

2022 Aging at Altitude Fall Guide and Expo

The Aging at Altitude Guides deliver information written specifically for our market's active, 50+ adults, including adults taking care of their aging parents. **Delivered to 58,000 market households**, the guides feature tips, advice and the latest trends in health, nutrition and home care, financial and retirement planning, real estate from active adult communities to assisted living facilities, leisure, lifestyle and fitness. **Participating advertisers are featured as content resources for the guide.**

More than 600 people attended the Fall 2021 Expo and more than 550 attended the Spring 2022 Expo

The Aging at Altitude sections and expos are held annually in the spring and fall and deliver a strong return on your investment. Your investment in the Guide includes booth space at our Aging at Altitude Expos.

- *"Aging at Altitude is one of my favorite events, and I did enjoy it. I had a lot of good conversations with people. What a great group of attendees." -- Ensign Skills Center*
- *"Let me tell you, Wendy McMillian did an AMAZING job on the Aging article. We are so pleased!" -- Frasier Meadows*
- *"Steady stream of attendees ... good conversations. It was indeed worthwhile and of value to be there." -- Eye Care Center of Northern Colorado*
- *"We had a great response! We were so glad to be a part of Aging and thank you so much for all your help along the way." -- Braverman Law Group*
- *"We had a great time connecting with our community at the Aging at Altitude Expo. Such a great opportunity for the aging population to get information on healthy aging and smart planning." TRU PACE*



We Are Getting Older

Boulder County is experiencing an unprecedented change in its population: the proportion of older adult residents (people age 60 and older) is greater and growing faster than ever with an overall population increase of 33% by 2050. Adults 80+ years old are projected to increase 244% by 2050.

--Boulder County Area on Aging

Aging At Altitude Fall Rates, Deadlines & Specs

FALL EDITION / OCTOBER

Publishes:

Broomfield Enterprise, Daily Camera, Times-Call / Sunday, Oct. 16
Colorado Hometown Weekly / Wednesday, Oct. 19

Deadlines:

Covers

Scheduling and Materials, Sept. 19

Ads Save, Sept. 26

Inside Pages

Scheduling and Materials with content Sept. 22

Scheduling and Materials with no content, Sept. 29

Ads Save, Oct. 6

INVESTMENT

Per edition, includes color and booth space

Cover Ads / 8.22" x 9.5" / \$3,875

Full-Page / 8.22" x 9.5" / \$2,050

Half-Page / Horizontal – 8.22" x 4.65" or Vertical – 4.05" x 9.5" / \$1,100

Quarter-Page / Horizontal – 8.22" x 2.4" or Vertical – 4.05" x 4.65" / \$625.50



9 a.m. to 2 p.m.

Saturday, Oct. 22

Boulder JCC, 6007 Oreg Ave., Boulder

Event Details

- Speakers/Panelists (20-minute sessions) are selected from half- and full-page advertisers. We provide a robust and diverse speaking panel.
- Free shuttle parking provided by Via Mobility Services.
- Coffee and water provided.
- Food trucks for guests.

Exhibitor Package

- 6-foot table, 2 chairs and signage.
- Electricity (vendors provide extension cords).
- Internet access.
- Print, digital and social promotion in the Daily Camera, Times-Call, Colorado Hometown Weekly, Broomfield Enterprise and Denver Post.

2022 Aging At Altitude Expos

9 a.m. to 2 p.m. / Saturday, Oct. 22
Boulder JCC, 6007 Oreg Ave., Boulder



Fair Rules & Regulations

Authority: Event Management is charged with complete responsibility and full authority to endorse all of the provisions of these Regulations for the benefit of all concerned.

Booth Space: Booth space is assigned on a first-come, first-served basis upon payment. Event management reserves the right to assign booths for better traffic flow or presentation of the show floor.

Contract

Dates, Hours and Place: The Aging at Altitude Expo will be held **9 a.m. to 2 p.m., Saturday, Oct. 22**. All exhibitors must guarantee that their booth will be staffed by exhibit personnel during fair hours. Absolutely no booth tear down will be allowed prior to 2 p.m.

Installation and Dismantling of Exhibits: Installation begins 7:30 a.m. the day of the expo. Installation must be completed and all shipping materials removed from the exhibit area by 9 a.m. Dismantling begins after the close of the show 2 p.m, and must be completed by 2:30 p.m. the same day.

Subletting of Space: No exhibitor shall assign, sublet or apportion the whole or any part of the space assigned, and the furnishings therein, or have representatives, equipment or materials from firms other than the contracted company in the exhibit space. Only one exhibitor (company) is permitted per booth space. Failure to adhere to this policy will result in cancellation of exhibit booth and forfeiture of exhibit fees.

Liability and Insurance: Event Management will take precautions to safeguard exhibitor's property, however, Event Management is not responsible for damage, loss or other unfavorable conditions caused by circumstances beyond its control.

Cancellation Policy: No refund will be given for cancellations. The Camera reserves the right to change event date or location and is not responsible for acts of God or war that may influence change of date or venue or cancellation.

Aging at Altitude Expo Rules and Regulations agreed to date: _____

By (signature): _____ Company: _____