

October 2009

Join Us!
Senior Living & Housing Awareness Week
May 7-16, 2010

If reaching seniors, their family members, baby boomers and recent retirees is important to your business, take this great opportunity to connect with your target audience. The Housing Bureau for Seniors (HBS) invites you to participate in our 12th annual spring event, *Senior Living & Housing Awareness Week*. The 10 day event includes:

- ❖ **Living & Housing Expo** kick-off, Friday, May 7 – Experience a “user friendly” Expo with curbside assistance carrying your materials, complimentary breakfast and lunch, and fabulous one-stop networking with fellow professionals.
- ❖ **Workshops** during the May 7th Expo and the following week.
- ❖ **Open Houses**, May 8-16, at senior residences and businesses.

All event activities are offered at no cost to the public.

An extensive marketing campaign promotes the line-up of activities. Along with television, radio, posters, fliers, newspaper and online ads, a program brochure with paid advertisements reaches a targeted audience of over 10,000.

Increase your visibility in many ways:

- ❖ Obtain extensive media exposure.
- ❖ Host or be part of an educational workshop.
- ❖ Meet face-to-face with consumers seeking solutions.
- ❖ Advertise in our widely circulated program brochure.
- ❖ Network with other professionals and expand your business connections.

I. ACT NOW – Registration deadline is Friday, November 20, 2009.

See enclosed forms for details and prices:

- 1) Pink form: *Participation Options & Benefits*
- 2) Blue form: *2010 Advertisement Rates & Sizes*
- 3) Yellow form: *Registration* — Return with ad and payment by November 20.

All documents are on our web site www.med.umich.edu/seniors.

II. ATTEND – Planning Meeting, Tuesday, November 3, 3:30- 5:00 p.m. at HBS.

Your ideas and suggestions are critical to the success of Senior Living & Housing Awareness Week. **To reserve a spot call or email me by Thursday, October 29, 2009.**

III. Complimentary Exhibitor Training for Living & Housing Expo participants, Wednesday, April 14, 9-10:30 a.m. at HBS.

To reserve a spot call or email me by Wednesday, April 7, 2010.

Take this opportunity! Join us for Senior Living & Housing Awareness Week, 2010.

Questions? Call me at 998-9336 or email lnathan@umich.edu.

I look forward to hearing from you.

Sincerely,



Laura B.G. Nathan, Event and Marketing Coordinator