

February 2012

Dear Exhibitor,

The **21st Annual Life Enrichment Expo** will be held Thursday, April 26, 2012, 11:00 a.m. to 3:00 p.m. in the MassMutual Room at the Basketball Hall of Fame. The Life Enrichment Expo is the original event that focuses on the growing 50+ market in the Pioneer Valley.

The Springfield Jewish Community Center and PRIME/Reminder Publications Inc. invite you to participate as an exhibitor. Space is limited and must be reserved on a first come, first served basis. See the attached packet for cost, floor plan and general information. In an effort to increase exposure for your business, we are pleased to offer the following:

- **Networking Hour:** The fair will close at 3:00 p.m. to allow an hour of networking opportunities for exhibitors. Refreshments will be served.
- **Complimentary Web Listing:** Send your logo and website address to Deb Whitehead, dwhitehead@jcca.org to have your business added to our Life Expo web page. This listing will remain online until March 2013.
- **One hour-long seminar:** A special training has been designed called "How to get the most out of a Vendor Fair" to assist our exhibitors with their presentations at the Expo. Materials and demonstrations will be available at the training.
- **Workshop:** You are invited to prepare a workshop relevant to this year's theme, "Planning For Retirement." We believe this will entice younger audiences to attend Life Expo. There is a \$75 fee for a 20-minute workshop. You must pre-qualify your workshop by submitting a description no later than February 3rd. Audio/visuals can be included.
- **Sponsorship:** There are several layers of sponsorship available. Increase your company's visibility through sponsorship opportunities. See attached for additional information.

Please ensure your participation in the **2012 Life Enrichment Expo** by signing and returning the enclosed Agreement with payment no later than **March 15, 2012**. Space is limited, so prompt registration will help guarantee your space. If you have questions, contact me at the Springfield JCC, (413) 739-4715 ext. 325, or ctrietsch@jcca.org. You can also view our web page online, www.SpringfieldJCC.org (click on Events).

Sincerely,

Carlin Trietsch
Life Enrichment Expo Coordinator

