

To: Potential 2010 Senior Living Expo® Exhibitors  
From: Bob Randa and Bob Simon - Appleton Noon Lions Club  
RE: 13th Annual Senior Living Expo®, Thursday, September 16, 2010  
The Players Choice (Hwy JJ - 1.5 miles east of Appleton North HS)

We invite you again to be a part of the 2010 Senior Living Expo®. Survey responses from the 2009 exhibitors and most of the 500+ attendees overwhelmingly expressed a great deal of satisfaction with The Players Choice as the site for last years event.

This year we will allow entry into our coffee and cinnamon roll area at 8:30 am that will get attendees into the exhibit hall at 9:00. We will also NOT require attendees to be present until 1:00 to win prizes. We will draw winners at 10:30 for early arrivals and again at 12:45 for later arrivals. Our three biggest prizes will be drawn at 1:00 and these winners will not need to be present. Last year we offered to send our mailing list to those exhibitors that brought a gift for the prize table. We had over 30 prizes that we gave out. This year we would like EVERY exhibitor to bring in a prize to give out during the show. We will send the names, addresses, city, state and zip for all the attendees we have had since 2007. We will NOT increase the cost of exhibiting, The cost is still \$350. Double booths will still cost \$650.

We are pleased to offer again seminars, entertainment, lunch, exhibits, much more free parking, media and direct mail coverage of the Senior Living Expo®. Our goal is to have over 600 attendees and 70- 80 exhibitors. Every senior attendee from the 2007, 2008 and 2009 event will be sent a personal invitation for free admission to the event by mail.

The Appleton Noon Lions Club sponsors the Senior Living Expo® to provide one stop for a great deal of helpful information for seniors. This past years, net income from Senior Living Expo® has gone to these local causes:

- Boys and Girls Club, Emergency Shelter, Leaven, St. Joseph Food Pantry, Girl Scouts, Network Warming Shelter, Bay Lakes Boy Scouts, Harbor House, Salvation Army, The Red Cross and Fox Valley Sibling Support Network.
- In addition, the Lions donate \$ 1.000 to Wisconsin Lions Foundation, \$300 to the Leader Dog Program, \$250 to Hearing Dog, \$125 to WI Diabetes Assn, \$50 to Mission to Mexico, \$250 Wisconsin Eye Bank, and \$1,000 to Lions Pride. The Noon Lions annually helps to supply Hearing Aids and Eyeglasses to those in our community unable to pay for these devices.
- We also provide dictionaries annually to every third grader in Appleton.

Beat the rush - you will want to send in the following because everything we do is done on a first paid first served basis:

1. Application for Exhibit Space (NO increase in price)
2. We will issue space numbers on a first paid; first-served basis - there is always room for more - note the layout sheet attached. Placements will be made in July.
3. Exhibit Space Regulations are attached - please read, and sign your acknowledgement on the space provided on the application form.
4. Ad space is available and reasonable - check the flyer attached (NO increase in price). Every attendee will receive an ad booklet upon entry.
5. Sponsorship information will be available on our website or call Bob Randa.
6. If you are interested in presenting a 25 minute seminar of interest to seniors - send a description of your presentation with your application.

Please read the enclosed materials. If you have questions, please don't hesitate to contact us.

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