



We invite you to become part of an exciting new event at the Charleston Civic Center on Saturday, October 31, 2009 from 10:00 am to 6:00 pm. "Maturing in WV – What You Need-To-Know" targeting an audience of adults 50 and older.

Maturing in West Virginia is an education based series of presentations and workshops including vendor exhibits and demonstrations. Exhibitors are encouraged to be informational "hands-on" and not there just for "hand-outs". In fact hand-outs are discouraged unless they have a direct link to your mission or product. We offer exhibitors the opportunity to present and demonstrate their products and services as nothing can substitute for "face time", especially in this day and age of e-marketing and conference calls.

The main stage area features clinicians discussing Alzheimer's, Men's Health, Social Security, Advanced Directives, Retirement Finance and Elder law. In Rooms 103, 104 and 105, separate workshops covering Long Term Care, End Of Life/Hospice, Care Giver Workshop and AARP with Senior Fraud issues will be offered throughout the day. Please note that sound from the main stage area is muted and will not affect the exhibit area.

The Charleston Civic Center is the perfect location for this event and joining with the Charleston Newspapers and WV Radio to offer a marketing campaign that includes a Sunday tabloid the week prior to the event. With additional print, mailings, TV & Radio partners, we are sure to draw attendees from the tri-state area.

Enclosed you will find the registration form. We hope that you will consider this opportunity and look forward to hearing from you with any questions or concerns.

Sincerely,

M. Sharon King, Event Coordinator





“Maturing in West Virginia” is an educational experience offering information targeted to folks 50 and over the “sandwich generation” who wants to have a say in planning their future. The entire program is for the general public boasting live presentations and workshops by professionals with opportunity for lots of audience interaction

SATURDAY- OCTOBER 31, 2009
10:00 AM TO 6:00 PM

CHARLESTON CIVIC CENTER
GRAND HALL

THE EVENT

- ♥Direct marketing opportunity for all vendors
- ♥ Vendors encouraged to display and demonstrate stressing literature and products and not just “hand-outs”
- ♥ Presentations and workshops by professionals covering a broad range of health, legal and financial issues with sound contained at stage not effecting vendor area
- ♥**Maturing in WV** will become an annual fall event produced by the Charleston Civic Center
Date for 2010 is October 2 & 3.
- ♥\$5.00 general admission charge to the public

MARKETING

- ♥Sunday tabloid provided by the Charleston Newspapers in the Sunday Gazette Mail a week prior to the event, featuring local features and interviews with various participants.
- ♥Advertising and promotion via print, radio and TV.
- ♥Direct mailing, posters and church notices.

BOOTH SPACE

- ♥Special booth pricing for 501c3 agencies / Triple booths available upon request
- ♥All booths come with signage, table, chairs, power, 2-parking passes & 10 show tickets.
- ♥Booths are encouraged to provide a door prize. Door prize is optional.
- ♥Special vendor area provided for R & R during the day
- ♥All registrations will be taken in the main lobby – complete contact info sent to vendors’ mid-week via email or CD.
- ♥Early move in available on Friday evening prior to show.

