



2008

Website: www.SeniorBoomerExpo.org

Living Well

Senior Boomer Expo 2008

An Event of Senior Boomer Expo Inc. of Middle Tennessee

Where: Tennessee State Fairgrounds

When: Wednesday, Oct. 8, 2008 - 9:00AM to 3:00PM,
5:00 PM – 8:00 PM

Senior Boomer Expo Inc. of Middle Tennessee

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Senior Boomer Expo 2008 Promotional Programs

An ongoing initiative to improve the mental, physical and emotional health of people 50+ and their families.

WHO:

Adults 50+, 'Baby Boomer' adult children, and all family caregivers.

WHAT:

Living Well, Senior Boomer Expo, is Middle Tennessee's premier showcase for celebrating the 50+ generation. This highly-anticipated annual event draws thousands of Baby Boomers and Seniors committed to living well physically, financially, emotionally, and socially.

WHEN:

Wednesday, October 8, 2008

Day Program: 9:00AM - 3:00PM

Evening Wellness Program & Concert: 5:00PM - 8:00PM

(Concert starts approximately 7:00PM)

Note: Companies requesting to exhibit in the Day and Evening Programs (Hours: 9:00AM to 3:00PM and 5:00PM to 8:00PM) must select booth space in **Exhibitor's Building**. The **Evening Wellness Program** is targeting boomers.

WHERE:

The Tennessee State Fairgrounds, Nashville

FACTS

Why support Living Well, Senior Boomer Expo?

Baby boomers and seniors are a highly-coveted segment of the population. Living Well, Senior Boomer Expo gives you access to the 240,000 plus seniors, their adult children, and caregivers in the Middle Tennessee area. The number of mature adults, or those who are a little "gray behind the ears" between the ages of 65 and 74, is expected to double over the next 25 years. Living Well, Senior

Boomer Expo is the region's best venue for showcasing your company's products and services to older adults and their families.

Our Mission:

Living Well, Senior Boomer Expo is a production of the Greater Nashville Regional Council Area Agency on Aging. Our mission is to help older adults stay healthy, independent, plan financially for the future, and assist families in caring for their loved ones. We are committed to offering an affordable, all-inclusive program that provides older adults with a full day of demonstrations, workshops, health screenings and programs in a convenient, central location.

Attendance and Growth:

Since Senior Boomer Expo began in 2000, the program has attracted nearly 23 thousand people from 13 counties in Tennessee. The Expo's annual attendance ranges from 3000 – 5000 people. Living Well, Senior Boomer Expo has developed on-going partnerships with community centers throughout Middle Tennessee. Living Well, Senior Boomer Expo is also engaged in current efforts to target more working Baby Boomers and people who are looking to make lifestyle changes. Strong marketing efforts through media participation and news coverage have noticeably increased attendance.

Living Well, Senior Boomer Expo attendees come from 13 Tennessee counties.

