2025 SENIOR EXPO

Presented by Treasure of the Hills Senior Center, in cooperation with the City of Cedar Park

Saturday, October 4 ◆ 9:00 am to 1:00 pm ◆ Cedar Park Rec Center

Greetings!

The 19th Annual Senior EXPO, hosted by Treasure of the Hills Senior Center, in partnership with the City of Cedar Parks and Parks & Recreation Department, will be held on Saturday, October 4, 2025 from 9:00 a.m. to 1:00 p.m. at the Cedar Park Rec Center, located at 1435 Main St., Cedar Park, and is free and open to the public. The Senior Expo is held for active seniors (50+) and their families and caregivers searching for products and services available in the North Travis County/Williamson County areas.

Treasure of the Hills Senior Center has hosted the Senior Expo since 2005, excluding 2020 and 2021 due to the pandemic. The Expo is primarily focused on the elderly and their families in Cedar Park and surrounding areas.

This year, we are returning to the Cedar Park Rec Center, but the Expo will be held in the gymnasium to accommodate the 60+ vendors we anticipate this year. Plus, ample parking will be available for all Expo attendees as there will be no competing events.

One wonderful addition to this year's activities will be the opportunity for Expo Sponsors to host a presentation in one of the Community Rooms during the event. More detail about the presentations and how to become a sponsor can be found on page 3.

In addition to our regular publicity and marketing (i.e., Seniorific News, Cedar Park Chamber of Commerce, Texas Co-op (PEC), several senior living facilities, churches, & senior centers), the City of Cedar Park is working with us to publicize the event. Because of this special partnership, we anticipate exponential growth in attendance.

We believe that booth space will go quickly due to the growth and popularity of the Expo. Submit your Registration Form as soon as possible; booth space is allocated on a first-come basis.

Deadline to Register is August 1, 2025

Opportunities Available to You As a Participant in the Senior Expo as a:

- **Vendor—for both profit and non-profit businesses and organization**
- **Sponsorships—with special benefits in three different levels**
- **Program Advertising—to publicize your business and product or service**

Advertising Benefits

- Your name is in front of potential customers who reside, work, and shop in the Cedar Park area.
- Attendees use it for notetaking and future product reference.
- Older adults are the most thriving demographic group with the highest income!
- Your business investment in the community can enhance product awareness.
- Together, we can enhance the quality of life and provide information on products and services for hundreds of seniors and their families.
- Senior Expo program advertisements underwrite the cost of the program and the Senior Expo, as well as provide funds for other activities for the seniors at the Treasure of the Hills Senior Center.

Registration form and additional information on the following pages

REGISTRATION FORM

For VENDORS/EXHIBITORS, SPONSORHIPS and PROGRAM ADVERTISING

SATURDAY, OCTOBER 4, 2025 • 9 A.M. TO 1 P.M. • CEDAR PARK REC CENTER

Company Name: _____

(as you would like for it to appear in the program)

Contact Representative(s): _____

Address/City/Zip: _____

Telephone: _____ **Telephone:** _____

Email: _____ **Email:** _____

Company Website: _____

Please advise if special electrical access/needs are required: _____

Will you be providing a door prize? ☐ **Yes** ☐ **No** *(We prefer only one door prize per exhibitor.)*

Please describe your business/agency/product/service as you would like for it to appear in the program.
(50-word max.)

VENDOR: *Select Type*

☐ **Non-Profit Business**
$100 for a table with 2 chairs

☐ **For-Profit Business**
$160 for a table with 2 chairs

SPONSORSHIP: *Select Type (optional)*

(See listing of sponsor benefits on page 3)

☐ **Gold Level—$2000** ☐ **Silver Level—$1000** ☐ **Bronze Level—$500**

PROGRAM AD: *Select Size (optional)*

(Actual ad sizes shown on page 4)

Select Ad Size:

☐ **Inside Front Cover - $200** ☐ **Inside Back Cover - $200** ☐ **Full Page - $150**

☐ **½ Page - $80** ☐ **¼ Page Horizonal - $50** ☐ **¼ Page Vertical - $50**

Method of Payment

☐ **Cash** ☐ **Check** ☐ **Credit Card** (MC/Visa/AMEX/Discover)

Call 512-331-6000 to provide card information

Please make checks payable to Treasure of the Hill Senior Center or TOTH - Mail checks and completed registration to:

Treasure of the Hills Senior Center, 408 Ridgewood Drive, Cedar Park, Texas 78613.

Or you can email completed registration forms to EXPO.TOTH@gmail.com, an invoice will be sent for a credit card payment. Once both registration & payment are received, information regarding the setup and other necessary details will be sent to you. If you have any questions, please TEXT our EXPO Coordinator Ellen Fannin at 512-689-3438.

FOR OFFICE USE:

Receipt #: _____ Payment Received: $ _____ Processed by: _____

2025 SENIOR EXPO SPONSORSHIPS

New to all levels of sponsorships this year is the opportunity to host a presentation on your product, service or related topic. Presentations should be 30 minutes in length with an additional 15 minutes allotted for seating and dismissal. Each presentation will be held in one of the three Community Rooms at the Rec Center beginning at 9:30 a.m. We will have announcements regarding each presentation and will provide ambassadors to escort attendees to the room.
Sponsorships must be paid in full prior to receiving benefits.

Gold Level—$2000

- Listed as a Gold sponsor in marketing materials & social media
- Full page ad in the EXPO program
- Choice of booth location at Expo
- ★ Presentation Time Slot *(Please supply organizers with topic title in advance for publicity purposes.)*
- Three 15-second announcement during event
- Premium Display Listing on TOTH website
- 6 Months Ads in Gazette newsletter

Silver Level—$1000

- Listed below Gold Level sponsors in printed marketing materials
- Half-page ad in the Expo program
- Choice of booth location after Gold Level sponsors
- ★ Presentation Time Slot *(Please supply organizers with topic title in advance for publicity purposes.)*
- Two 15-second announcement during event
- Display Listing on TOTH website
- 4 Months Ads in Gazette newsletter

Bronze Level—$500

- Listed below Gold & Silver Level sponsors in printed marketing materials
- Quarter-page ad in EXPO program
- Booth Space
- ★ Presentation Time Slot *(Please supply organizers with topic title in advance for publicity purposes.)*
- One 15-second announcement during event
- Display Listing on TOTH website
- 3 Months Ads in Gazette newsletter

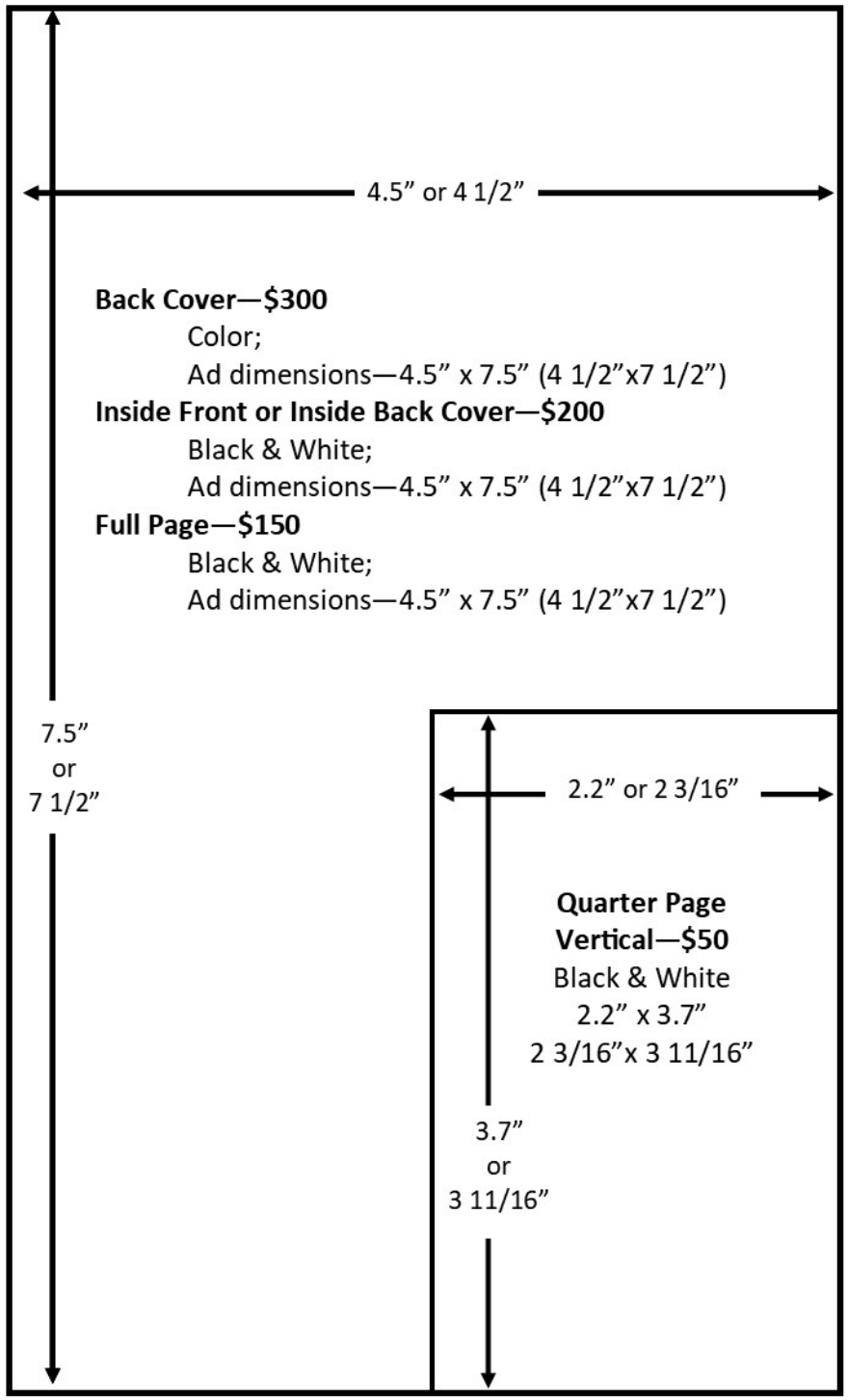
Additional Information on Program Advertising

(Actual Ad sizes shown on back page.)

Ads should be provided in high resolution JPEG or PDF format with proper size and proportion for the ad size selected. Prepared Ads should be emailed to fanninellen@gmail.com no later than August 1, 2025. If you need assistance in designing your ad, contact EXPO Coordinator Ellen Fannin at fanninellen@gmail.com as soon as possible. Sponsorships must be paid in full prior to receiving benefits.

2025 SENIOR EXPO

The program is distributed to every attendee to the Senior Expo. It contains a listing of all the vendors with a space for notes. Also included is the floorplan of the Expo and other pertinent information pertaining to the Expo. Advertising in the program is a great way to keep your company/organization name in front of people beyond the Expo.

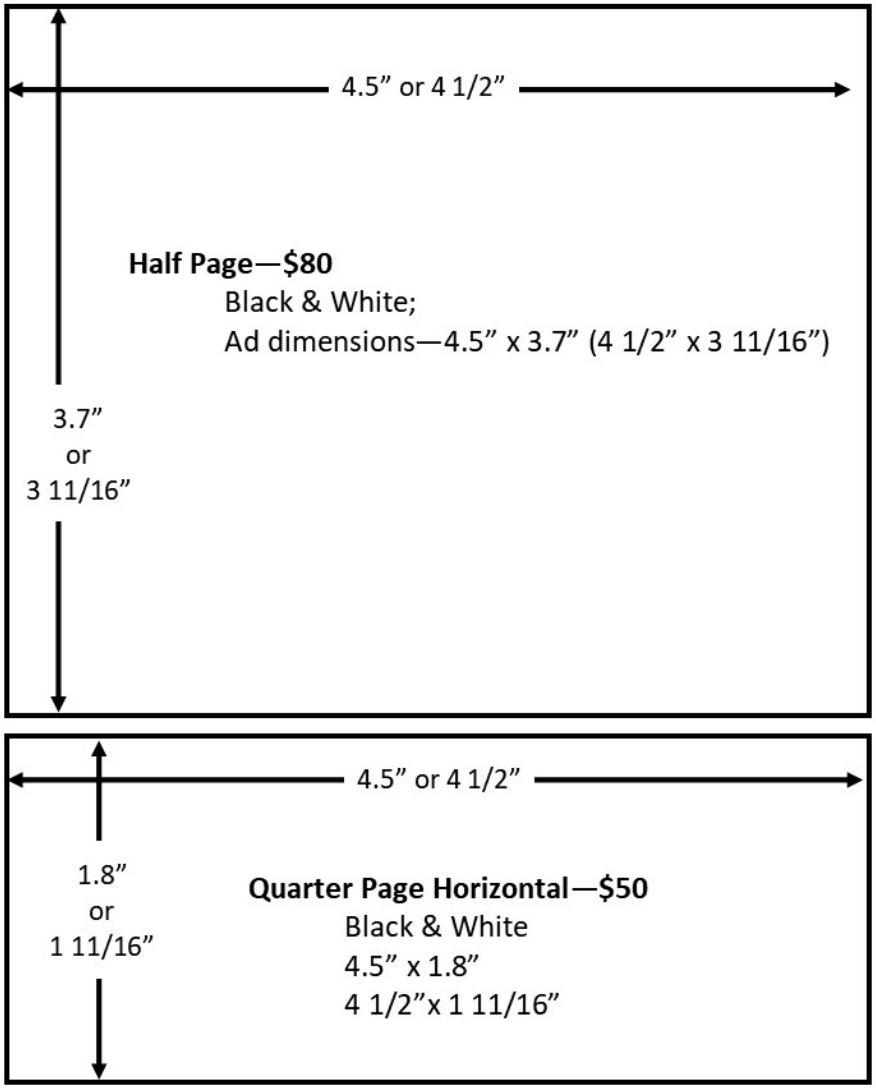


Back Cover—$300
Color;
Ad dimensions—4.5” x 7.5” (4 1/2”x7 1/2”)

Inside Front or Inside Back Cover—$200
Black & White;
Ad dimensions—4.5” x 7.5” (4 1/2”x7 1/2”)

Full Page—$150
Black & White;
Ad dimensions—4.5” x 7.5” (4 1/2”x7 1/2”)

Quarter Page Vertical—$50
Black & White
2.2” x 3.7”
2 3/16”x 3 11/16”



Half Page—$80
Black & White;
Ad dimensions—4.5” x 3.7” (4 1/2” x 3 11/16”)

Quarter Page Horizontal—$50
Black & White
4.5” x 1.8”
4 1/2”x 1 11/16”