



Sponsorship & Exhibit Booth Packages

**Friday, October 15, 2021
8:30am - 1:30pm
Crossgates Mall, Albany**

Name: _____

Business / Organization Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

EXPO SPONSOR: \$3,500

- Logo to be placed on event materials, advertisements, event webpage and social media sites
- Company name to be mentioned on television and/or radio advertisements
- Half page color advertisement in the Senior Expo edition of Family Now (7.375" wide x 4.875" high), due 8/16/2021
- Quarter page advertisement in the fall LifePath newsletter (3.875" wide x 5.125" high), due 8/16/2021
- Logo to be placed on the stage
- Triple wide booth (30' W x 6' D) with (3) 6' tables and (6) chairs, opportunity to host health/wellness activity at the booth
- Color signage for booth
- Booth highlighted on exhibitor maps
- (1) 30 minute virtual presentation broadcasted to the LifePath Centers or (1) 30 minute in person presentation at one Center to take place between October 1 - December 31, 2021
- Support of the LifePath Mission

Super-Booth: \$1,850 Corporate / \$1,800 Nonprofit* / \$1,700 Early Bird**

- Logo to be placed on all event materials, advertisements, event webpage and social media sites
- Half-page color advertisement in the Senior Expo edition of Senior Spotlight (7.375" wide x 4.875" high), due 8/16/2021
- Logo to be placed on the stage
- Prime location for a double wide booth (20' W x 6' D) with (2) 6' tables and (4) chairs
- Support of the LifePath Mission

Premium-Select: \$925 Corporate / \$875 Nonprofit* / \$800 Early Bird**

- Quarter-page color advertisement in the Senior Expo edition of Senior Spotlight, due 8/16/2021
- Prime location for a standard booth (10' W x 6' D) with (1) 6' table and (2) chairs
- Support of the LifePath Mission

Standard: \$675 Corporate / \$600 Nonprofit* / \$500 Early Bird

- Company name listed in the Exhibitor Directory in the Senior Expo edition of Senior Spotlight, must reserve by 9/1/2021
- A standard booth (10' W x 6' D) with (1) 6' table and (2) chairs
- Support of the LifePath Mission

* Nonprofit rate is open to all 501(c)(3) organizations with proper documentation

** Early Bird rate payment must be received no later than Monday, August 16, 2021

PAYMENT

A check payable to: **LifePath** is enclosed Mastercard Visa AMEX Discover

Card Number: _____ Exp. Date _____ CID: _____

Name as it appears on the Card: _____ Signature: _____

Billing Address, if different from above: _____
City: _____ State: _____ Zip: _____

Sponsorships & Vendor Booths are non-refundable. If it becomes necessary to hold a virtual event due to COVID-19 restrictions, virtual packages will be created, offering a similar value.