



# AGEWELL

## THE ACTIVE 50+ EXPO

— LAS VEGAS REVIEW-JOURNAL —

**Saturday, April 14, 2018**

**9 AM – 3 PM**

**Rio Convention Center**

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

**AND FEATURING THE NEW  
ACTIVE 50+ TRAVEL FESTIVAL!**





NEW DATE, NEW LOCATION!

AT THE RIO CONVENTION CENTER

AGING REIMAGINED  
WITH EXPERT SEMINARS AND EXHIBITORS FEATURING  
HEALTH • FITNESS • DANCE • BEAUTY • EXERCISE  
ARTS & CRAFTS • ENTERTAINMENT • ANTIQUES  
CONTINUING EDUCATION • LIFESTYLE DÉCOR • FINANCIAL PLANNING  
HOME IMPROVEMENT • COOKING DEMOS • AUTOMOTIVE AND RECREATION  
RETIREMENT PLANNING • EARLY RETIREMENT • CELEBRITY ENTERTAINMENT  
AGING IN HOME HEALTH CARE AND LONG-TERM CARE FACILITIES





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

One issue of the Sunday Las Vegas Review-Journal reaches 258,700  
(36%)  
of Clark County adults age 50+

Over a seven-day period, the print and online Las Vegas Review-Journal  
reaches 344,200 (47%)

Households in Clark County with the head of household age 55+ have an  
approximate total effective buying income of \$20 billion.



# 50+ MARKET DEMOGRAPHICS

## POPULATION

**45%**

of Clark County adults  
are age 50+.

**54%**

Married

**15%**

Single  
(never married)

**17%**

Separated or divorced.

**14%**

Widowed

**with 10%**

of Clark County 50+ adults residing  
in the Las Vegas area less than  
five years. **That's nearly  
730,000 adults.**

## AND OF THOSE 730,000 50+ ADULTS...



**67%**

Own their home



**39%**

Employed. 28% Full Time.  
11% Part Time.



**19%**

Did volunteer work in the past year



**82%**

Used a medical or dental specialist in the past year.



**51%**

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



**\$89.2m**

Spent on furniture last year



**45%**

Took a domestic air round trip in the past year



**57%**

Used any hotel/motel in the past year



**43%**

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



**49%**

Own a pet







**50+ ACTIVE, AFFLUENT AND  
CONNECTED IN SOUTHERN NEVADA**

# 50+ LIFESTYLE

**\$364m**

spent on home improvements  
last year

**\$381m**

spent on internet purchases  
last year

**\$52m**

spent on women's casual  
clothing last year

**67%**

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

**120%**

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

**27%**

used a tax preparation  
service in the past year

**11%**

used a financial planner in  
the past year

**69%**

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

**44%**

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

# ACTIVITIES

73%

dined in a  
casino  
restaurant in  
the past year

67%

gambled in a  
casino in the  
past year

22%

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

36%

did gardening  
in the past year

28%

more likely to  
have attended  
an event at the  
Smith Center in  
the past year

27%

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

83%

are in  
households  
that own one or  
more vehicles





**SPONSORSHIP & EXHIBITOR  
OPPORTUNITIES**

## Reach potential customers in two ways: advertise in the Las Vegas Review-Journal product line and engage attendees one-on-one at AgeWell

- Presenting Sponsor: \$50,000  
(four category-exclusive sponsorships available)
- Premier Sponsor: \$35,000
- Gold Sponsor: \$18,000
- Silver Sponsor: \$9,500
- Marquee Sponsor: \$5,000
- Active Stage Sponsor: \$5,000  
(one exclusive sponsorship available)
- Caricature Stage Sponsor: \$3,000  
(one exclusive sponsorship available)
- Antique Alley Sponsor: \$2,500  
(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: \$595







## 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 2 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; and cross-promotion with senior communities and clubs, medical facilities, churches and temples, active senior health and fitness centers, senior recreation clubs and meet-ups, and statewide senior citizen centers and organizations.





## PRESENTING

**\$50,000**

Four category exclusive sponsorships available.

- ✓ Presenting level status of the expo, "Las Vegas Review-Journal AgeWell Expo presented by XYZ Company," included prominently in all multi-media promotion (including 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 Sunday, April 8, 2018.
- ✓ 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 12; 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
- ✓ 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
- ✓ 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 35' circle hanging banner, presenting sponsor to keep, and four (4) 22" x 28" foamcore posters with Presenting Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan







# PREMIER

## \$35,000

- ✓ Logo included prominently in all multi-media promotion (including radio 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 Sunday, April 8
- ✓ 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 12; 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-feet 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
- ✓ 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
- ✓ 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) 22" x 28" foamcore posters with logo with Premier Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan





# GOLD SPONSOR

\$18,000

- ✓ 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 Las Vegas Review-Journal on Sunday, April 8
- ✓ 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 12, 2018); 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-feet 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) 22" x 28" foamcore poster with logo and Gold Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan





## SILVER SPONSOR

\$9,500

- ✓ 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 the Las Vegas Review-Journal on Sunday, April 8
- ✓ One (1) one-quarter ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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) 22" x 28" foamcore poster with logo and silver sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan







## MARQUEE SPONSOR

\$5,000

- ✓ 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 Las Vegas Review-Journal on Sunday, April 8
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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) 22" x 28" foamcore poster with logo and Marquee Sponsor status
- ✓ Vendor listing and logo inclusion on AgeWell floor plan







## MAIN STAGE SPONSOR

\$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 Sunday, April 8
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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. More than 4,500 attendees spun the wheel in 2017.
- ✓ Audio recognition provided during expo, as main stage events and entertainers are announced
- ✓ 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
- ✓ Vendor listing and logo inclusion on AgeWell floor plan





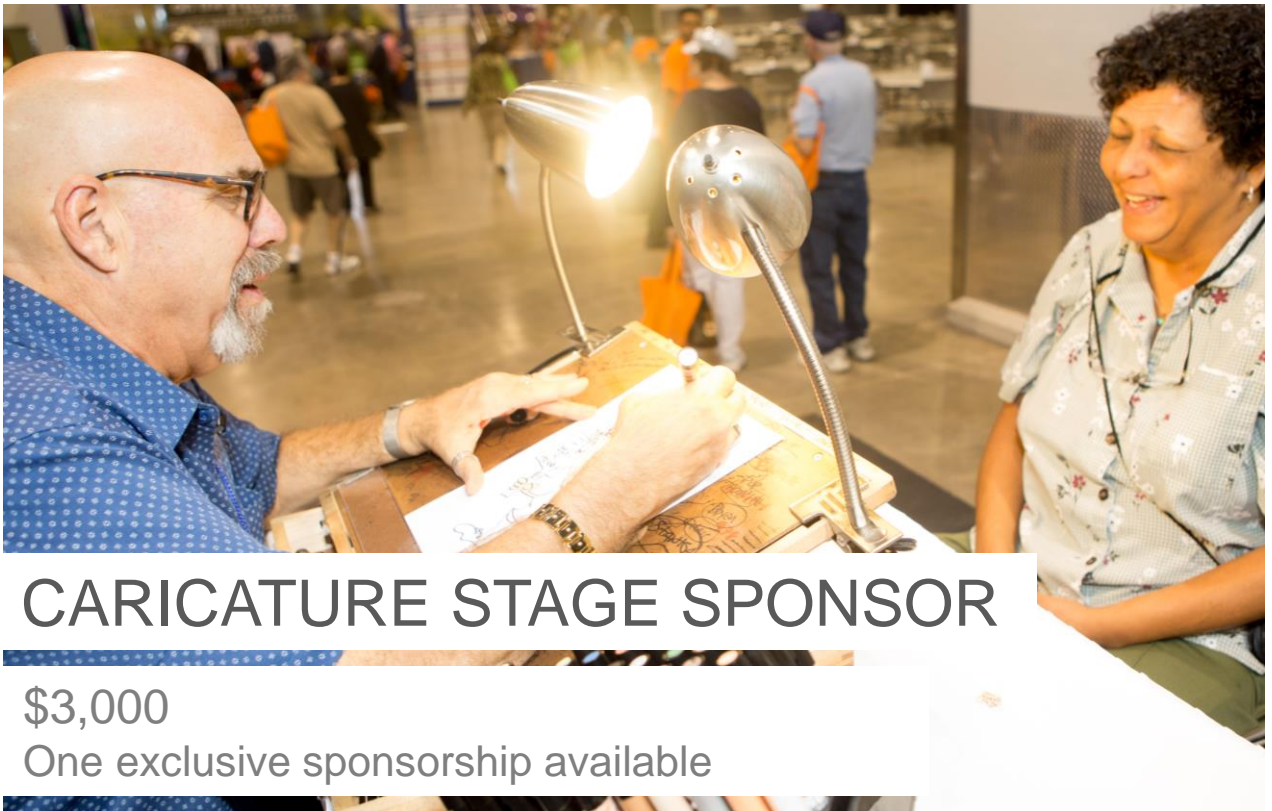
## ACTIVE PAVILLION SPONSOR

\$5,000

One exclusive sponsorship available

- ✓ Naming rights of Active Stage, with stage branding. Active Stage 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 Sunday, April 8
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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. More than 4,500 attendees spun the wheel in 2017.
- ✓ Audio recognition provided during expo, as active stage events are announced
- ✓ 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 20' ceiling banner to hang above main stage
- ✓ Vendor listing and logo inclusion on AgeWell floor plan





## CARICATURE STAGE SPONSOR

**\$3,000**

One exclusive sponsorship available

- ✓ Naming rights of Caricature Stage, with stage branding. Caricature Stage will feature acclaimed artist Neil Portnoy creating complimentary caricatures for attendees in an entertainment format for audiences, continuous from 9:30 am to 2:30 pm
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea, runs on cover of the Las Vegas Review-Journal on Sunday, April 8
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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.
- ✓ 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 20' ceiling banner to hang above caricature stage
- ✓ Logo on preprinted paper that Neil Portnoy will use for each caricature
- ✓ Private session or four (4) guests with Neil Portnoy for four caricatures
- ✓ Vendor listing and logo inclusion on AgeWell floor plan







## ANTIQUE ALLEY SPONSOR

**\$2,500**

One exclusive sponsorship available

- ✓ Naming rights of hosted AgeWell Antique Alley featuring appraisers, antique shops, and insurance agents just like Antiques Roadshow.
- ✓ Logo inclusion on one (1) Las Vegas Review-Journal AgeWell spadea, runs on cover of the Las Vegas Review-Journal on Sunday, April 8.
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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 hyperlink
- ✓ One (1) 10' x 10' square-foot premium space located adjacent to the AgeWell Antique Alley lounge on the expo floor, with one (1) tables, 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 AgeWell Antique Alley site is continuously announced.
- ✓ Logo on all advertisements promoting AgeWell Antique Alley at expo
- ✓ Logo on one (1) 4' x 10' ceiling banner above AgeWell Antique Alley at expo
- ✓ Vendor listing and logo inclusion on AgeWell floor plan





**\$1,595**

## **EXHIBITOR A PACKAGE**

- One (1) one-quarter page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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

**\$1,195**

## **EXHIBITOR B PACKAGE**

- One (1) one-eighth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, April 12, 2018); 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, wastebasket provided.
- Vendor listing on AgeWell Expo website with hyperlink
- Vendor listing on AgeWell floor plan

**\$995**

## **EXHIBITOR C PACKAGE**

- 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

**\$595**

## **EXHIBITOR D PACKAGE**

- 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



Southern Nevada's Premier Event & Largest of Its Kind  
Aging Reimagined with expert seminars and exhibitors

## CONTACT US



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