***Don't Miss out . . .***  
**Direct Marketing for this EXPO targets Central Florida**  
**50+Residents — \$50K to 200K annual income**

**CLICK for Details or Contact:**  
407-265-0534 (office) or EXPO@50plusFYI.org.



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The Winter Park Community Center

721 W. New England Avenue, Winter Park, FL 32789

## Exhibitor Package Includes:

- Listing in EXPO Program
- Listing in EXPO Exhibitor Page on Website
- Listing in follow-up "Thank You" Newsletter sent to all attendees
- Table space equal to 6-feet and 2 chairs

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## For Extra Attention to Your Exhibitor Space:

### Door Prizes — Gift Cards, Baskets, Gift Certificates

### Drawing will go to your table: one-minute Business Elevator Speech (opt.)

Please let us know by **Friday (Oct. 8)** if you want to participate with a door prize (min. \$25 value—2 at \$15 for those with limits.) **E-mail description of your giveaways to Expo@50plusFYI.org and include:** Business name, contact info, brief description of your business, and the gift description.

### \*\*\*Get Special Attention at the EXPO: Bottled Water for attendees\*\*\*

Let us know by Friday (Oct. 8) if you are bringing bottled water for attendees. We will announce the exhibitors where bottled water is available. This is a valued service and a great way to ensure extra visits to your table! Note: (1-3 cases is good.) Since several exhibitors tend to bring water, we have a good supply. All exhibitors bringing water for attendees will be noted in EXPO program and announced during EXPO.

### Additional EXPO Promotional Marketing:

Details: EXPO@50PlusFYI.org

[Click Here: Registration](#)

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