



**Saturday, November 9, 2019**  
**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
- LONG-TERM CARE FACILITIES
- AND MUCH MORE

New Location :  
Red Rock Resort & Casino  
Red Rock Ballroom





# **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 230,700 (31%)  
of Clark County adults age 50+

Over a seven-day period, the print and online Las Vegas Review-Journal reaches 320,900 (43%)

Households in Clark County with the head of household age 55+ have an approximate total  
effective buying income of \$23 billion.



# 50+ MARKET DEMOGRAPHICS

Population

**44%** of Clark County adults are age 50+

**18%** Separated or divorced

**53%** are married

**15%** are widowed

**14%** Single (never married)

**with 10%**

of Clark County 50+ adults  
residing in the Las Vegas area less  
than five years. That's nearly  
740,000 adults



And of those 740,000 50+ Adults...







50+ ACTIVE, AFFLUENT AND CONNECTED IN SOUTHERN NEVADA



# 50+ LIFESTYLE



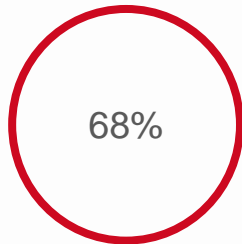
spent on home improvements  
last year



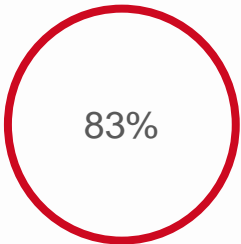
spent on internet purchases  
last year



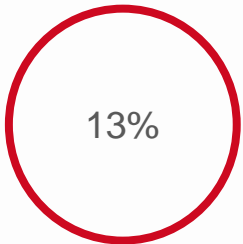
spent on women's casual  
clothing last year



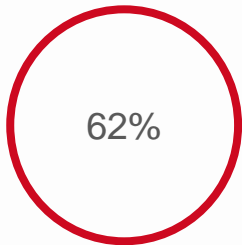
in a household that used any  
hospital in the past three  
years



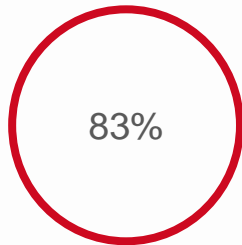
more likely to be planning to  
retire next year (more than  
twice as likely)



used a financial planner in  
the past year



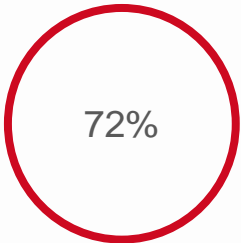
more likely to be expecting  
the birth of a grandchild  
next year



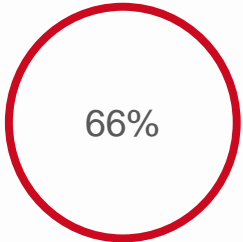
more likely to be planning  
to shop for nursing  
care/assisted living  
accommodations next year



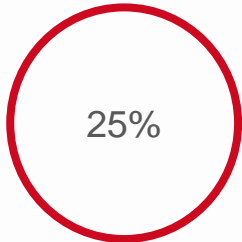
# ACTIVITIES



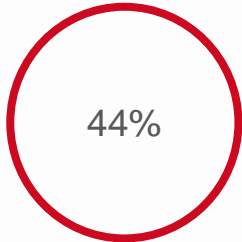
dined in a casino restaurant in the past year



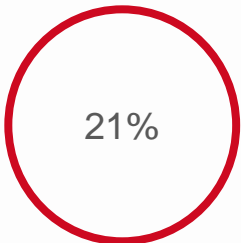
Gambled in a casino in the past year



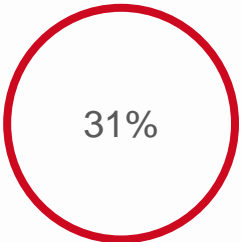
More likely to have played video poker in the last three months



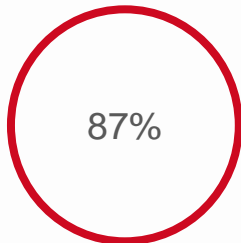
Did gardening in the past year



More likely to have attended an event at the Smith Center 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



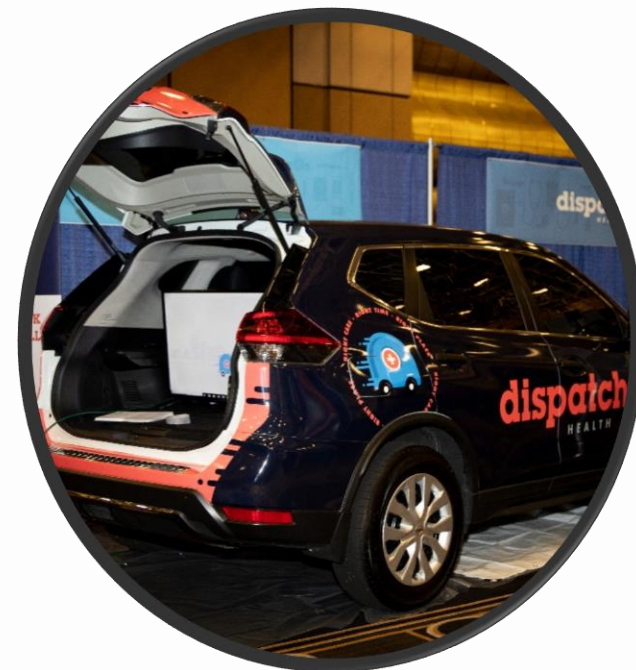




# AGEWELL

THE ACTIVE 50+ EXPO

LAS VEGAS REVIEW-JOURNAL



## Sponsorship & Exhibitor Opportunities



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

- 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 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
- 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.



REACH THOUSANDS OF ACTIVE ADULTS 50+ AT

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

**SPONSOR AND EXHIBITOR OPPORTUNITIES AVAILABLE**

702.383.0469 | [agewellexpo.com](http://agewellexpo.com)

**SATURDAY, MARCH 16**  
9AM TO 3PM

**RIO CONVENTION CENTER**  
Pavilion Ballroom

Interactive exhibits; health, diet and nutrition seminars; aging-in-home planning; classes on yoga, stretching and dance; celebrity entertainment; sessions on financial management and retirement planning; plus medical and lifestyle keynote speakers.

**FREE ADMISSION | FREE PARKING**

Presented By  
**OPTUM Care**  
Network of Nevada

Gold Sponsors  
**UMC** COMPREHENSIVE CANCER CENTERS  
**HealthCare Partners**

Silver Sponsor  
**Humana**

Main Stage Sponsor  
**Station Casinos**

# 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, November 5, 2019.
- ✓ 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, November 7, 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 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) 22" x 28" 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, November 5, 2019
- ✓ 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, November 7, 2019; 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
- ✓ 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) 22" x 28" 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, November 5, 2019
- ✓ One (1) half page ad plus one (1) one-quarter page advertorial in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, November 7, 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-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 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, November 5, 2019
- ✓ One (1) one-quarter ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, November 7, 2019); 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-feet 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 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, November 5, 2019
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, November 7, 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 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 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, November 5, 2019
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, November 7, 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 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
- ✓ 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, November 5, 2019
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, November 7, 2017); 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 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 Tuesday, November 5, 2019
- ✓ One (1) one-sixth page ad in the AgeWell Special Section (Las Vegas Review-Journal full run Thursday, November 7, 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 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
- ✓ 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, November 7, 2019); 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 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, 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





## CONTACT US

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