



SPONSORSHIP AND EXHIBITOR INFORMATION 2021

*Exchange Center at Expo Square
July 13, 2021 • 9 a.m. – 2:30 p.m.*





Add More to Your Marketing with the Senior Safety and Lifestyle Fair

LIFE Senior Services and the Tulsa Police Department's Senior Services Unit are pleased to present the 2021 Senior Safety and Lifestyle Fair. The event will be returning to the Exchange Center at Expo Square on Tuesday, July 13, 9 a.m. – 2:30 p.m.

LIFE Senior Services is committed to making the event as safe as possible. We will be following safety protocols as established by the Tulsa Health Department and the City of Tulsa. A written safety plan will be submitted to the City of Tulsa for review and approval 30-45 days out from the event. We will also monitor the COVID-19 situation closely and make adjustments to the plan as needed.

News On 6 anchor Lori Fullbright is returning as the Senior Stage emcee for the day and will also be sharing her popular "Cons, Frauds and Scams" presentation. The event also kicks off the official release for the 2021-2022 Vintage Guide to Housing & Services. All attendees will receive a free copy of the new Vintage Guide and a branded event bag for collecting literature and promotional items from the event's sponsors and exhibitors.

LIFE will promote the event through a variety of media, including LIFE's Vintage Newsmagazine, Tulsa Lifestyle, Values Magazine and Gusher as well as digital billboards,

TV appearances and extensive marketing through other senior events and community groups.

One of the key marketing pieces continues to be the Event Guide in the July issue of LIFE's Vintage Newsmagazine. The Event Guide will include the day's agenda of speakers, entertainment and special activities as well as sponsor advertising. As part of the monthly magazine, the Event Guide will reach more than 57,000 readers!

There are three sponsor levels that include advertising in the Event Guide – Captain, Major and Deputy Chief. These sponsorships are limited and offered on a first come, first served basis.

There are also exclusive presenting sponsorships available. Contact Bernie Dornblaser at (918) 664-9000, ext. 1206 regarding the Captain, Major, Deputy Chief and presenting sponsorships.

For more information about the event and exhibitor booths, please call Carol Carter at (918) 664-9000, ext. 1219.

We hope that you will join us on July 13. It's going to be another great year at the Senior Safety and Lifestyle Fair!

If you have questions about event sponsorships, please contact:

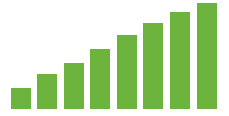
**Bernie Dornblaser at bdornblaser@LIFEseniorservices.org
or (918) 664-9000, ext. 1206.**







































If you have questions about the event, please contact:

**Carol Carter at ccarter@LIFEseniorservices.org
or (918) 664-9000, ext. 1219.**

Sponsorship Levels



	 POLICE OFFICER <small>(NONPROFIT RATE)</small> \$150	 CORPORAL \$300	 SERGEANT \$450	 CAPTAIN \$850*	 MAJOR \$1,400*	 DEPUTY CHIEF \$1,700*
Booth Space						
Name Listed in LIFE's Vintage Newsmagazine Insert						
Name Listed on LIFE's Website						
Name Listed in e-Newsletter						
1/4 Page Ad in LIFE's Vintage Newsmagazine Insert						
1/2 Page Ad in LIFE's Vintage Newsmagazine Insert						
Logo on Bag Given to Attendees						
Participation in Seek & Find						
Company Banner Placement at Entrance						

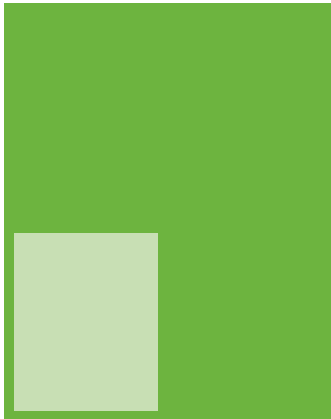
* Denotes a limited number of sponsorships available

* Current Vintage Publications contracts may not be applied

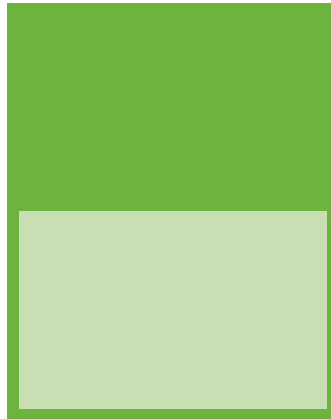
*Seek & Find is an exciting new game that encourages attendee visits to booths.



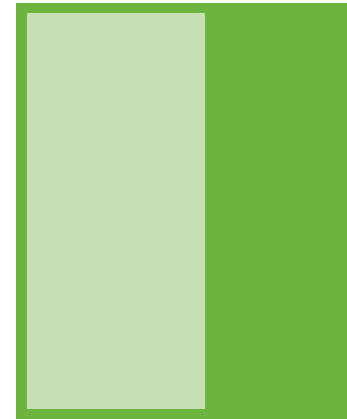
Advertising Specs



Quarter Page
4.75"W X 6.25"H



Half Page Horizontal
9.75"W X 6.25"H



Half Page Vertical
4.75"W X 12.75"H



Advertising Deadlines

May 15 • Ad Space Reserved

June 1 • Ad Copy Received

June 1 • Ad Payment

Promotion of the 2021 Senior Safety and Lifestyle Fair



LIFE's Vintage
Newsmagazine
56,000 monthly
readers



Local Print and
Broadcast Media



LIFE's Website and
e-Newsletter



Digital Outdoor Boards



Social Media



Retiree, Church and
Community Groups



Tulsa Police
Department's
Community Outreach



Community Calendars

Facts About LIFE's

Vintage

NEWSMAGAZINE



Over 31,000 copies are mailed each month reaching 56,000 readers



3,900+ copies are distributed through 128 locations



1,875 copies are distributed through selected Reasor's and CVS



93% of the LIFE's Vintage Newsmagazine's readership is age 55+



LIFE's Vintage Newsmagazine is the proud recipient of numerous national and state awards



Content focuses on topics of interest to adults 55+, family caregivers and aging services professionals