



SCOTTSDALE  
**SENIOR EXPO**  
INDEPENDENT NEWSMEDIA



HOSTED BY:



**Wednesday, May 8, 2019 • 9a.m. – Noon**  
**Embassy Suites by Hilton - Chaparral Ballroom**  
5001 N. Scottsdale Rd, Scottsdale

**HEALTH • FINANCIAL • WELLNESS • LEISURE • HOME**

**Vendors • Raffles • Entertainment • Fun**

*Our event understands that today's 55+ communities have a dynamic lifestyle and are pursuing ways to stay active, be engaged and be informed! If your organization or business provides products, services or resources benefiting seniors, then optimize your marketing dollars by showcasing, demonstrating and meeting with these highly motivated customers.*

For more information,  
contact Barb at 623-208-7866 or email [bwandling@newszap.com](mailto:bwandling@newszap.com)



SCOTTSDALE

# SENIOR EXPO

INDEPENDENT NEWS MEDIA

## Sponsorship Packages

### PRESENTING SPONSOR: \$5,000 (Value \$10,906)

- Premier placement: Entrance position (up to 3 tables): Showcase products, service & giveaways at expo
- "Live" business announcements: 4 30-second business promotions at the event
- Print Ads: Full page Full color Ad (83,500 households) Scottsdale Senior Expo Special Sections inserts  
Scottsdale Independent  
Town of Paradise Valley
- 1-Full page, full color ad: Scottsdale Independent
- 1-Full page, full color ad: Town of Paradise Valley
- Advertorial: Half page, 250 words advertorial
- Digital Ads: 50,000 impressions Scottsdaleindependent.com  
20,000 impressions Paradisevalleyindependent.com
- Marketing Inclusion: Inclusive in all media promotions  
Print: Business logo in all Scottsdale Senior Expo promotional ads  
Digital: Business logo in all Scottsdale Senior Expo promotional ads

*We're happy to customize this package!*

### PREMIUM SPONSOR: \$2,750 (Value \$5,975)

- Prime Table: Prime position (up to 2 tables): Showcase products, service, & giveaways at expo
- "Live" business announcements: 2 30-second business promotions
- Print Ads: Half page Full color Ad (83,500 households) Scottsdale Senior Expo Special Sections inserts  
Scottsdale Independent  
Town of Paradise Valley
- 1-Half page, full color ad: Scottsdale Independent
- Digital Ads: 30,000 impressions Scottsdaleindependent.com  
10,000 impressions Paradisevalleyindependent.com
- Marketing Inclusion: Inclusive in all media promotions  
Print: Business logo in all Scottsdale Senior Expo promotional ads  
Digital: Business logo in all Scottsdale Senior Expo promotional ads

### EXECUTIVE SPONSOR: \$1,500 (Value \$3,385)

- Vendor Table: 1 table: Showcase products, service, & giveaways at expo
- Print Ads: Quarter page Full color Ad (83,500 households) Scottsdale Senior Expo Special Sections inserts  
Scottsdale Independent  
Town of Paradise Valley
- 1-Quarter page, full color ad: Scottsdale Independent
- Digital Ads: 30,000 impressions Scottsdaleindependent.com  
10,000 impressions Paradisevalleyindependent.com
- Marketing Inclusion: Inclusive in all media promotions.  
Print: Business logo in all Scottsdale Senior Expo promotional ads  
Digital: Business logo in all Scottsdale Senior Expo promotional ads

### TABLE SPONSOR: \$500 (Value \$1,675)

- Vendor Table: 1 table: Showcase products, service, & giveaways at expo
- Print Ads: Eighth Page Full Color Ad (83,500 households) Scottsdale Senior Expo Special Sections inserts  
Scottsdale Independent  
Town of Paradise Valley
- Digital Ads: 10,000 Impressions Scottsdaleindependent.com  
10,000 Impressions Paradisevalleyindependent.com
- Marketing Inclusion: Print & Digital listing in Event Promotion



\* Nonprofit 501c3 discount is available at 25 percent off above pricing.

\* Advertising must be used by June, 2019. Advertising may not be used in exchange of current advertising programs within Independent Newsmedia. The sponsorship costs are in addition to current commitments with Independent Newsmedia.

## REACH 88,000+ READERS

For more information, contact [Bwandling@newszap.com](mailto:Bwandling@newszap.com)  
or call 623-208-7866