

Boomer Fest

May 4 and 5, 2012

a health and retirement fair for Baby Boomers and their parents

Friday 12Noon – 7pm Saturday 9am – 5pm
May 4 and May 5, 2012
at the Dover Ice Arena
110 Portland Ave. Dover, NH

Boomer Fest is an exciting opportunity for you to introduce your products and services to those who are planning to retire, those who are retired and those who may be caring for retirees.

Advertising for **Boomer Fest** will emphasize the educational and informational aspect of the fair with questions such as “do you know where you buy a wheel chair if you need one?”, “do you know how much money you need to retire?”, “where do you get someone to help with your elderly relative?”, and others. Additionally, advertising will mention many of the product and service categories represented at the premier **Boomer Fest**.

Here are just a few of the business categories that can benefit from being at **Boomer Fest**: Eye care, Oncology, Preventative Medicine, Home Health Care products and services, Audiology, Pharmaceutical, Investments, Financial Planning, Living Trusts and Wills, Podiatry, Chiropractic, Nursing Homes, Retirement Communities, Vacation Opportunities, Visiting Nurse Services, Reverse Mortgages, Assisted Living Centers, Elevators, Chair Lifts, Educational Opportunities, Fitness Centers, Preventative Cardiology, House Cleaning, Adult Day Care, Orthopedics, Dental, Rehabilitation Facilities, Life Insurance, Massage and many others.

If your product or service can in anyway address the needs of those who are planning to, or have already retired, you should be at **Boomer Fest**.

A number of topical workshops are being planned for each day and will be included in the event advertising.

Marketing plans for **Boomer Fest** include local newsprint, direct mail, posters, on-site signage as well as radio advertising on WOKQ, WSHK (the Shark), WBYY (the Bay) and WTSN. Additionally, exhibitors will be provided material that can be used for in-store signage, mail stuffers and email invitations.

Exhibitor display areas are 10 feet wide by 8 feet deep and include an 8-foot tall back curtain and 30 inch tall sides. A skirted table and chairs is optionally available. Custom over-sized display areas can be arranged.

With the 20% first year discount, the standard display areas are extremely affordable.

Plan now to take advantage of the exciting opportunities available at **Boomer Fest**.

Your marketing opportunities are limited only by your imagination.

Call or email us for more details!

Produced by *Morgan Shows* Suite 107 647 US Route 1 #14 York, Me 03909 207-438-0411
MorganShows@comcast.net