

C o l u m b i a



"Life After 55"
EXPO 2010



EXPOSITION: Wednesday, October 20, 2010

Columbia Metropolitan Convention Center

1101 Lincoln Street * Columbia, SC 29201

(803) 545-0001 (In Downtown's "Vista" Entertainment District)



NARA is an 11-year-old grass-roots trade group of professionals involved in selling products, services and housing and otherwise serving people 55+.

NARA's 11th Annual "Power Tools" Business Conference will be held at the Columbia Metropolitan Convention Center October 20-22.



Featuring Educational Sessions focusing on:

- **Brain Fitness • Health • Upfitting Your Home to Help You Stay Longer • Retirement Community Options**
 - **Promising New Alzheimer's Treatment**
 - **Financial Planning • Reverse Mortgages**
- **EDUCATION • EXHIBITS • LIGHT LUNCH WILL BE SERVED**

On Wednesday, Oct. 20, NARA will open up two general morning sessions and six afternoon sessions to the invited guests of Palmetto Health. There will also be two NARA Business Sessions meeting concurrently to four of the five afternoon consumer sessions. Each consumer session will last 30 minutes and begin over lunch.

Sessions currently reserved:

1. Brain Fitness
2. Remodeling and Adapting Your Home for Aging in Place
3. Geriatric Health

Other possibilities for consumer sessions include Home Health, Retirement Communities, Real Estate Services, Reverse Mortgages, Financial Planning, etc.

Columbia "Life After 55" Expo Marketing Opportunities:

1. Lunch Sponsorship:

- *Acknowledgment of Providing Lunch to All Wednesday Attendees.
- *Receive Lead Spot in Lunch Presentation
- *Receive Sponsorship Acknowledgement on Postcard to 16,000 "Prime Timers" in the Columbia area, on Bags, in Signage and in Program

Total Investment: \$3,500

2. Table Tops (six available)

- *Reserve a six foot table for Wednesday and Thursday's program at the Columbia Metropolitan Convention Center. Lunch will be served in the Expo area. 16,000 "Prime Timers" will be invited to have lunch and stay for programs.

Total Investment: \$500 per Table Top

(Note: those reserving table top exhibits receive preference in presentations to the audience)

11th Annual

power tools
ANNUAL BUSINESS CONFERENCE

OCTOBER 20-22, 2010