

Aging at Altitude Guide & Expo

The 50+ demo is wealthy, vast and growing, and marketers would be smart to take notice. With a 25% share of the total adult population, adults 50+ account for half of all consumer expenditures.

The Aging at Altitude Guide will deliver information written specifically for our market's active, 50+ adults, including adults taking care of their aging parents. It will feature tips, advice and the latest trends in health, nutrition and home care, financial and retirement planning, real estate from active adult communities to assisted living facilities, leisure, lifestyle and fitness. **Participating advertisers will be featured as resources for the guide.**

The Aging at Altitude Guide will feature a gloss cover and will be stitched and bound ensuring it's a well-read resource with staying power. It will insert in the Daily Camera, Broomfield Enterprise and Colorado Hometown Weekly, **delivered to nearly 50,000 households with 99,000 impressions.**

Bonus: Your investment includes booth space at our Aging at Altitude Expo, 10 a.m. to 3 p.m. Monday, Oct. 22 at the Boulder JCC.

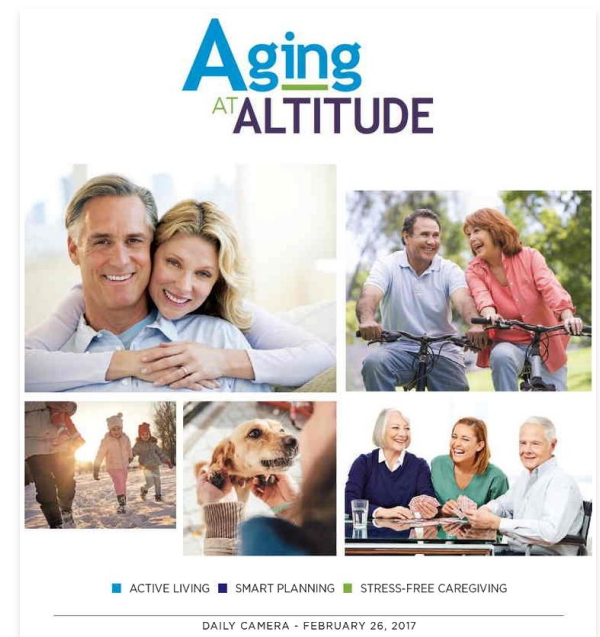
Aging at Altitude will deliver a strong return on your investment; **reserve your space by Sept. 26 to be included as a content resource.**

Boulder County's 65+ population is forecasted to grow six times as fast as our overall population in the years ahead, hurtling us toward a 'silver tsunami' – or an unprecedented increase in the number of senior citizens living locally. While seniors make up just 14% of our population today, they're expected to comprise a quarter of our population by 2030.

--Community Foundation Serving Boulder County Trends Report

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Daily Camera **Enterprise** **HOMETOWN WEEKLY**



Publishes:

Oct. 17 in the Hometown Weekly and Sunday, Oct. 21 in the Daily Camera and Broomfield Enterprise.

Deadlines:

Covers

Scheduling and Materials / Wednesday, Sept. 19

Ads Save / Wednesday, Oct. 3

Inside Pages

Scheduling and Materials / Wednesday, Sept. 26

to be included as resource for content

Ads Save / Wednesday, Oct. 10

Investment (includes color):

Cover Ads / 8.22" x 9.5" / \$3,875

Full-Page / 8.22" x 9.5" / \$2,050

Half-Page / Horizontal – 8.22" x 4.65" or

Vertical – 4.05" x 9.5" / \$1,100

Quarter-Page / Horizontal – 8.22" x 2.4" or

Vertical – 4.05" x 4.65" / \$625.50

Aging At Altitude Expo

10 a.m. to 3 p.m., Monday, Oct. 22

Boulder JCC Levin Hall, 6007 Oreg Ave., Boulder (at Arapahoe and Cherryvale Road)



Event Location

As a result of the success and full-house attendance of the Winter Expo, we have expanded the space to host more attendees and improve their experience.

- The booths will be located in the school gymnasium.
- Speakers will be hosted in the auditorium as well as the lecture room. This allows us to host more speakers and accommodate for attendees.
 - Speakers will be selected from Aging at Altitude advertisers.
- Free shuttle parking from The Avalon to the Boulder JCC will be provided by Via Mobility Services.
- Box lunches and snacks will be available for purchase.

Exhibitor Package

- Exhibit Space: a 6-foot table, 2 chairs and signage.
- Includes print, digital and social promotion in the Daily Camera, Times-Call, Colorado Hometown Weekly, Broomfield Enterprise and Denver Post.
- Electricity (vendors provide their own extension cords).
- Internet access.



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Daily Camera

Aging At Altitude Expo Contract



Fair Rules & Regulations

Authority: Event Management is charged with complete responsibility and full authority to endorse all of the provisions of these Regulations for the benefit of all concerned.

Reservations: Contract and payment are due by Wednesday, Sept. 26. Payment is required by check or credit card – no booth space will be reserved without payment.

Booth Space: Booth space is assigned on a first-come, first-served basis upon payment. Event management reserves the right to change or reassign booths for better traffic flow or presentation of the show floor.

Contract

Dates, Hours and Place: The Aging at Altitude Expo will be held **10 a.m. to 3 p.m., Monday, Oct. 22**. All exhibitors must guarantee that their booth will be staffed by exhibit personnel during fair hours. Absolutely no booth tear down will be allowed prior to 3 p.m.

Installation and Dismantling of Exhibits: Installation begins 9 a.m., Monday, Oct. 22. Installation must be completed and all shipping materials removed from the exhibit area by 9:30 a.m. Dismantling begins after the close of the show 3 p.m., Monday, Oct. 22, and must be completed by 4 p.m. the same day.

Subletting of Space: No exhibitor shall assign, sublet or apportion the whole or any part of the space assigned, and the furnishings therein, or have representatives, equipment or materials from firms other than the contracted company in the exhibit space. Only one exhibitor (company) is permitted per booth space. Failure to adhere to this policy will result in cancellation of exhibit booth and forfeiture of exhibit fees.

Liability and Insurance: Event Management will take precautions to safeguard exhibitor's property, however, Event Management is not responsible for damage, loss or other unfavorable conditions caused by circumstances beyond its control.

Cancellation Policy: No refund will be given for cancellations. The Camera reserves the right to change event date or location and is not responsible for acts of God or war that may influence change of date or venue or cancellation.

Fall 2018 Aging at Altitude Expo Rules and Regulations agreed to this, the _____ day
of _____.

By (signature, please): _____

Company: _____