

## Senior Living & Housing Awareness Week 2010 Participation Options & Benefits

Take this opportunity to support a community event that will reach hundreds of area seniors and their family members.

Option/Benefit	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Supporter
	\$2,100	\$1,450	\$1,150	\$800	\$450 Open House fee for non-sponsors
<b>Present a workshop and/or Be a presenter at a workshop</b> <i>Friday, May 7, 2010</i> during the Living & Housing Expo Morris Lawrence Bldg., Washtenaw Community College Topics to be determined: On timely and relevant issues for seniors, their family members and caregivers.-	<i>x</i>				
<b>Monday, May 10-Saturday, May 15:</b> <b>Priority</b> to host a workshop <b>and/or</b> <b>Priority</b> to present a workshop <b>and/or</b> <b>Priority</b> to be a presenter at a workshop (topics and schedules to be determined)		<i>x</i>			
<b>Full size exhibit table</b> at the Living & Housing Expo, Friday, May 7	<i>x</i>				
<b>*Priority placement</b> for your exhibit table at the Living & Housing Expo, Friday, May 7	<i>x</i>	<i>x</i>			
<b>Exhibitor Training Seminar</b> (Complimentary) for Living & Housing Expo exhibitors Wednesday, April 14, 9-10:30 a.m. at HBS office	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>
<b>Monday, May 10 – Saturday, May 15:</b> Exhibit opportunities at select workshops	<i>x</i>	<i>x</i>			
<b>Sponsor name displayed</b> as a 2010 ‘supporter of public education events for seniors’ at HBS office in the University of Michigan Turner Senior Resource Center.	<i>x</i>	<i>x</i>			
<b>*Invitation to appear</b> on cable television and/or radio programs	<i>x</i>	<i>x</i>	<i>x</i>		
<b>Sponsor listing</b> in promotional materials including program brochure, posters, fliers, newspaper ads, and HBS website Select mentions on radio and cable television spots	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	
<b>Sponsor logo</b> published in program brochure	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	
<b>Recognition</b> at event activities	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	
<b>Saturday, May 8- Sunday, May 16:</b> <b>*Schedule one or more open houses</b> at your senior residence or your business location. Every attempt will be made to fulfill your open house(s) date/time scheduling requests. <b>NOTE:</b> Complete open house <i>schedule</i> (including location name, address, phone number, dates and times) will be listed in the program brochure and on the HBS website. <b>Name &amp; phone number</b> of open house hosting sites will be published in large print ads, event poster and flier.	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>	<i>x</i>

**\*On a first come, first serve basis.**

*See more opportunities on other side.*

## **Exhibit**

Friday, May 7 at the Living & Housing Expo at the Morris Lawrence Conference Center, Washtenaw Community College

*All exhibit tables are six feet long. White linen table cloths available on site.*

- ❖ **Half table: \$145 (2 vendors per table) – Includes two box lunches per vendor**
- ❖ **Full table: \$205 (One vendor per table) – Includes two box lunches per vendor**

**NOTE: A full size table is included ONLY with Diamond sponsorship.**

## **Advertise**

In the program brochure.

See enclosed rate & size form.

**NOTE: Advertisements are NOT included with any sponsor level or supporter.**

**All registration forms, advertisements and payments must be received by  
Friday, November 20, 2009.**

**Please make payment to:  
“Housing Bureau for Seniors”  
2401 Plymouth Road, Suite C  
Ann Arbor, MI 48105  
Attn: Laura Nathan**

**(We are unable to accept credit card payments.)**

**Phone: 734-998-9336, [lnathan@umich.edu](mailto:lnathan@umich.edu), Fax: 734-998-9340**