



CAPITAL REGION SENIOR EXPO

Sponsorship & Exhibit Booth Packages

Friday, October 16, 2026 • 8:30am - 1:00pm

Crossgates Mall, Albany

Celebrating its 35th year, the Capital Region Senior Expo is the must-attend event for older adults, caregivers and community partners across the region. This engaging day connects attendees with health, wellness, educational and cultural resources while offering sponsors high-visibility exposure to a highly engaged audience. By popular demand, our Mini Expos are back, exclusive to event sponsors and Superbooth vendors, bringing the Expo experience to local communities and expanding your reach even further. Sponsors gain meaningful opportunities to showcase their brand, engage with participants and support LifePath's mission to help older adults remain independent, connected and engaged.

Capital Region Senior Expo – 2026 Sponsorship and Vendor Levels

Sponsorship Packages

Presenting Sponsor – \$12,000: Top logo placement on marketing materials, website, social media, LifePath e-newsletter and at the event; logo and name displayed or mentioned on television and radio advertisements; color advertisement and non-sales informative article(s) authored by your company in the Senior Expo edition of the LifePath newsletter; custom booth at the event with color signage and opportunity to host a health and wellness activity; logo featured on Expo map; support of the LifePath mission; Presenting sponsorship of two and tabling opportunity of the four Mini Expos this fall.

Sponsor – \$3,500 non-profit / early bird • \$3,750 corporate: Logo placement on marketing materials; logo included on television advertisements; color advertisement and non-sales informative article(s) in the Senior Expo edition of the LifePath newsletter; triple booth at the event with color signage and opportunity to host a health and wellness activity; logo highlighted on Expo map; support of the LifePath mission; table at all four Mini Expos this fall.

Superbooth – \$1,700 non-profit / early bird • \$1,850 corporate: Double booth at the event; media support and color newsletter advertising; opportunity to host a health and wellness activity in booth; table at all four Mini Expos this fall.

Vendor Packages

Premium Booth – \$800 non-profit / early bird • \$925 corporate: Single booth in a premium location; black-and-white newsletter advertising; social media recognition

Standard Booth – \$550 non-profit / early bird • \$675 corporate: Single booth; listing in exhibitor directory

Mini Expo Dates

exclusive to event sponsors and Superbooth sponsors

Friday, October 2, 2026 • 12:00 – 1:00 p.m. •
Westview Homes

Wednesday, October 28, 2026 • 12:30 – 1:30 p.m.
Watervliet Senior Center

Thursday, November 12, 2026 • 12:00 – 1:00 p.m.
St. Matthew's

Wednesday, November 18, 2026 • 12:30 – 1:30 p.m.
Cohoes Senior Center



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Contact Name: _____

Business/Organization Name: _____
(as it should appear on signage)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____ Social Media: _____

SPONSORSHIP

- ☐ Presenting Sponsor \$12,000
- ☐ Sponsor \$3,500 Non-Profit/Early Bird • \$3,750 Corporate
- ☐ SuperBooth \$1,700 Non-Profit/Early Bird • \$1,850 Corporate

VENDOR BOOTHS

- ☐ Premium \$800 Non-Profit/Early Bird • \$925 Corporate
- ☐ Standard \$550 Non-Profit/Early Bird • \$675 Corporate

* Early Bird must be paid by 7/31/26 • Non-Profit rate must provide documentation • Sponsorship & Vendor Booths are non-refundable

PAYMENT

- ☐ A check made payable to LifePath is enclosed
- ☐ Please charge the card below

Name on card: _____ Signature: _____

Address: _____

City: _____ State: _____ Zip: _____

Card Number: _____ Exp. Date: _____ CID: _____