

Lakeshore Events, LLC
509 Buena Vista Drive
Spring Lake, MI 49456
616.842.3176 ~ Telephone/Facsimile

Wednesday, February 17, 2010

Re: Lakeshore Retirement & Senior Lifestyle Expo

Dear Senior Expo Participant,

In observance of *Department of Health & Human Services ~ Administration on Aging "Older Americans Month ~ May 2010,"* Lakeshore Events, LLC will be hosting the second annual **Lakeshore Retirement & Senior Lifestyle Expo**, focusing on *Retirement, Wealth, Health, Fitness and Leisure* offering free educational seminars and free health screenings on Wednesday, May 19th between 9:00 a.m. and 2:00 p.m. at the Grand Haven Community Center, Grand Haven, Michigan.

Resource booths will be available for qualified specialists who have the knowledge and understanding to assist Older Americans prepare for retirement and their golden years.

Lakeshore Events, LLC is looking for sponsors and exhibitors to participate in this expo i.e. estate planning, financial planning, insurance and supplemental insurance for Medicare/Medicaid, travel agencies who offer bus trips, senior activity and recreational centers, fitness centers and community pools that have senior activities, pharmacies, medical equipment, nutritionists, health food companies, chiropractors, social security administration, transportation companies, dentists who specialize in dentures, doctors and/or technicians who specialize in glaucoma, cataract surgery, heart disease, diabetes, cancer, etc., 211 connect, Meals on Wheels, adult day care centers, retirement communities, assisted living, nursing homes, visiting nurses, senior movers, Hospice, funeral homes, etc.

Due to the fact that the inaugural event was such a HUGE success, we are expecting more participants and a greater amount of attendees. Space is limited therefore reserve your space **now** by completing the attached registration form, and faxing it to **616.842.3176**. Payment needs to be made before May 19, 2010.

The cost to participate is anywhere from \$150 - \$1000 (see attached registration form). The 8' x 8' booth is a 6' table with a linen table covering. The 10' x 8' booth is an 8' table with a linen table covering. The premium locations are at the main focal points of the building. All booths come with 2 chairs.

There will be no restrictions on how many participants there are per category, unless one pays for the “**sponsorship level**” which is a \$1,000. For this investment, the sponsor will receive 2 – 6' tables in a premium location, and sponsors name will be on all advertising and marketing materials relating to the promotion of the Lakeshore Retirement & Senior Lifestyle Expo.

NOTE: This year we are offering a special!!! If you and three other businesses under the “same company or umbrella” pay for an 8' x 8' booth, the fourth booth is **free**. This equals 4 – 6' tables with linens and 8 chairs. This would work with businesses i.e. retirement villages and nursing facilities under the same umbrella or Management Company. This is a savings of \$150!

Also, all participants are required to bring one door prize for the general drawing. The attendees do NOT need to be present to win. We ask for gift certificates and/or gift cards that are easy to mail (please no planters, gift bags, promotional materials). This gift certificate and/or gift card can be anywhere from a \$5 ~ \$25 value to any restaurant or store, or even to your place of business. We do suggest, however, that you do add your business card, brochure and gift certificate and/or gift card to your company's 10" envelope so that your company receives the proper recognition for your gift. We have found that offering a general drawing that attendees do not need to be present to win, are more likely to provide us their mailing address. Last year we received so many donations from the participants and outside businesses that almost everyone received a gift via snail mail and we received “thank you” notes from the attendees! This was the most endearing experience about the expo.

On another note, you are welcome to conduct a drawing at your own booth.

As a participant, your corporate logo, name and website link will be displayed on our website for 1 year at: www.lakeshore-events.com/seniorday.html.

This benefit will provide your company added exposure on the internet. Additionally, your company will be provided an excel spreadsheet of all attendees who sign in at the registration desk to win door prizes that are donated by you and other businesses in the area.

For more information on how you can participate contact **Stacie Stevens-Venhuizen (616) 842-3176** or e-mail info@lakeshore-events.com.

Should you have any questions, comments and/or concerns, please contact me at 616.842.3176 or my cell 616.340.2377.

Otherwise, please mail your registration form and payment to

**Stacie L. Stevens-Venhuizen
Lakeshore Events, LLC.
509 Buena Vista Drive
Spring Lake, MI 49456**

Thank you in advance for your participation.

Sincerely,

Stacie L. Stevens-Venhuizen
Event Management
Lakeshore Events, LLC.

www.lakeshore-events.com/seniorday.html