



March 1, 2018

Interested parties,

I am writing to invite your organization to become an exhibitor at the 19th Annual Solutions for Family Caregivers Expo. The expo will take place on **Saturday, October 13, 2018**, from 9:00 a.m. to 2:00 p.m. at the Suburban Collection Showcase (46100 Grand River Ave.) in Novi, Michigan. Please take a moment to consider joining us at this great event.

Why should you become an exhibitor?

The expo attracts more than 1,200 caregivers of older adults and persons with disabilities—people interested in your products and services. The event will feature 12 informational presentations, 100+ exhibitors, and information and an “Ask the Expert” area where attendees can meet one-on-one with experts from our agency. The expo is free to the public and will be highly publicized via media sponsors, concentrated public relations efforts, and a robust radio and television advertising schedule.

Our exhibitors join us year-after-year because the expo allows them to:

- **Connect with people who are actively looking for solutions.** Our exhibit hall is a busy place and our sponsors and exhibitors are engaging in meaningful interactions with potential clients throughout the day
- **Align with a trusted community partner.** The AAA 1-B is a nonprofit 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.

How do you register to become an exhibitor?

Registration is easy and offered [EXCLUSIVELY ONLINE on our website](#). If you are interested in exhibiting at the expo, please visit MichiganCaregiverExpo.com. You'll find the registration link at the bottom of the page.

Payment is expected at time of registration, and you'll need a credit card in order to pay and complete registration. Registration is not considered complete and a booth is not reserved unless payment is made.

Please note that space is limited. We recommend that you register as possible to ensure your space. Exhibitor booths will be reserved on a first come, first served basis

What are the exhibit fees?

- Corporations and businesses: \$525.00
- Nonprofit organizations (with a 501c3 status/designation): \$225.00
- Please note that there is an extra charge of \$65.00 for electricity.

What are exhibitors provided?

- A 6 foot deep x 8 foot wide booth with a skirted 6 foot table and two chairs
- A continental breakfast and refreshments, served throughout the morning
- Two box lunches (Additional lunches may be purchased for \$14.95.)

Set-up and Teardown—same-day only (October 13)

- Set up: 7:00 - 8:15 a.m. **All exhibits must be set up by 8:15 a.m.**
- Teardown: Booths must be dismantled by 3:00 p.m., **but in no event, prior to 2:00 p.m.**

We require that **all booths must be attended** because of the number of complaints received from previous years' guests.

If you have questions, or challenges regarding registering to exhibit, please contact Kathleen Yanik at 248-262-9980 or at kyanik@aaa1b.com. Or, if you are interested in exploring Sponsorship Opportunities at the 2018 Expo to receive prime placement in the main ballroom and additional exposure for your company in radio, TV and print advertising and at the expo, please contact Kathleen Yanik at (248) 262-9980, or via email at kyanik@aaa1b.com. You can find a sponsorship packet online at www.aaa1b.org.

Your participation is appreciated and everyone at AAA 1-B looks forward to another successful expo. We hope to see you there!



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