WRJW PRESENTS THE 22ND ANNUAL

Senior Citizens FAIR & EXPO

Saturday, JUNE 2, 2018

If you will:

Give 4 hours of your time on Saturday, June 2nd, 2018. 8AM-Noon and talk to hundreds of seniors about your business.

Set up & Host your booth. ***Please, no early teardowns***.

Bring promotional hand-outs, coupons, booth prizes, samples, and/or perform screenings

Pearl River Communications will:

Coordinate and execute our biggest and best Senior Citizen's Fair & Expo ever!

List your business in the official program book.

Provide booth space, 8 foot table, 2 chairs, and booth sign.

Provide over $5000 worth of door prizes for those who attend. *Drawing every 30 minutes!*

Give a FREE goodie bag to the first 1000 Senior Citizens thru the door!

Broadcast live from the Senior Fair and include info about your booth.

Provide Partners with a database of seniors who registered for doorprizes.

Promote the Senior Citizen Fair & Expo heavily and mention your participation in ads.

Bring you face-to-face with HUNDREDS of prospects.

Provide a concession stand.

Provide live entertainment throughout the day.

Name the Senior Citizen of the Year.

WRJW 1320 - AM

Southern senior MAGAZINE

Call today to reserve your space in the 22nd Annual Senior Citizen Fair & Expo

601-798-4835 or 800-284-5036

WRJW's 22nd Annual
Senior Citizen's Fair & Expo
June 2, 2018

Especially for Older Americans and Their Families.

Displays, Exhibits, Demonstrations, Samples, Entertainment, and Screenings

DATE: Saturday, June 2, 2018

TIME: 8:00 a.m. - Noon

PLACE: Picayune High School Gymnasium 5th Avenue in Picayune.

Why should you take part in this event?

- Thousands of Senior Citizens live in Pearl River County & South Mississippi.
- Picayune is designated an official retirement community by the State of Mississippi.
- Americans 50 and over are the fastest growing segment of the consuming public, with more spendable income than any other age group.
- Pearl River County has the largest senior population in the state.
- New seniors are moving into Pearl River County every week.
- Most county seniors are unaware of the products, services, advantages, discounts, etc. available to them in this area.

Don't miss this exciting opportunity to promote your business, service, product or organization to hundreds of Americans 50 years and over and their families as we work together to make our 2018 Senior Citizen's Fair & Exposition a great success!

PARTNER LEVEL

EACH SPONSORSHIP WILL INCLUDE:

6x10 ft. space with one 8' table, 2 chairs, a disposable cover and a sign featuring your business logo.
A display advertisement in the Official Program.
Hundreds of promotional mentions on WRJW 1320-AM.
2 - 1/4 page ads in The Swap Shop News. (5/1 & 5/15)
(75) 30-second ads on WRJW Radio to promote your participation in the event.
Opportunity to include promotional items in goodie bags (coupon, flyer, sample, business cards, etc.)
The opportunity to receive a database list of all attendees who register for WRJW prizes.
Mentions in all other advertising done in other areas to promote the event.
Your ad with HOT LINK to your site on the Senior Fair page of wrjwradio.com for one year.

NEW: Social Media Posts weekly for Partner Level Sponsors!

Total investment for the Senior Fair & Expo is

$699.00

VISA DISCOVER MasterCard

- **Picayune Chamber of Commerce members:** *Only* **$550.00**
- **Civic Organizations:** *Only* **$150.00** *Includes booth space, promos, sign & program only.. Limited to 12. First come, first served!*

Each participant is encouraged to have Convention type Give-Aways or Booth Prizes.

WRJW will give away valuable doorprizes every 30 minutes!

Confirm today by signing here: _____

Payment in full is due at least 2 weeks before the event. **An additional $25 fee is required for booths requiring electricity.**

WRJW 1320-AM | Picayune, MS | 601.798.4835 | 800.284.5036 | wrjwradio.com

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Senior Citizens FAIR & EXPO

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Especially for Older Americans and Their Families.

Displays • Exhibits • Demonstrations • Seminars Entertainment • Screenings

Alternatives to Full Participation

BOOTH SPACE ONLY

(retail & professional)

$425

- 6x10 booth space
- 6' skirted table & 2 chairs.
- Sign featuring your name & logo.
- 2"x4" display ad in the official program.
- (20) 30-second promos
- Mentions in ads promoting the Expo.
- Ad on wrjwradio.com

GOODIE BAG INSERTS

(no booth)

$239

We will insert your coupon, sample, flyer, business card, or promotional item into up to 1,000 goodie bags. *You must provide items by deadline of Monday, May 23rd.*

You also receive a 2x4 inch ad in the Official Program and mentions in ads promoting the Expo.

OFFICAL PROGRAM

(no booth)

$149

2x4 ad in the flyer that will be printed in the Swap Shop Newspaper.

--PLUS--
2x4 inch ad in the Official Program handed out at the fair.

BANNER/BALLOONS ONLY $50

You may pay to have a Banner, Poster, or Balloons with your logo displayed at the Senior Fair. You are responsible for delivery and pickup.

VISA DISCOVER MasterCard

WRJW PRESENTS THE 22ND ANNUAL

Senior Citizens FAIR & EXPO

Saturday, JUNE 2, 2018

Exhibitor Registration Form

Reservation Guaranteed upon Payment in Full.

Please complete and fax to 601-798-9755 or email information to info@wrjwradio.com

Mail Payment to WRJW, P O BOX 907, Picayune, MS 39466

Date _____

Business Name _____

Address _____

Telephone Number _____

Fax Number _____

Contact Person _____

Cell Number of Contact _____

Email Address _____

Will you do a Health Screening? (YES) (NO)

If YES, what screening? _____

Will you need electricity? ($25 Non-Refundable Charge) (YES) (NO)

WIll you have give-a-ways/doorprizes? (YES) (NO)

If YES, what? _____

Which advertising package do you choose?

(PARTNER LEVEL SPONSOR) (BOOTH ONLY) (GOODIE BAG ONLY) (PROGRAM ONLY) (BANNER/BALLOONS ONLY)

What is your business/corporate color(s)? _____

When would you like to set up your booth? (4P-6P FRIDAY) (6A-7:45A SATURDAY)

Booth number request (see enclosed diagram) _____

Only 1 business per booth. No business may "share" their boothspace with another business without obtaining written approval by WRJW Management prior to event.

CANCELLATION POLICY: If cancellation is made prior to 2 weeks before the event, your sponsorship will be prorated to include only advertising already received and a $25.00 cancellation fee will be charged. If cancellation is made within 2 weeks of the event, your sponsorship will be prorated to include advertising already received and a $200.00 cancellation fee will be charged. Booth sponsorship is non-refundable within (7) days of the event.

VISA DISCOVER MasterCard

WRJW's 22nd Annual

Senior Citizen's Fair & Expo

June 2, 2018

PREPARATION FOR THE EVENT

In order to help you prepare for your participation in the Senior Fair & Expo, we have compiled this handy "to-do" list.

Immediately

- ❑ Reserve your booth space by filling out Registration Form & returning.
- ❑ Start making plans for what you want to do or offer from your booth.
- ❑ Prepare booth layout or design. (Best booth wins $200, in advertising)
- ❑ Decide if you need electricity for your booth & reserve.

3 months prior to event

- ❑ Order your promotional handouts. (6-8 weeks to deliver. We have source books if you need ideas)
- ❑ Design and print any flyers or coupons for goodie bags or handouts.
- ❑ Order supplies for screenings or samples and let us know what you plan to offer

2 months prior to event

- ❑ Decide who will set up and man the booth, 8am - 12pm Noon. (Arrange backup)
- ❑ Make sure you have signage for you booth.
- ❑ Incorporate your participation in all your advertising.

1 month prior to event

- ❑ Check your supply of business cards to make sure you have plenty.
- ❑ Line up your doorprize or booth prize.
- ❑ Confirm your booth space is reserved and paid.
- ❑ Confirm all who will set up or work the booth are prepared. (Make sure backups are ready)
- ❑ Make sure your business will be manned.

2 weeks prior to event

- ❑ Make sure your goodie bag item is delivered to the station by the deadline.
- ❑ Double check to make sure your promotional items/handouts/supplies for screenings/samples are in and ready.
- ❑ Decide how you will dress for your participation.
- ❑ Call your Rep to let him/her know what your doorprize will be, so it can be added to our list.
- ❑ Decide when you will set up your booth. (Friday or Saturday)

1 week prior to event

- ❑ Be prepared for any last minute problems. Have backup help just in case.
- ❑ Make sure all booth supplies are boxed and ready to go.