



- **Largest Senior Exhibit and Expo in South Jersey**
- **Reach 3,000+ Seniors and Caregivers in a single day**
 - **Screenings by AtlantiCare**

FREE ADMISSION

Sponsored by

AtlantiCare

Thursday, October 8, 2009, 11:00 AM – 3:00 PM

At The Milton & Betty Katz JCC

501 N. Jerome Avenue, Margate, NJ

**BE A PART OF ATLANTIC COUNTY'S
PREMIER SENIORS EVENT OF 2009.**

Presented by



רוח SPIRIT • קהילה COMMUNITY • מסורת TRADITION



GREATER ATLANTIC CITY CHAMBER
ADVOCACY • COMMUNITY • PROSPERITY

Why Be a Part of This Event?

- Sponsored by AtlantiCare, Presented by The Milton and Betty Katz JCC, and The Greater Atlantic City Chamber.
- Senior Expo 2009 expects to reach 3,000+ Seniors in a single day.
- Today's seniors are more sophisticated and independent, more likely to exercise quality judgment in their lifestyle decisions, their purchases and their health.
- Seniors have more disposable income for travel, entertainment and personal care.
- Seniors invest. The seniors market is a growing population with growing finances.
- Senior Expo 2009 will include approximately 80+ exhibit booths: financial, medical, fitness, housing, utility, transportation, insurance, legal, entertainment, travel and much more.
- Senior Expo 2009 features lectures, breakout sessions, health screenings and interactive activities to guarantee the day will be fun as well as educational.
- The JCC facilities will be utilized completely, including the fitness center, pool, classrooms, bike and exercise rooms, lobby, auditorium and gymnasium.



- Transportation from assisted living centers, major condominiums and other collection points will be provided through the assistance of the Atlantic County Division of Intergenerational Services
- **Admission to AtlantiCare Senior Expo 2009 is FREE!**





MARKETING SUPPORT:

- Join AtlantiCare, the Milton & Betty Katz JCC and Greater Atlantic City Chamber plus major media sponsors: The Atlantic City Weekly, The Press of Atlantic City, The Current Newspapers, NBCTV40, and Interstate Billboards, in reaching and impacting the lives and decisions of 3000+ seniors and caregivers in a single day.
- The AtlantiCare Senior Expo will be heavily marketed through radio, television, print, email blasts, direct mail and banners – using the combined weight and reach of The Chamber of Commerce, The JCC, AtlantiCare and our media sponsor partners.
- The Atlantic City Weekly Newspapers: Coverage includes all of Atlantic and Cape May Counties.
- The Current Newspapers: Coverage includes Ventnor, Margate, Longport, Somers Point, Linwood, Northfield, Egg Harbor Township, Galloway Township, Pleasantville, Absecon, Brigantine.
- The Press of Atlantic City: Coverage includes all of Atlantic, Cape May, Cumberland and Lower Ocean Counties.
- NBCTV40: Coverage includes all of Atlantic and Cape May Counties plus parts of Cumberland. Over 53% of the adults in our market watch NBC TV40 News!
- Billboards: We have increased the number of billboards and poster boards to 8 from 3.
- A 5 1/2" X 8 " program ad book will be produced that will include advertisements provided by all of our sponsors/exhibitors. The ad book will be provided at the event as a keeper piece and reference guide for attendees.

Gold Sponsor: \$5,000

- Full-page inside cover ad in program book
- Two Exhibit Booths at Senior Expo
- Speaker and or presentation at Senior Expo
- Logo included in all print materials; newspaper, flyers, posters etc.
- Company name mentioned on all radio and television PSA's and advertisements
- Prominently displayed Signage/Banner (provided by company) at the Senior Expo
- The right to sell products and or services at the event
- Full marketing support as listed above
- The opportunity to present the event

Marketplace Sponsor: \$500

Half-page ad in Program Book
The right to sell products and or services at the event
Booth located in the Marketplace at the event

Silver Sponsor: \$2,000

- Full-page ad in Program Book
- Listing as Silver Sponsor in all marketing support materials as listed above
- Booth at Senior Expo
- Signage/banner (provided by company) displayed at the senior expo
- The right to sell products and or services at the event
- The opportunity to present the event

Booth Exhibitor: \$350

Half-page ad in Program Book
Booth at the event



Thursday, October 8, 2009
11:00 AM – 3:00 PM

Reserve a Booth Today!

Space is limited! You can reserve a booth by emailing Elisa Monroe at emonroe@acchamber.com, calling (609) 345-4524 Ext. 12 or faxing the enclosed form Fax (609) 345-1666



AtlantiCare will be providing the following services to Senior Expo attendees:

SCREENINGS: • Blood Pressure • Total Cholesterol • Diabetes/Blood Sugar
• Body Mass Index by Graph - Bone Sonometer (Bone Density)

INFORMATION ONLY: • Cancer Center • Women's Center • Joint Institute
• Behavioral Health • Digestive Disease Center • Post Acute Care Network

SPECIAL CAREGIVERS SECTION: We encourage Partners In Care to attend Senior Expo 2009. We recognize your dedication and involvement in this growing segment of our Atlantic County population. Whether you are a concerned relative, a specialist in the assistance of the aging, or someone involved in the industries that focus on assistance, we will have available a wealth of information, including a special booth section, lectures and interactive discussions just for you. Attendance for Partners In Care is Free.

LIST OF 2008 EXHIBITORS

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| Advent Medical | Bacharach Institute for Rehabilitation | Fred Nahas, LLC Mona Vie Distributor | Permanent Cosmetics |
| Art of Flowers | Back Booster | Griswold Special Care | Philip's Lifeline |
| Atlantic Adult Day Healthcare | Baron JOAS | Harrah's Resort | Preferred Travel |
| Atlantic Cape Community College | Bodyguard ID TagsBayada Nurses | Health Care Institute of New Jersey | Premier Mortgage Company |
| Atlantic City Country Club | Boscov's Travel | Here For You LLC | R&I Realty |
| AtlantiCare Back Safety | Cadbury at Home | Holy Redeemer Home Care | Royal Suites Healthcare & Rehabilitation |
| AtlantiCare Post Acute Care Network | Cape Bank | Home Instead Senior Care | Senior Care 911 |
| AtlantiCare Customer Service | Caregivers of NJ | Horizon Eye Care | Sheriff's Office/Atlantic County Div. Of Intergenerational Services |
| AtlantiCare Diabetes Education | CASA of Atlantic and Cape May Counties, Inc. | Jersey Shore Pharmaceuticals | South Jersey Home Care |
| AtlantiCare Dr. Karen Callaghan | Complimentary Snacks and Beverages | Jewish Family Service of Atlantic and Cape May Counties | Sunrise Senior Living |
| AtlantiCare EMT | Cool Concessions, LLC | Juice Plus | The Current |
| AtlantiCare Endoscopy | Cooper Levenson | Lions Gate | Total Hearing Care |
| AtlantiCare Heart Institute (testing) | Countrywide Bank | Margate City Fire Department | The Press of Atlantic City |
| AtlantiCare Home Care | DePaul Healthcare | Michael Marino Home Services | The Richard Simon Center for Alzheimers |
| AtlantiCare Hospice | Doshi Diagnostic | Michael Weinraub, P.C. | The Shores at Wesley Manor |
| Atlantic Joint Institute | Farley and Ferry / GMAC | Milton and Betty Katz Jewish Community Center | Visiting Angels |
| AtlantiCare Life Center | Real Estate | Moderate Income Management | Visions at the Shore by Foxmoor Homes |
| AtlantiCare Women's Health and Wellness | Fox Rehabilitation Services, Inc. - NJ | Ocean City Home Bank | Wachovia Securities |
| AtlantiCare Hematology Oncology Group/CNR | | Ocean First Home Bank | |

