

**To: Potential 2017 Senior Living Expo® Exhibitors**  
**From: Bob Simon - Appleton Noon Lions Club**  
**RE: 20th Annual Senior Living Expo®, Wednesday, September 20, 2017**

**The Players Choice (Hwy JJ - 1.5 miles east of Appleton North HS)**  
**TIME: 8:00 am – 12:00 pm**

**We invite you to be a part of the 2017 Senior Living Expo®. Survey responses from the 2016 exhibitors and most of the 760+ attendees overwhelmingly expressed a great deal of satisfaction with last year's event.**

**Five years ago we increased the cost of exhibiting to \$375, which was our first increase in six years. This year's cost will remain the same, and double booths will cost \$700. Booths are 10' deep X 10' wide. This year we will need to charge \$25 extra for booths requesting electricity. Prize drawings will occur all morning long, with our biggest prizes drawn at 12:15. Last year we gave out over 50 prizes. This year we would like EVERY exhibitor to bring in a prize for us to give out during the show. In exchange for you bringing a gift, we will send you the names, addresses, city, state and zip of all the attendees this year.**

**We are pleased to offer seminars, exhibits, free parking, media and direct mail coverage of the Senior Living Expo®. Our goal is to have over 700 attendees and 70 - 80 exhibitors. Every senior attendee from the previous events will be sent a personal invitation to attend this event by US mail. History shows that 30% of these attend.**

**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 year over \$13,000 from the net income from the Senior Living Expo® was donated to local charities.**

**In addition the Noon Lions have vision screened almost 20,000 public and parochial elementary aged students during the last three school years. The Noon Lions annually helps to supply Hearing Aids and Eyeglasses to those in our community unable to pay for these devices. We also continue to provide dictionaries annually to every third grader in Appleton. The Noon Lions also donate to the Wisconsin Lions Foundation, Leader Dog Program, Hearing Dog, WI Diabetes Association, Mission to Mexico, Wisconsin Eye Bank, and to Lions Pride.**

**Beat the rush! You will want to send in the following ASAP because everything we do is on a first come - first served basis:**

- 1. Send the completed expo application via US mail or as an email attachment. We will issue booth numbers on a first received – first assigned basis. Note the tentative layout sheet attached. The layout may change due to changing fire codes and the response.**
- 2. Exhibit Space Regulations are attached. Please read, and sign your acknowledgement on the space provided on the application form. Note: The Players Choice is installing an Astroturf type flooring on the exhibit portion of the facility. Small black particles may stick to your shoes and clothing, so dress accordingly.**
- 3. Ad space is available and reasonable – check the flyer attached. Every attendee will receive an ad booklet upon entry.**