



**AGEWELL**  
**THE ACTIVE 50+ EXPO**  
— LAS VEGAS REVIEW-JOURNAL —

**Saturday, May 2, 2020**

**10 AM – 4 PM**

**Red Rock Resort & Casino**

**SOUTHERN NEVADA'S PREMIER EVENT AND LARGEST OF ITS KIND DESIGNED FOR BOOMERS, ACTIVE SENIORS, CAREGIVERS, PERSONS WITH DISABILITIES, FAMILY AND FRIENDS, AND PROFESSIONALS.**



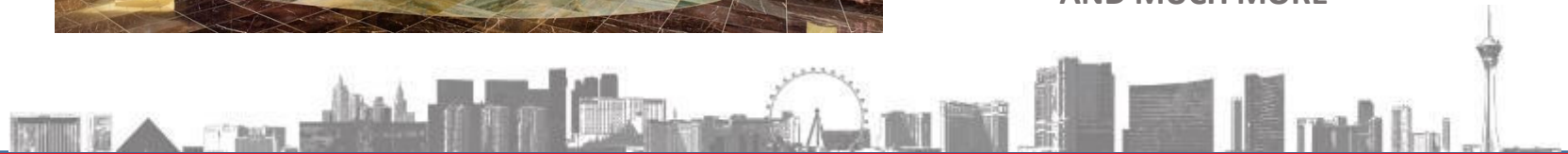


**AGING REIMAGINED  
WITH EXPERT SEMINARS  
AND EXHIBITORS  
FEATURING:**

- HEALTH
- FITNESS
- DANCE
- BEAUTY
- EXERCISE
- ARTS & CRAFTS
- ENTERTAINMENT
- CONTINUING EDUCATION
- LIFESTYLE
- DÉCOR
- FINANCIAL PLANNING
- HOME IMPROVEMENT
- COOKING DEMOS
- AUTOMOTIVE
- RECREATION
- RETIREMENT PLANNING
- IN HOME HEALTH CARE FACILITIES
- AND MUCH MORE

**Location:**

Red Rock Casino Resort & Spa  
Red Rock & Summerlin Ballrooms





# LAS VEGAS REVIEW-JOURNAL

AgeWell benefits from the impressive market reach of the Las Vegas Review-Journal

One issue of the Sunday Las Vegas Review-Journal reaches 253,400 (33%)  
of Clark County adults age 50+

Over a seven-day period, the print and online Las Vegas Review-Journal reaches 338,800 (44%)

Households in Clark County with the head of household age 55+ have an approximate total effective  
buying income of \$25 billion.



# 50+ MARKET DEMOGRAPHICS

Population

**44%** of Clark County adults are age 50+. That's 765,800 adults.

**52%** are married

**16%** Single (never married)

**19%** Separated or divorced

**13%** are widowed

**with 10%** of Clark County 50+ adults residing in the Las Vegas area less than five years. That's approximately 76,600 adults.



# AND OF THOSE 765,800 50+ ADULTS....



\$101m

Spent on furniture last year



66%

Own their home



20%

Did volunteer work in the past year



84%

Used a medical or dental specialist in the past year.



47%

Own a pet



61%

Used any hotel/motel in the past year



50%

Took a domestic air round trip in the past year



55%

Participated in sporting activities (swimming, jogging, hiking, and more)



43%

Employed. 32% Full Time. 11% Part Time.



42%

Have a retirement account, such as an IRA or 401K





50+ ACTIVE, AFFLUENT AND CONNECTED IN SOUTHERN NEVADA



# 50+ LIFESTYLE



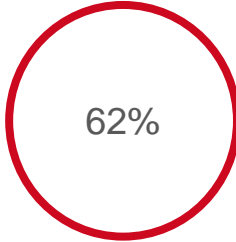
spent on home improvements last year



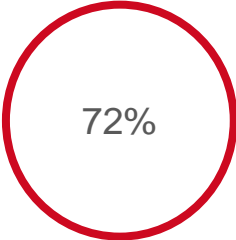
spent on internet purchases last year



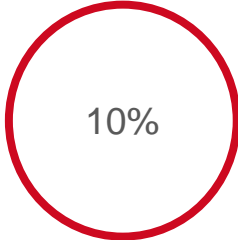
spent on women's casual clothing last year



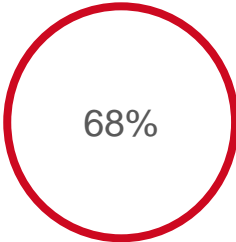
in a household that used any hospital in the past three years



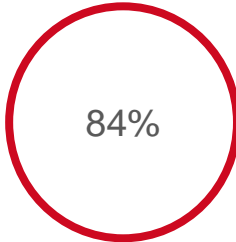
more likely to be planning to retire next year (more than twice as likely)



used a financial planner in the past year



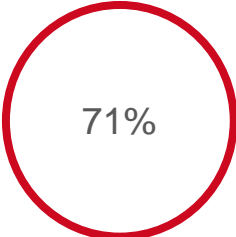
more likely to be expecting the birth of a grandchild next year



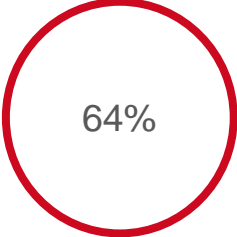
more likely to be planning to shop for nursing care/assisted living accommodations next year



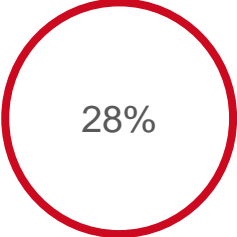
# ACTIVITIES



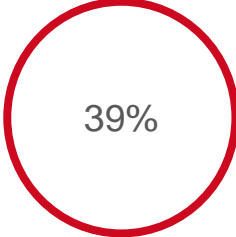
dined in a casino restaurant in the past year



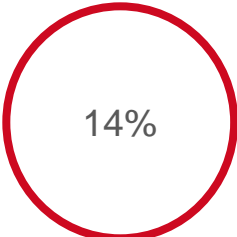
Gambled in a casino in the past year



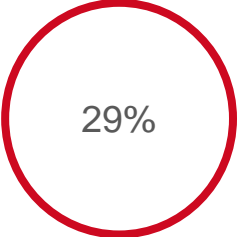
More likely to have played video poker in the last three months



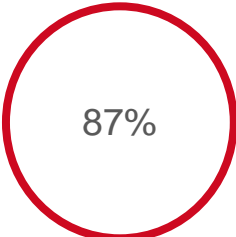
Did gardening in the past year



More likely to have attended a live theater performance in the past year



Watched a stage show or concert in a casino in the past year



Are in households that own one or more vehicles







# AGEWELL

THE ACTIVE 50+ EXPO

LAS VEGAS REVIEW-JOURNAL



## Sponsorship & Exhibitor Opportunities



**REACH POTENTIAL CUSTOMERS IN TWO WAYS:**

- 1. Advertise in the Las Vegas Review-Journal product line and engage attendees one-on-one at AgeWell Expo**
- 2. Many opportunities available to be apart of the show**

- Presenting Sponsor: \$52,000 (four category-exclusive sponsorships available)
- Premier Sponsor: \$35,000
- Gold Sponsor: \$18,500
- Silver Sponsor: \$10,000
- Marquee Sponsor: \$5,250
- Active Stage Sponsor: \$5,000 (one exclusive sponsorship available)
- Caricature Stage Sponsor: \$4,000 (one exclusive sponsorship available)
- Main Stage Sponsor: \$5,000 (one exclusive sponsorship available)
- Exhibitor A Package: \$1,595
- Exhibitor B Package: \$1,195
- Exhibitor C Package: \$995
- Exhibitor D Package: \$695



# MARKETING THAT ONLY THE REVIEW-JOURNAL CAN DELIVER

- Eight weeks of print promotion across all Las Vegas Review-Journal platforms
- Digital promotion with more than one million impressions
- Eight weeks of outdoor digital billboards with close to 1 million impressions
- Two weeks of radio promotions with a net reach of more than 300,000
- TV broadcast partner; local, regional and national press and public relations
- Cross-promotion with senior communities and clubs, medical facilities, active senior health and fitness centers, senior recreation clubs and meet-ups, and statewide senior citizen centers and organizations.
- Special section that will run Thursday, April 30, 2020 prior to the Expo and serves as the event program on the day of the event.



Prohibits; health, diet and nutrition seminars; classes singing and dance; celebrity entertainment; sessions management and retirement planning; plus medical and lifestyle keynote speakers.



## PRESENTING SPONSORSHIP - \$52,000

- ✓ Presenting level status of the expo, "Las Vegas Review-Journal AgeWell Expo presented by XYZ Company," included prominently in all multi-media promotion (including print, digital, radio, TV and outdoor), press, and event signage
- ✓ Presenting sponsor category exclusivity
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea to run on cover of the Las Vegas Review-Journal on Tuesday, April 28, 2020.
- ✓ Logo inclusion on cover of AgeWell Expo Special Section
- ✓ One (1) full-page ad plus one (1) full-page advertorial in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020; plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under sponsor tab on AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell Expo website with hyperlink
- ✓ One (1) up to 600 square-feet of premium space located on the expo floor, with unlimited tables, chairs, electrical boxes and wastebaskets provided. Positioning of space on floor plan to be mutually- agreed upon with presenting sponsor
- ✓ Four (4) appropriate, mutually agreed upon 45-minute speaker sessions promoted to attendees in dedicated presentation room (capacity up to 100). Topic must be approved by event management
- ✓ Logo inclusion on reusable, oversized AgeWell goody bag (high quality fabric bag, provided directly to each attendee)
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide a minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion.
- ✓ Audio recognition provided during expo, with minimum of eight (8) sponsor messages from the main stage
- ✓ One (1) 10' x 3.5' circle hanging banner, presenting sponsor to keep, and four (4) 20" x 30" foamcore posters with Presenting Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan



## PREMIER SPONSORSHIP - \$35,000



- ✓ Logo included prominently in all multi-media promotion (including print, digital, radio, TV and outdoor), press, and event signage
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea to run on cover of the Las Vegas Review-Journal on Tuesday, April 28, 2020
- ✓ Logo inclusion on cover of AgeWell Expo Special Section
- ✓ One (1) full-page ad plus one (1) half-page advertorial in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020; plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under sponsor tab on the AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell Expo website with link
- ✓ One (1) 400 square-foot of premium space located on the expo floor, with four (4) tables, eight (8) chairs and four (4) electrical boxes, and a wastebasket provided. Positioning of space on floor plan to be mutually- agreed upon with premier sponsor
- ✓ Two (2) appropriate, mutually agreed upon 45-minute speaker sessions promoted to attendees in dedicated presentation room (capacity up to 100). Topic must be approved by event management
- ✓ Logo inclusion on reusable, oversized AgeWell goody bag (high quality fabric bag, provided directly to each attendee)
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide a minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion.
- ✓ Audio recognition provided during expo, with minimum of six (6) sponsor messages from the main stage.
- ✓ One (1) 4' x 10' ceiling banner and two (2) 20" x 30" foamcore posters with logo with Premier Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan



## GOLD SPONSORSHIP - \$18,500

- ✓ Logo featured in all print promotion, press, and event signage
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea to run on cover of Las Vegas Review-Journal on Tuesday, April 28, 2020
- ✓ One (1) half page ad plus one (1) one-quarter page advertorial in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2019); plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under sponsor tab on AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell Expo website with link
- ✓ One (1) 300 square-foot of premium space located on the expo floor, with three (3) tables, six (6) chairs, two (2) electrical boxes, and wastebasket provided. Positioning of space on floor plan to be mutually- agreed upon with Gold Sponsor
- ✓ One (1) appropriate, mutually agreed upon 45-minute speaker session promoted to attendees in dedicated presentation room (capacity up to 100). Topic must be approved by event management
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide a minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion.
- ✓ Audio recognition provided during expo, with minimum of four (4) sponsor messages from the main stage.
- ✓ One (1) 4' x 10' ceiling banner and one (1) 20" x 30" foamcore poster with logo and Gold Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan



## SILVER SPONSORSHIP - \$10,000

- ✓ Logo featured in all print promotion, press, and event signage
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea to run on cover of the Las Vegas Review-Journal on Tuesday, April 28, 2020
- ✓ One (1) one-half ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020); plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under the sponsor tab on AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell Expo website with link
- ✓ One (1) 10' x 20' square-foot of premium space located on the expo floor, with two (2) tables, four (4) chairs, one (1) electrical box, and wastebasket provided. Positioning of space on floor plan to be mutually- agreed upon with Silver Sponsor
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion.
- ✓ Audio recognition provided during expo, with minimum of two (2) sponsor messages from the main stage.
- ✓ One (1) 20" x 30" foamcore poster with logo and silver sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan



## MARQUEE SPONSORSHIP - \$5,250



- ✓ Logo featured in all print promotion, press, and event signage
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea to run on cover of Las Vegas Review-Journal on Tuesday, April 28, 2020
- ✓ One (1) one-quarter page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020); plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under sponsor tab on AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell Expo website with hyperlink
- ✓ One (1) 10' x 20' square-foot premium space located on the expo floor, with two (2) tables, four (4) chairs, one (1) electrical box, and wastebasket provided. Positioning of space on floor plan to be mutually- agreed upon with Marquee Sponsor
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion.
- ✓ Audio recognition provided during expo, with minimum of two (2) sponsor messages from the main stage
- ✓ One (1) 20" x 30" foamcore poster with logo and Marquee Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan





# MAIN STAGE SPONSORSHIP - \$5,000

One Exclusive Sponsorship Available

- ✓ Naming rights of main stage, with stage branding.
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea, runs on cover of the Las Vegas Review-Journal on Tuesday, April 28, 2020
- ✓ One (1) one-quarter page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020); plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under sponsor tab on AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell Expo website with hyperlink
- ✓ One (1) 10' x 10' square-foot premium space located adjacent to the main stage on the expo floor, with one (1) table, two (2) chairs, and wastebasket provided.
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion
- ✓ Audio recognition provided during expo, as main stage events and entertainers are announced (minimum of 6 mentions)
- ✓ Logo on advertisements promoting the main stage schedule and under the entertainment tab on the AgeWell website
- ✓ Logo on main stage signage, including but not limited to one (1) 4' x 20' ceiling banner to hang above main stage and two (2) 20"x30" entertainment schedule posters placed near the main stage
- ✓ Vendor listing and logo inclusion on AgeWell floor plan



# CARICATURE STAGE SPONSORSHIP - \$4,000

One Exclusive Sponsorship Available



- ✓ Naming rights of Caricature Stage, with stage branding. Caricature Stage will feature acclaimed caricature artist creating complimentary caricatures for attendees continuous from 10:00 am to 4:00 pm
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea, runs on cover of the Las Vegas Review-Journal on Tuesday, April 28, 2020
- ✓ One (1) one-quarter page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020); plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under sponsor tab on AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell Expo website with hyperlink
- ✓ One (1) 10' x 10' square-foot premium space located adjacent to the Caricature Stage on the expo floor, with one (1) table, two (2) chairs, and wastebasket provided.
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion.
- ✓ Audio recognition provided during expo, as caricature stage events are announced. (minimum of 4 mentions)
- ✓ Logo on advertisements promoting the caricature stage schedule and under the entertainment tab on the AgeWell website
- ✓ Logo on caricature stage signage, including but not limited to one (1) 4' x 10' ceiling banner to hang above caricature stage
- ✓ Logo on preprinted paper that caricature artists will use for each caricature
- ✓ Private session or four (4) guests for four caricatures
- ✓ Vendor listing and logo inclusion on AgeWell floor plan



# ACTIVE LOUNGE SPONSORSHIP - \$3,000

One Exclusive Sponsorship Available

- ✓ Naming rights of Active Lounge, with lounge branding
- ✓ Active Lounge with inlaid dance floor, featuring six fifteen (15) minute breaks throughout expo hours hosted by dance studios and instructors on the best moves from line dancing to ballroom.
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea, runs on cover of the Las Vegas Review-Journal on Tuesday, April 28, 2020
- ✓ One (1) one-quarter page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020); plus serves as expo program and guide distributed to each attendee)
- ✓ Logo to run under sponsor tab on AgeWell Expo website with hyperlink
- ✓ Vendor listing on AgeWell website
- ✓ One (1) 10' x 10' square-foot premium space located adjacent to the Active Stage on the expo floor, with one (1) table, two (2) chairs, and wastebasket provided.
- ✓ Opportunity to provide prize(s) for popular Las Vegas Review-Journal prize wheel on day of expo with audio recognition on stage. Must provide minimum of 500 items. If a mutually agreed-upon grand prize is provided, the Review-Journal will support with additional advance promotion.
- ✓ Audio recognition provided during expo, as active stage events are announced (minimum of 4 mentions)
- ✓ Logo on advertisements promoting the active stage schedule and under the entertainment tab on the AgeWell website
- ✓ Logo on active stage signage, including but not limited to one (1) 4' x 10' ceiling banner to hang above main stage and on one (1) 20"x30" Active Lounge schedule poster
- ✓ Vendor listing and logo inclusion on AgeWell floor plan



## EXHIBITOR A PACKAGE - \$1,695

- One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020); plus serves as expo program and guide distributed to each attendee)
- One (1) 10' x 20' square-foot premium space located on the expo floor, with two (2) tables, four (4) chairs, and wastebasket provided.
- Vendor listing on AgeWell Expo website with hyperlink
- Vendor listing on AgeWell floor plan

## EXHIBITOR B PACKAGE - \$1,295

- One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 30, 2020); plus serves as expo program and guide distributed to each attendee)
- One (1) 10' x 10' square-foot premium space located on the expo floor, with one (1) table, two (2) chairs, and wastebasket provided.
- Vendor listing on AgeWell Expo website with hyperlink
- Vendor listing on AgeWell floor plan

## EXHIBITOR C PACKAGE - \$1,095

- One (1) 10' x 20' square-foot premium space located on the expo floor, with two (2) tables , four (4) chairs and wastebasket provided
- Vendor listing on AgeWell Expo website with hyperlink
- Vendor listing on AgeWell floorplan

## EXHIBITOR D PACKAGE - \$695

- One (1) 10' x 10' square-foot premium space located on the expo floor, with one (1) table, two (2) chairs and wastebasket provided
- Vendor listing on AgeWell Expo website with hyperlink
- Vendor listing on AgeWell floorplan





# AGEWELL

## THE ACTIVE 50+ EXPO

— LAS VEGAS REVIEW-JOURNAL —

### CONTACT US

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