



# SENIOR LIVING WEEK

“HOUSING, HEALTH, AND YOU”

## SPONSOR & VENDOR INFORMATION

Products and services for older adults are an ever expanding market and the transition into retirement life and senior years is significantly different with improved healthcare, wellness options, educational opportunities, and technology. These changes in Michigan and across the nation affect the way older adults plan for retirement, long term care, and their senior years.

We invite you to showcase your organization or company by sponsoring Senior Living Week 2017. We are planning a fun, informative event with the theme of “Housing, Health, and You” that will also educate and provide supportive information to older adults and their families and caregivers.

Below are the various levels of sponsorship to fit your organization’s budget and align with your marketing goals. Don’t miss this opportunity to put a spotlight on your organization’s products and services. Sponsorship commitment and payment must be received by **Friday, January 13, 2017** to be included in all promotional materials.

### *Event Sponsor*

*\$3,500 (1 Available)*

- Your organization will be the premiere sponsor and co-host, along with the Housing Bureau for Seniors, of Senior Living Week 2017. Your organization’s name and logo will be prominently displayed at the Expo and you will be thanked for your sponsorship at each of the workshops and at the Lunch & Learn that take place at the Expo. Your representative will also have the opportunity to address the Expo workshop attendees.
- You will receive one premium Expo table space and complimentary continental breakfast and snacks at the Expo for your organization’s representatives.
- Your organization will be prominently featured in the Senior Living Week 2017 media campaign (Local cable TV, radio, and print).
- Your organization’s logo will also be listed on the Housing Bureau for Seniors event website, social media, event print materials, event signage, and in the Senior Living Week booklet (sent to over 5,000 addresses).
- As the Event Sponsor you will receive a full page of your print ready ad in the Senior Living Week 2017 booklet and inclusion in the vendor listings on the Senior Living Week website and in the Senior Living Week booklet.
- The opportunity to promote one or more Open Houses at your organization/company during Senior Living Week 2017. \*Every attempt is made to fill your Open House scheduling requests.

# *Expo Sponsor*

*\$2,500 (4 Available)*

- Your organization will be one of four Expo sponsors of the 2017 Senior Living Week Expo along with Housing Bureau for Seniors.
- Your organization will have the opportunity to offer a Workshop during the Expo. Your organization's name and logo will be prominently displayed during the Expo and you will be thanked for your sponsorship at your workshop(s). Your representative may also welcome workshop attendees at each of your workshops.
- The opportunity to speak, or assist in choosing a speaker and topic, for a workshop to take place during the Expo. \*Any speaker fees and associated costs are the responsibility of the sponsor.
- Premium Expo table space and complimentary continental breakfast and snacks at the Expo for your organization's representatives.
- Prominently featured in the Senior Living Week 2017 media campaign (Local cable TV, radio, and print).
- Your organization's logo will be listed on the Housing Bureau for Seniors event website, social media, print materials, signage, and in the Senior Living Week 2017 booklet (sent to over 5,000 addresses).
- Inclusion in the vendor and workshop listings on the Senior Living Week website.
- The opportunity to promote one or more Open Houses at your organization/company during Senior Living Week 2017. \*Every attempt is made to fill your Open House scheduling requests.

# *Workshop Sponsor*

*\$1,700 (14 Available)*

- Your organization will receive one table space at the Expo location of your choice and complimentary continental breakfast and snacks at the Expo for your organization's representatives.
- The opportunity to speak, or assist in choosing a speaker and topic, for a workshop to take place during the Expo. \*Any speaker fees and associated costs are the responsibility of the sponsor.
- Your organization will be featured in the Senior Living Week 2017 media campaign (Local cable TV, radio, and print).
- Your organization's name and logo will be listed on the Housing Bureau for Seniors event website, materials, posters, signage and in the Senior Living Week 2017 booklet (sent to over 5,000 addresses).
- Inclusion in the vendor and workshop listings in the Senior Living Week 2017 website.
- The opportunity to promote one or more Open Houses at your organization/company during Senior Living Week 2017. \*Every attempt is made to fill your Open House scheduling requests.

# *Health Screenings Sponsor*

*\$1,000 (2 Available)*

- This sponsorship level helps to provide free health screenings to attendees including blood pressure, BMI, balance, vision and hearing screenings, etc.
- Your organization will receive one Expo table space and complimentary continental breakfast and snacks at the Expo for your organization's representatives.
- Your organization will be featured in the Senior Living Week 2017 media campaign (Local cable TV, radio, print).
- Your organization's name or logo will also be listed on the Housing Bureau for Seniors event website, materials, signage and in the Senior Living Week booklet (sent to over 5,000 addresses).
- Inclusion in the vendor listing for in the Senior Living Week 2017 website.
- Prominent signage will be placed throughout the Expo space and leading to a Health Screening area.

# *Caregiver Support Sponsor*

*\$1,000 (2 Available)*

- This sponsorship level may provide caregiver support services to caregivers so they may attend the Senior Living Week Expo.
- Your organization will receive one Expo table space and complimentary continental breakfast and snacks at the Expo for your organization's representatives.
- Your organization will be prominently featured in the Senior Living Week media campaign (Local cable TV, radio, and print).
- Your organization's name or logo will also be listed on the Housing Bureau for Seniors event website, materials, signage and in the Senior Living Week booklet (sent to over 5,000 addresses).
- Inclusion in the vendor listing for in the Senior Living Week website.
- Prominent signage will be placed throughout the Expo space and leading to the Caregiver Support area.

# *Transportation Sponsor*

*\$1,000 (4 Available)*

- Your organization will be a sponsor of Transportation during Senior Living Week 2017. This sponsorship level may provide transportation for seniors and their caregivers.
- Your organization will receive one Expo table space and complimentary continental breakfast and snacks at the Expo for your organization's representatives.
- Prominent signage will be placed throughout the Expo space leading to the Transportation area(s).
- Your organization will be prominently featured in the Senior Living Week 2017 media campaign (Local cable TV, radio, and print).
- Your organization's name or logo will also be listed on the Housing Bureau for Seniors event website, materials, signage and in the Senior Living Week booklet (sent to over 5,000 addresses).
- As a Transportation Sponsor you will be included in the vendor listings on the Senior Living Week website.

# Open House Sponsor

*\$600 (10 Available)*

- The opportunity to promote one or more Open Houses at your organization/company during Senior Living Week 2017.
- Your organization will receive one **shared** Expo booth space and complimentary continental breakfast and snacks at the Expo for your organization's representative.
- Your organization will be featured in the Senior Living Week media campaign (Local cable TV, radio, and print).
- Your organization's name and Open House information will also be listed on the Housing Bureau for Seniors event website, social media, event print materials, event signage and in the Senior Living Week program (sent to over 5,000 addresses).
- As an Open House Sponsor you will be included in the vendor listings on the Senior Living Week website.

\*Every attempt is made to fill your Open House scheduling requests.

\*\*The Senior Living Week program and the HBS website will list the complete Open House schedule, including location name, address, phone number, dates, and times as provided. Only the name and phone number of Open House hosting sites will be published in posters and fliers.

# Coffee Sponsor

*\$400 (4 Available)*

- Your organization will receive one **shared** Expo booth space and complimentary continental breakfast and snacks at the Expo for your organization's representative.
- Your organization will be featured in the Senior Living Week media campaign (Local cable TV, radio, and print).
- Your organization's name will also be listed on the Housing Bureau for Seniors event website, social media, event print materials, event signage and in the Senior Living Week program (sent to over 5,000 addresses).
- As a Coffee Sponsor you will be included in the vendor listings on the Senior Living Week website.

# Non-Sponsor Participation Options

## Expo Vendors

\$275 (Full Table) / \$175 (Shared Table)

**Saturday, May 13, 2017**

**8:30am - 2:00pm**

**Morris Lawrence Building, Washtenaw Community College  
4800 East Huron River Drive, Ann Arbor, MI 48105-4800**

Full Table*	One Vendor	Continental breakfast & snacks at the Expo	\$275
Shared Table**	One Vendor	Continental breakfast & snacks at the Expo	\$175

\*Full table included with most sponsorships.

\*\*Two vendors will share a full size table.

All exhibit tables are six (6) feet long by two and a half (2 1/2) feet wide. Electricity available upon request. Curbside assistance from volunteer HBS Board members is available.

## Advertisements

HBS prints 7,000 brochures and distributes them to a targeted audience in Oakland, Washtenaw, and Wayne Counties. Ad rates and sizes are listed below. Advertisements are NOT included with any sponsor or supporter level except the Event Sponsor.

Display Ad Size	Inches	Cost
Full page	4.5" wide x 10" tall	\$500
Half page (vertical)	2.25" wide x 10" tall	\$250
Half page (horizontal)	4.5" wide x 5" tall	\$250
Quarter page (vertical)	2.25" wide x 5" tall	\$125
Quarter page (horizontal)	4.5" wide x 2.5" tall	\$125
Eighth page	2.25" wide x 2.5" tall	\$90

Ads must be:

- Printable quality ads in black & white
- 300 dpi (.eps, .pdf, .png)

\*If you send a hard copy or would like HBS to modify your ad, an additional design fee will be charged at \$80/hr.

## General Information

Registration form, advertisement, and  
payment deadline:

**Friday, January 13, 2017**

Questions or Suggestions?

Please contact the Housing Bureau for Seniors at  
(734) 998-9338 or

[housingbureauseniors@umich.edu](mailto:housingbureauseniors@umich.edu)

or Lindsay McCarthy at

(734) 998-2184 or [mccarhl@med.umich.edu](mailto:mccarhl@med.umich.edu).

Please make your check out to:

**Housing Bureau for Seniors**

Please mail registration forms and  
payment information to:

**Attention: Senior Living Week**

**Housing Bureau for Seniors**

**2401 Plymouth Road, Suite C**

**Ann Arbor, MI 48105**

# Registration Form

Senior Living Week - Monday, May 8 – Saturday, May 13, 2017

Senior Living Week Expo - Saturday, May 13, 2017

**BASIC INFORMATION:** *Clearly print all information exactly as you would wish it to appear in all publicity materials.*

Business Name: \_\_\_\_\_

Representative/Contact Name & Title: \_\_\_\_\_

Full Mailing Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

**SPONSORSHIP:** *Check all that apply.*

Event Sponsor \$3,500       Health Screenings Sponsor \$1000       Open House Sponsor \$600

Expo Sponsor \$2,500       Caregiver Support Sponsor \$1000       Coffee Sponsor \$400

Workshop Sponsor \$1,700       Transportation Sponsor \$1000

**VENDORS:** *Fill out the section below if you plan to exhibit at the SLW Expo on Saturday, May 13, 2017.*

Whole table \$275     Shared table \$175    Do you need electricity at your table?     Yes     No

**OPEN HOUSE(S):** Please indicate your preferred dates and times below from Monday, May 8 - Saturday, May 13, 2017. Every attempt will be made to fill your requests.

**ADVERTISING:** *Fill out the section below if you wish to advertise in the Senior Living Week 2017 booklet.*

Full Page \$500     1/2 Page (vertical or horizontal) \$250     1/4 Page (vertical or horizontal) \$125     1/8 Page \$90

**PAYMENT INFORMATION:**

Pay by check. Please make check payable to "Housing Bureau for Seniors."

Pay by shortcode. For University of Michigan Departments, charge total to shortcode # \_\_\_\_\_.

Pay by Credit Card.     Visa     MasterCard     American Express     Discover

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**ADDITIONAL INFORMATION:** To be filled out by Sponsors and Expo Vendors. Please choose one (1) category below in which you would like to be listed on the HBS website and in the SLW booklet.

Residences       Home Health Care Providers       Medical Equipment & Services

Senior Resources       Senior Health Services       Senior Social & Education Resources

Senior Services

**EVENT MATERIALS:**

Can you help the Housing Bureau for Seniors distribute event promotional materials?     Yes     No

If yes, please indicate the number of programs and/or fliers you would like for your business' use and distribution. Please also indicate if you would prefer an electronic or a print version of the program or flyer.

Programs (5.5 x 11) \_\_\_\_\_       Flyers (8 1/2 x 11) \_\_\_\_\_

Questions? Contact the Housing Bureau for Seniors, 2401 Plymouth Road, Suite C, Ann Arbor, MI, 48105  
Phone: 734-998-9338 Fax: 734-998-2161 Email: [housingbureauseniors@umich.edu](mailto:housingbureauseniors@umich.edu) [www.med.umich.edu/seniors](http://www.med.umich.edu/seniors)