

Market your product/service directly to thousands of Baby Boomers and Seniors!

VERMONT  
**maturity**  
M A G A Z I N E  
proudly presents - in its 15th year...

**Early Bird Special...**  
Save \$50 if you pay  
by June 1, 2009!

# 50 Plus & Baby Boomers EXPO

**Saturday, January 30, 2010 – 9<sub>am</sub>–4<sub>pm</sub>**

Vermont Maturity Magazine is proud to present the 15<sup>TH</sup> ANNUAL Vermont 50 Plus & Baby Boomers EXPO on Saturday, January 30, 2010 at the Sheraton Hotel and Conference Center in So. Burlington, Vt. Based on each year's terrific attendance, it is clear Vermont's Baby Boomers and those age 50 and older are eager to have fun, gather information, and learn about what local businesses such as yours have to offer!

The EXPO is still in the planning stages in terms of events, but we are working on the following:

- The area's only Mature Fashion Show • Technology Interactive Exhibits • Live Auction
- Exhibitor booths which cater to Baby Boomers and the age 50+ market • Seminar Series
- Door Prizes including a trip for two • Live Entertainment • Dance Party • Art Demos
- Guest speaker • Vendor Networking Breakfast • and much more!

A portion of EXPO proceeds will be donated to the Champlain Valley Agency on Aging which provides a host of services to older Vermonters such as Meals on Wheels and the Senior Helpline. All proceeds from the auction and 50-50 raffle go directly to CVAA.

Our plans to promote the EXPO include:

- The exclusive Guide to the EXPO incorporated in the January issue of Vermont Maturity which is MAILED to our readers (over 40,000), with additional rack distribution in Chittenden County, Stowe, Barre/Montpelier and St. Albans, and handed out at the EXPO
- Full page ads in Vermont Maturity from November through January
- Other print and Web coverage including ads/announcements in daily and weekly newspapers
- Radio spots/live remote using WJOY/WOKO/WKOL – a media sponsor
- TV spots on WCAX-TV (Channel 3) – a media sponsor
- EXPO info at [www.vermontmaturity.com](http://www.vermontmaturity.com)

We are inviting area businesses to participate in this event to promote their goods/services with an exhibit space. Exhibitor space is always a sell-out, and a limited number of vendor booth spaces are available, so it's a first-come, first-served basis.

Regular rate for a standard 8 ft. deep x 10 ft. wide booth is \$525; a double booth is \$825; a triple is \$1155. Standard electrical power to your booth is available for an additional charge of \$25. Your space includes one 6 ft. x 2 ft. table with tablecloth, an 8 ft. high drape backwall and 3 ft. sidewalls, two folding chairs, waste receptacle, and one (one-line) exhibitor ID sign. Your non-refundable booth payment is due in full with your order – because of the demand for booth space, we cannot hold your space until it is paid for. Vendor set-up instructions will be sent to you in mid-January. PLEASE NOTE ANY SPECIAL REQUESTS ON YOUR FORM.

# Your Company Name

Questions? Call Marianne Apfelbaum 802-872-9000 x18

## 50 Plus & Baby Boomers EXPO '10 Vendor Booth

Single Booth (8' x 10').....\$525 \_\_\_\_\_  
 Double Booth (8' x 20').....\$825 \_\_\_\_\_  
 Triple Booth (8' x 30').....\$1155 \_\_\_\_\_  
 Today's date \_\_\_\_\_ Electrical outlet needed \$25 \_\_\_\_\_

*Deduct \$50 if you pay  
by June 1, 2009!*

SPECIAL REQUESTS :

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### Vermont Maturity Web site

Promote your business all year long on our  
NEW Web site:

[www.vermontmaturity.com](http://www.vermontmaturity.com)

which will be up and running by May 2009.

Premium positions and flash ads available.

Call or email for more information!

### EXPO Official Program Guide

Get the lowest rate on our rate card for your ad in the  
January 2010 issue of Vermont Maturity – our Guide  
to the EXPO – when you sign up for a vendor booth !

1/4 page - just \$210 \_\_\_\_\_

1/3 page - just \$240 \_\_\_\_\_

1/2 page - just \$405 \_\_\_\_\_

Full page - just \$725 \_\_\_\_\_

Full color also available starting at \$95

Check enclosed for \$ \_\_\_\_\_ or bill my Amex/Visa/MC #for \$ \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Expiration date \_\_\_\_\_ Code \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

Mailing address \_\_\_\_\_

Town, State, Zip \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

\*\*We will also need you to email the names of everyone who will be working at your booth (so we can add them to our vendor guest list)

CONTACT PERSON (PLEASE PRINT) \_\_\_\_\_

Authorized signature \_\_\_\_\_

### Mail this form with payment to:

Vermont Maturity, PO Box 1158, Williston, VT 05495

Make checks payable to: Vermont Maturity Magazine

MC/VISA/AMEX also accepted or FAX order with credit card number to 802-872-0151

EXPO will be held regardless of weather

For office use only: Rep name /date: \_\_\_\_\_