

**SOLUTIONS**



FOR  
**Family Caregivers Expo**

**2018**

Sponsorship  
Opportunities



Saturday, October 13, 2018

Suburban Collection Showplace  
Novi, MI

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## **1.0: Overview of the Area Agency on Aging 1-B**

The Area Agency on Aging 1-B (AAA 1-B) enhances the lives of older adults and adults with disabilities in the communities we serve and is responsible for services to more than 700,000 people, age 60 and older who live in the six counties of Livingston, Macomb, Monroe, Oakland, St. Clair and Washtenaw.

We provide services and supports to help older adults stay in their homes and age safely and with dignity. Our Information & Assistance Telephone Line is the first place a senior should call if they need assistance. Our Resource Specialist take over 5,000 calls a month and help seniors and their families connect with the local resources, programs and organizations they need. Our direct care programs help low income seniors get the care and support they need, and we help fund the Meals on Wheels program in our six-county region, making sure over 120,000 meals a year can be delivered to homebound seniors in our community. We are also a key voice for seniors in our region. Our advocacy efforts works directly with our legislators to help ensure needed government funding is allocated to help support seniors in our region.

## **2.0: Overview of the Solutions for Family Caregivers Expo**

The Solutions for Family Caregivers Expo is an annual, one-day event designed to connect family caregivers to valuable resources and information and increase caregiver awareness across southeastern Michigan. The event brings all the resources those caring for an aging parent or loved one might need together under one roof. It features informational sessions from local experts, a chance for attendees to get one-on-one help from the AAA 1-B's team of Resource Specialists, and an extensive exhibit hall that showcases businesses and non-profit organizations that specialize in providing services to support caregivers and seniors. Free, onsite respite care is also provided to make sure that people providing daily, direct care to a loved one are able to attend. The expo is aggressively promoted, with ads running on radio, television and in print. Since its inception in 2000, the event has increased attendance from 100 to an estimated 1200 to 1,400 guests each year, and has been perceived by caregivers, exhibitors and sponsors as an important and highly successful event. This will be the expo's 19<sup>th</sup> year, and we believe it to be the most important event for family caregivers in southeast Michigan.

The primary audience of the Caregiver Expo is women, ages 45 plus, living in southeast Michigan, who are concerned about or already caring for their aging parents or another relative or friend. Older adults, age 60 and over, caring for their spouse, another relative or a friend, and male caregivers, age 45 plus, caring for aging parents, another relative or a friend also attend the expo.

### **2018 Caregiver Expo Key Facts**

Saturday, October 13, 2018/ 9 a.m. – 2 p.m.

Suburban Collection Showplace

Novi, MI

### **Contact**

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### 3.0: Sponsorship Opportunities

This year's event will take place on **Saturday, October 13, 2018** in the Diamond Center of the Suburban Collection Showplace in Novi, MI from 9:00 a.m. to 2:00 p.m. Companies interested in partnering with the AAA 1-B as an event sponsor can choose from seven levels of involvement with differing levels of benefits. (Details on specific benefit levels on pages 5 through 9):

- Titanium Sponsorship: \$10,000
- Platinum Sponsorship: \$8,000
- Gold Sponsorship: \$5,500
- Silver Sponsorship: \$2,750;
- Refreshment Sponsorship: \$1,700
- Respite Care Sponsorship: \$1,200
- Bag Sponsorship: \$1,500
- 

#### Sponsorship allows organizations to:

- ***Connect with People Who Are Actively Looking for Solutions***  
The event is a busy one and people attend because they have a true and immediate need and want to connect to the organizations that have the products and services that can help them. Our exhibit hall is an active place, with attendees spending lots of time visiting and engaging with our sponsors and exhibitors. Our event sponsors enjoy preferred placement on our show floor. They are at the center of it all and in a prime position to make connections and have those meaningful conversations. Our expert presentations are also a big draw and sponsors at the Titanium, Platinum and Gold level are given an opportunity to present and share their expertise.
- ***Align with a Trusted Community Partner***  
The AAA 1-B is a nonprofit and a trusted community resource with a 40+ year history of helping older adults and family caregivers. Sponsorship of the expo is a great way to support the seniors and caregivers in your community, show you care, and align yourself with a trusted community partner.
- ***Enjoy High-Value Marketing Benefits that Include Print Television and Radio***  
The expo will be well-promoted and provide many high-value marketing benefits for sponsors. Our top sponsors (Titanium, Platinum and Gold) receive logo placement on our television commercials and print ads and are included by name in our radio commercials that will air on 11 stations in the metro Detroit market. Silver sponsors are also included in our radio commercials and print ads. All sponsors (with the exception of bag sponsors) receive premium booth placement, are included in our widely distributed promotional flyers and direct mail pieces, signage at the event, the event program, and the event listing on the AAA1B.com website (*monthly average traffic of over 5,000+ visitors*). Our wide-reach promotional efforts are a great way to reach a well-target audience of caregivers and seniors who are looking for your products and services.

***Sponsorship Deadline:*** Please ensure that you indicate your interest in sponsoring the event no later than **Friday, May 31, 2018**. This deadline will help us get all of our promotional materials produced and distributed on time.

### 3.1: Titanium Sponsor Benefits - \$10,000

*Titanium Sponsorship limited to 1 organization.*

- ❑ Preferred **quadruple size exhibit space** (32 feet wide x 6 feet deep)
- ❑ Opportunity to provide **two, sixty-minute expert presentation** on a topic relevant to caregivers
- ❑ Corporate logo on the event’s promotional flyer, program and event signage
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Titanium Sponsor in all press releases
- ❑ One quarter-page ad or article in the AAA 1-B’s award-winning newspaper, ACCESS, distributed to more than 46,000 households (option to be included in the Fall 2018 (distributed September 2018); Winter 2017/2018 (distributed December 2018) or Spring 2018 issue (distributed March 2019)) and recognition in a pre-event article included in the Fall 2018 edition of ACCESS (published in early September).
- ❑ Sponsor’s name and tagline included in **115 :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WZLH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2018 radio package.
- ❑ Sponsor’s logo included in **63: 30 second television commercials** airing during targeted programming including WWJ—CBS Morning; CNN—New Day; FOX News—Fox and Friends; Fox News—Daytime News; MSNBC—Morning Joe; MSNBC—Daytime News; CNN—Daytime News; WJBK—Fox 2 Morning Nine; WJBK Fox 2—News at 11 a.m.; WJBK Fox 2—Wendy Williams; WDIV Local News at Noon; WDIV—Ellen; WDIV - Seth Myers; WXYZ—Live with Kelly & Ryan; WXYZ Channel 7—Midday Action News; WXYZ—The Doctors; WXYZ—Jimmy Kimmel; WWJ—Steve Harvey; WWJ—Dr. Phil; WWJ—Stephen Colbert; WWJ—James Corden; WXYZ—Saturday Good Morning America; WWJ—CBS Sunday Morning; WWJ—Sunday Face the Nation; WXYZ—Sunday Good Morning America; WXYZ—Sunday Morning News.

#### Titanium Sponsor Radio Schedule

**Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WZLH, WYCD, WNIC, WPRZ, WOMC and CIDR**

DAYS	DAY PART	# OF COMMERCIALS
Monday – Friday	6 a.m. – 7 p.m.	24x :60
Monday – Friday	6 a.m. – 12 midnight	23x :60
Saturday	7 a.m. – 5 p.m.	28x :60
Saturday	6 a.m. – 12 midnight	12x :60
Sunday	7 a.m. – 5 p.m.	23x :60
Sunday	6 a.m. – 12 midnight	5x :60
<b>TOTAL:</b>		<b>115x</b>

**3.2: Platinum Sponsors Benefits - \$8,000:**

*Platinum Sponsorship limited to 3 organizations.*

- ❑ Preferred **triple size exhibit space** (24 feet wide x 6 feet deep)
- ❑ Opportunity to provide **one, sixty-minute expert presentation** on a topic relevant to caregivers
- ❑ Recognition on event signage as a Platinum Sponsor
- ❑ Corporate logo on the event’s promotional flyer and program
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Platinum Sponsor in all press releases
- ❑ One quarter-page ad or article in the AAA 1-B’s award-winning newspaper, ACCESS, distributed to more than 46,000 households (option to be included in the Fall 2018 (distributed September 2018); Winter 2017/2018 (distributed December 2018) or Spring 2018 issue (distributed March 2019)) and recognition in a pre-event article included in the Fall 2018 edition of ACCESS (published in early September).
- ❑ Sponsor’s name and tagline included in **115 :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WZLH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2017 radio package.
- ❑ Sponsor’s logo included in **63: 30 second television commercials** airing during targeted programming including WWJ—CBS Morning; CNN—New Day; FOX News—Fox and Friends; Fox News—Daytime News; MSNBC—Morning Joe; MSNBC—Daytime News; CNN—Daytime News; WJBK—Fox 2 Morning Nine; WJBK Fox 2—News at 11 a.m.; WJBK Fox 2—Wendy Williams; WDIV Local News at Noon; WDIV—Ellen; WDIV - Seth Myers; WXYZ—Live with Kelly & Ryan; WXYZ Channel 7—Midday Action News; WXYZ—The Doctors; WXYZ—Jimmy Kimmel; WWJ—Steve Harvey; WWJ—Dr. Phil; WWJ—Stephen Colbert; WWJ—James Corden; WXYZ—Saturday Good Morning America; WWJ—CBS Sunday Morning; WWJ—Sunday Face the Nation; WXYZ—Sunday Good Morning America; WXYZ—Sunday Morning News.

**Platinum Sponsor Radio Schedule**

**Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WZLH, WYCD, WNIC, WPRZ, WOMC and CIDR**

<b>DAYS</b>	<b>DAY PART</b>	<b># OF COMMERCIALS</b>
Monday – Friday	6 a.m. – 7 p.m.	24x :60
Monday – Friday	6 a.m. – 12 midnight	23x :60
Saturday	7 a.m. – 5 p.m.	28x :60
Saturday	6 a.m. – 12 midnight	12x :60
Sunday	7 a.m. – 5 p.m.	23x :60
Sunday	6 a.m. – 12 midnight	5x :60
<b>TOTAL:</b>		<b>115x</b>



**3.3: Gold Sponsor Benefits - \$5,500:**

*Gold Sponsorship limited to 4 organizations.*

- ❑ Preferred **double size exhibit space** (16 feet wide x 6 feet deep)
- ❑ Opportunity to provide **one, sixty-minute expert presentation** on a topic relevant to caregivers
- ❑ Recognition on event signage as a Gold Sponsor
- ❑ Corporate logo on the event’s program, promotional flyer, direct mail piece, and print ads
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Gold Sponsor in all press releases
- ❑ Recognition as a Gold Sponsor in a pre-event article included in the Fall 2018 edition of ACCESS, the AAA 1-B’s award-winning newspaper distributed to over 46,000 households
- ❑ Sponsor’s name and tagline included in **84:60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WZLH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2017 radio package. (Please note that this is 4 more spots than was provided to Gold Sponsors in 2016)

Sponsor’s logo included in **63: 30 second television commercials** airing during targeted programming including WWJ—CBS Morning; CNN—New Day; FOX News—Fox and Friends; Fox News—Daytime News; MSNBC—Morning Joe; MSNBC—Daytime News; CNN—Daytime News; WJBK—Fox 2 Morning Nine; WJBK Fox 2—News at 11 a.m.; WJBK Fox 2—Wendy Williams; WDIV Local News at Noon; WDIV—Ellen; WDIV - Seth Myers; WXYZ—Live with Kelly & Ryan; WXYZ Channel 7—Midday Action News; WXYZ—The Doctors; WXYZ—Jimmy Kimmel; WWJ—Steve Harvey; WWJ—Dr. Phil; WWJ—Stephen Colbert; WWJ—James Corden; WXYZ—Saturday Good Morning America; WWJ—CBS Sunday Morning; WWJ—Sunday Face the Nation; WXYZ—Sunday Good Morning America; WXYZ—Sunday Morning News.

**Please Note:** Eight lunches will be provided. Additional lunches are available for \$14.95 per lunch.

**Gold Sponsor Radio Schedule**  
**Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WZLH, WYCD, WNIC, WPRZ, WOMC and CIDR**

<b>DAYS</b>	<b>DAY PART</b>	<b># OF COMMERCIALS</b>
Monday – Friday	6 a.m. – 7 p.m.	16x :60
Monday – Friday	6 a.m. – 12 midnight	14x :60
Saturday	7 a.m. – 5 p.m.	24x :60
Saturday	6 a.m. – 12 midnight	6x :60
Sunday	7 a.m. – 5 p.m.	21x :60
Sunday	6 a.m. – 12 midnight	3x :60
<b>TOTAL:</b>		<b>84x</b>

**3.4: Silver Sponsor Benefits - \$2,750:**

*Silver Sponsorship limited to 7 organizations*

- ❑ Preferred single size exhibit space (8 feet wide x 6 feet deep)
- ❑ Opportunity to display, demonstrate products or services of special interest
- ❑ Recognition on event signage as a Silver Sponsor
- ❑ Corporate logo and recognition as a Silver Sponsor on the event’s program, promotional flyer, direct mail piece, and print ads
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Silver Sponsor in a pre-event article included in the Fall 2018 edition of ACCESS, the AAA 1-B’s award-winning newspaper distributed to over 46,000 households
- ❑ Sponsor’s name included in **58 :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WDZH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2017 radio package.
- ❑ **Please Note:** Four lunches will be provided. Additional lunches are available for \$14.95 per lunch.

**Silver Sponsor Radio Schedule**

**Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WDZH, WYCD, WNIC, WPRZ, WOMC and CIDR**

<b>DAYS</b>	<b>DAY PART</b>	<b># OF COMMERCIALS</b>
Monday – Friday	6 a.m. – 7 p.m.	11x :60
Monday – Friday	6 a.m. – 12 midnight	14x :60
Saturday	7 a.m. – 5 p.m.	12x :60
Saturday	6 a.m. – 12 midnight	6x :60
Sunday	7 a.m. – 5 p.m.	11x :60
Sunday	6 a.m. – 12 midnight	4x :60
<b>TOTAL:</b>		<b>58x</b>



3.5: Refreshment Sponsor - \$1,700:

*Refreshment Sponsorship limited to 4 organizations*

- ❑ An 8' wide x 6' deep exhibit space in a prime location
- ❑ Opportunity to display, demonstrate products or services of special interest
- ❑ Signage promoting your business or organization as a Refreshment Sponsor on all refreshment tables
- ❑ Recognition as a Refreshment Sponsor in event press releases
- ❑ Recognition in the event program
- ❑ Inclusion as a Refreshment Sponsor in a pre-event article in the AAA 1-B's award-winning newspaper, ACCESS, distributed to more than 46,000 households

3.6: Respite Care Sponsor - \$1,200:

*Respite Care Sponsorship limited to 5 organizations*

- ❑ An 8' wide x 6' deep exhibit space in a prime location
- ❑ Signage promoting your business or organization as a Respite Care Sponsor
- ❑ Recognition as a Respite Care Sponsor in event press releases
- ❑ Recognition in the event program
- ❑ Inclusion as a Respite Care Sponsor in a pre-event article in the AAA 1-B's award-winning newspaper, ACCESS, distributed to more than 46,000 households

3.7: Bag Sponsor--\$1,500:

*Bag Sponsorship limited to 3 organizations*

- ❑ Placement in one of three available logo spots available on a single side of the durable, poly-fabric bag distributed to Caregiver Expo attendees at registration (the AAA 1-B logo will appear on opposite side of the bag.)

3.8: Corporate Exhibitor - \$525.00:

- ❑ An 8' wide x 6' deep exhibit space with an opportunity to demonstrate products and services
- ❑ Two boxed lunches at the event

3.9: Nonprofit Exhibitor - \$225.00 (Must have proof of 501c3 status):

- ❑ An 8' wide x 6' deep exhibit space with an opportunity to demonstrate products and services
- ❑ Two boxed lunches at the event

**Please Note:** Three lunches will be provided for Refreshment, Respite Care sponsors. Additional lunches are available for \$14.95 per lunch.

## **4.0 Summary Results – 2017 Solutions for Family Caregiver Expo**

### 4.1 2017 Overall Results

The 2017 Caregiver Expo took place on Saturday, October 14, 2017 at the Suburban Collection Showplace in Novi, Michigan and **attracted an estimated 1,200 caregivers** (1,044 completed registration at the door). Eighteen corporate sponsors partnered with the AAA 1-B to underwrite the event and an additional 85 companies exhibited.

In 2017, of our 1,044 registered guests, 12% were from Macomb County, 47% were from Oakland County, and 26% were from Wayne County, 4% were from Livingston County and 3% were from Washtenaw County. The remaining attendees were from other counties and states or were unknown.

In 2016, at the Wyndham Garden in Sterling Heights, of our 1,116 registered guests, 43% were from Macomb County, 34% were from Oakland County and 14% were from Wayne County. The remaining 9% were from the surrounding counties in Michigan or were unknown. We had six attendees from other states.

In past years, guests have had the opportunity to visit with sponsors and exhibitors and attend their choice of 12 presentations on relevant topics throughout the day. They also enjoyed a free continental breakfast, giveaways and door prizes. Professional, onsite respite care was provided free of charge by the Alzheimer’s Association—Greater Michigan Chapter and the Interfaith Volunteer Caregivers.

### 4.2 2017 Corporate Sponsors

#### TITANIUM SPONSORS:

**Humana  
Oak Street Health**

#### GOLD SPONSORS:

**Blue Cross Blue Shield of Michigan  
Health Alliance Plan (HAP)  
Henry Ford Health System  
The Elder Care Firm of Christopher Berry, CELA  
Personal Touch Home Health Care Services, Inc.**

#### SILVER SPONSORS:

**American House Senior Living Communities  
Guardian Medical Monitoring  
Presbyterian Villages of Michigan  
Jim Schuster, Certified Elder Law Attorney  
SameAddress  
myride2 Travel Training**

REFRESHMENT SPONSORS:	<b>SMART</b>
RESPITE SPONSORS:	<b>Beaumont Health Visiting Angels</b>
MEDIA SPONSORS (In-kind):	<b>Alternatives for Seniors Digital First/Oakland Press</b>

#### 4.3 2017 Promotion

The Area Agency on Aging 1-B promoted the Caregiver Expo to ensure its success utilizing the following strategies:

□ **Media Partners –**

In 2017, the **Oakland Press** served as our media sponsor. The Oakland Press has a daily distribution of 66,000. It also publishes a monthly senior segment called Vitality that is distributed to readers of the Macomb Daily, Oakland Press and Daily Tribune with a combined distribution of 136,000. Event promotion with the Oakland Press included:

- Four, quarter-page full-color advertisements that ran in the Oakland Press in Sunday editions on September 17, October 1, October 2 and October 8
- Two full-color ads that ran in the Vitality segment on Thursday, September 14 and Thursday, October 12
- Inclusion in print versions of the community calendar
- Inclusion in the calendar of events on the online community calendar
- Insertion of 66,00 flyers in the Oakland Press on Sunday, September 24
- Digital advertising on the home page of the Oakland Press website. Ads appeared on October 5 and October 10.

In 2015, the event was also held at the Suburban Collection. The, **Observer & Eccentric Media** served as our media sponsor. The Observer & Eccentric has 13 local newspapers that provide coverage throughout the suburbs of Oakland County and Western Wayne County and provided similar in-kind coverage.

The AAA 1-B would once again seek to place print ads and event flyers in the Oakland Press, the Observer & Eccentric or both.

**Alternatives for Seniors (AFS)**, a print directory providing information on local nursing homes, assisted-living facilities, retirement communities, home healthcare, and more, served as a media sponsor. AFS distribution is 90,000 in the metro Detroit market via direct mail and retail racks distribution points in hospitals, senior centers, medical centers, physician, attorneys and realtor offices, homecare agencies, government agencies and other locations. AFS provided the following promotion:

- A half page color ad in Winter/Spring 2017 issue; distributed in January 2017 (A “Save the Date” ad for the 2018 Caregiver Expo has already run in the Winter/Spring 2018 edition.)
  - A front cover tease about the expo and a full page color display ad in the Summer/Fall issue of the AFS Directory; distributed in July 2017.
  - Online ad banners/links in the Southeastern Michigan search results pages on AlternativesforSeniors.com from July to October 14, 2017.
  - Distribution of 2,500 Caregiver Expo flyers with the Directory to individual requests from July through September.
  - A consumers/industry Save the Date announcement and reminder sent close to the event; estimate 3,500 email addresses
- ❑ **Promotional Expo Flyer** – A two-sided, full color promotional flyer. Distribution: 98,000 copies; 32,000 copies distributed to sponsors, libraries, support groups, disease associations, churches, independent and assisted living associations, at local events, etc.; and 66,000 inserted in the Oakland Press on Sunday, September 24.
  - ❑ **Direct Mail Post Card** – Full color self-mailer. Distribution: 23,000 to households, including a targeted purchased list of Oakland County residents, ages 50 to 65; past attendees of the Caregiver Expo; and participant families of AAA 1-B programs and Interfaith Volunteer Caregivers.
  - ❑ **Web Site Address & Web Banner** – The AAA 1-B promoted the expo on the web at [www.michigancaregiverexpo.com](http://www.michigancaregiverexpo.com), which linked directly to the AAA 1-B website ([www.aaa1b.com](http://www.aaa1b.com)). A banner about the expo was posted on the home page for three months leading up to the event.
  - ❑ **Online Media Kit** – The AAA 1-B designed an online media kit on the AAA 1-B website ([aaa1b.com](http://aaa1b.com)), for a four-week period leading up the expo. Media had access to the event press release, caregiver facts, list of exhibitors, and photos of previous events.
  - ❑ **Social Media** – The expo was promoted on the AAA 1-B facebook page and Twitter. Targeted facebook ads were also purchased. Our facebook ads generated over 32,000 impressions.
  - ❑ **Billboard** – A billboard, with three different rotating advertisements, was placed on I-96, near the Beck Rd. exit (close to the Suburban Collection). The billboard ran from September 4 through October 13, 2017. The billboard was seen by approximately 1.4 million people on their daily commute over the 4-week period.

- ❑ **Radio Advertising** – The Area Agency on Aging 1-B purchased an attractive and well-negotiated radio advertising schedule on eleven major metro Detroit radio stations:
 

NASH 93.1 FM	WNIC-FM 100.3 Adult Contemporary
WCSX-FM 94.7 Classic Rock	WPRZ-FM 102.7 FM Gospel
WDVD-FM 96.3 Today’s Best Hits	WWJ-AM 950 News Radio
WDZH-FM 98.7	WJR-AM News Radio 760
WYCD-FM 99.5	CIDR 93.9 Adult Contemporary
WOMC-FM 104.3	

  - **315 :60 second radio commercials** about the expo aired during a three-week period prior to the event. Titanium, Platinum, Gold and Silver Sponsors were provided their own schedule of mentions in these ads. Each of the ads contained approximately :45 seconds about the Caregiver Expo and a :15 second tagline promoting corporate sponsors.
  - Inclusion on radio stations Community Calendars or Community & Event pages

The AAA 1-B’s total investment on these ten stations was \$14,700. We received approximately \$3,580 in in-kind media value. The total radio advertising value, with in-kind coverage, was approximately \$18,280.

- ❑ **TV Advertising** – A negotiated schedule on television to promote the Caregiver Expo. 66, 30- second TV ads aired during a two-week period during the following programming: WWJ—CBS Morning; CNN—New Day; FOX News—Fox and Friends; Fox News—Daytime News; MSNBC—Morning Joe; MSNBC—Daytime News; CNN—Daytime News; WJBK—Fox 2 Morning Nine; WJBK Fox 2—News at 11 a.m.; WJBK Fox 2—Wendy Williams; WDIV Local News at Noon; WDIV—Ellen; WDIV -Seth Myers; WXYZ—Live with Kelly & Ryan; WXYZ Channel 7—Midday Action News; WXYZ—The Doctors; WXYZ—Jimmy Kimmel; WWJ—Steve Harvey; WWJ—Dr. Phil; WWJ—Stephen Colbert; WWJ—James Corden; WXYZ—Saturday Good Morning America; WWJ—CBS Sunday Morning; WWJ—Sunday Face the Nation; WXYZ—Sunday Good Morning America; WXYZ—Sunday Morning News.

#### 4.4 2017 Advertising and Media Placement Summary of Results

Date	Media Outlet	Details
<i>Winter/Spring 2017 (January 2017)</i>	<b><i>Alternatives for Seniors</i></b>	<i>½ page Save the Date ad</i>
<i>Summer /Fall 2017</i>	<b><i>Alternatives for Seniors</i></b>	<i>Front cover tease and full page ad inside</i>
<i>August 24 – September 11,</i>	<b><i>Bulk Distribution of Flyers</i></b>	<i>32,000 flyers sent</i>

2017		to sponsors, libraries, support groups, disease associations, churches, independent and assisted living associations
August 2017	<b>ACCESS, Fall Edition</b>	Feature article with photo and presentation schedule (center spread, pages 8 and 9)
September 5, 2017	<b>Direct Mailing of promotional postcards</b>	Mailed to 22,300 households
September 8, 11 and October 1, 2017	<b>Oakland Press</b>	Listing in Community Calendar Section
September 11, 2017	<b>Oakland County Times Article</b>	Events Section
September 14 and October 12, 2017	<b>Print ads in Oakland Press Vitality Senior Section (distributed to 136,000 via the Oakland Press, Macomb Daily and Daily Tribune)</b>	¼ page ad run on each date
September 17, October 1, October 2 and October 8	<b>Oakland Press print ads (Daily distribution of 66,000)</b>	¼ page ad run on each date
Sunday, September 24, 2017	<b>Flyer inserted in Oakland Press</b>	66,000 flyers inserted
Week of September 25 – October 14, 2017	<b>93.1 NASH-FM 94.7 WCSX-FM 96.3 WDVD-FM 98.7 WZDZ-FM 100.3 WNIC-FM 99.5 WYCD-FM 99.5 104.3 WOMC 102.7 WPRZ-FM 93.9 CIDR FM 760 WJR-AM 950 WWJ-AM</b>	Caregiver Expo radio ads began running throughout day
September 3 – October 14, 2017	<b>WWJ – CBS Morning CNN –News MSNBC—News Fox News--News WJBK—Fox 2 Morning Nine WJBK Fox 2 News at 11 WDIV – Today Show</b>	Caregiver Expo television ads run

	<p><b>WDIV –Local 4 News at Noon</b>  <b>WXYZ – Live with Kelly &amp; Michael</b>  <b>WXYZ – The Doctors</b>  <b>WXYZ-- Midday Action News</b>  <b>WXYZ—Dr. Oz</b>  <b>WXYZ—Saturday Good Moring America</b>  <b>WJBK- Wendy Williams</b>  <b>WWJ – Dr. Phil</b>  <b>WWJ—Insider</b>  <b>WWJ—CBS Saturday Morning</b>  <b>WWJ—CBS Sunday Morning</b></p>	
October 5 and 10, 2017	<b>Digital advertising on the home page of the Oakland Press</b>	
October 9, 2017	<b>Dealing With Dad (with Dementia) Observer &amp; Eccentric (all editions)</b>	Column from Dan Dean, managing editor of the Observer & Eccentric newspapers talks about the frustrations of being a caregiver— cites the Expo as source
October 9, 2017	<b>Five Things You Should Do as a Caregiver</b>	Runs across all editions of the O&E and includes information on the Expo
October 11, 2017	<b>WWJ—Drivetime interview with WWJ morning anchor Roberta Jasina</b>	Interview about the Expo run multiple times on WWJ
Monday, October 9, 2017	<b>WNZK AM Radio - Ask Your Neighbor</b>	Ask Your Neighbor Host Bob Allison interviews Kathleen Yanik; 30 minutes
October 14, 2017	<b>Oakland County Times</b>	Extensive wrap up article