

The *Pros Know* 55 Plus Active Living & Resource EXPOS

Bringing Resources to our Older Adult Population for Better Aging & Happier Living!

Exhibitor Planning & Budgeting Quick Guide 2024



Six Shows | Three Spring & Three Fall

Dates, Locations, Table Budgets,
Sponsorship Packages,
On-Line Advertising Rates & More...

Senior Friendly Organizations and Businesses dedicated to the well-being and growth of our all inclusive 55+ Community!

2024 Pros Know Expos | 204.414.9290 | redroadmusic@shaw.ca | prosknowexpos.ca

The Pros Know 55 Plus Active Living & Resource EXPOS

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December 15th, 2023

To All Exhibitors & Friends of The Pros Know Expos

Hello everyone.

First off, thank you to all of you who have, and continue to be, part of the PKE Family. After an interesting 2023 where our world was still trying to figure out Covid and other things that made life interesting, we find ourselves in a much better place going into 2024.

Yes, we have challenges ahead of us all, but many have learned the value and importance of working together to reshape our communities into something better. To this end we are pleased to introduce our 2024 Pros Know Expos 55 Plus – Active Living & Resource Expos Planning & Budgeting Guide (Attached).

For 2024, we are committing to 6 shows, 3 Spring and 3 Fall, all back in familiar places where we've had the most success and impact. That with a revamped 'Sponsorship' package and many structural improvements, we're looking forward to an even better all-round experience for everyone at the 2024 events.

Attached is our preliminary schedule and budgeting data for 2024 so that you can plan to attend accordingly. If after review you have questions or require assistance in putting together a budget, please contact us at your convenience to chat over the phone or meet in person. We will answer your queries and do our best to give you the best value-added package you can get.

For those working with tighter budgets or with year ends in March of 2024, we can discuss various options to ensure your participation while working within those concerns.

Thank you all. We look forward to having you back, or even joining us for the very first time. Our mutual goal is to serve and enhance the well-being of our Older-Adult population and the Pros Know Expos have been a much-needed resource for all involved.

Best Regards;

Rick Roschuk | Managing Partner

Pros Know Expos 2024

204.414.9290 | Direct Line

Bringing Resources to our Older Adult Population for Better Aging & Happier Living!

Welcome to the 2024 Pros Know Expos!

Hello everyone and welcome. We are pleased to be presenting our fourth year of Active Living & Resource Expos to our Older Adult population here in Winnipeg and around. We start off by thanking all of you who have made the first three years a hard-earned success. The PKE family has much to be proud about especially knowing this group between October 1st, 2021 and October 25th, 2023 (25 months), provided our community with 18 Seniors Resources Shows around our city. Bravo to all of our Supporters and Exhibitors, you are our Heros!

For 2024, we are providing six shows, Three spring and three fall as noted below. The first four are confirmed with the last two finalizing in early January of 2024. Please stay tuned. Here are the details we have in place for your 2024 Pros Know Expos budgeting purposes;

2024 Pros Know Expos Schedule

Spring Shows:

- April 25th (Thursday) Sgt. Tommy Prince Place (North End) - Confirmed
- May 23rd (Thursday) Charleswood United Church (Charleswood) - Confirmed
- May 30th (Thursday) Fort Rouge Leisure Centre (Fort Rouge) - Confirmed

Fall Shows:

- Sept. 25th (Wednesday) Good Neighbours Active Living Centre (River East) - Confirmed
- October 23rd (Wednesday) Dakota Community Centre (St. Vital) - Confirmed
- November 1st (Friday) Fort Garry Mennonite Brethren Church (Fort Garry) - Confirmed

Base Table Pricing:

For ease of budgeting, here are your base table rates.

We are pleased to announce they are the same as last year;

- 1-2 Shows | **\$200.00** per table, per show
- 3-4 Shows | **\$175.00** per table, per show
- 5-6 Shows | **\$150.00** per table, per show

G.S.T. is extra. Electrical as per previous years, is only available on perimeter walls and is limited to availability within each venues capacity to do so. Public Wi-Fi access will be provided either in the various exhibitors guides or the day of.

2024 Pros Know Expos Sponsorships!

There is indeed strength in numbers. For 2024 we are changing our Sponsorship structure to be more inclusive and to celebrate the diversity of Services and Products we all represent to our Older Adult Community. We have eliminated the previous 'Gold - Silver - Bronze' standard and will be using a non-tiered standard so that more services and products may step up and be noticed at a higher level. We know this will appeal to most, as the lower pricing structure and PKE Community Spirit will provide better recognition and value to those participating.

PKE Sponsorship Details

Here are just some of the perks and value-added pieces you'll receive with your 2024 Pros Know Expos 'Sponsorship Package'.

Six (6) Tables | One per show location for 2024.

Your logo placed on printed materials such as our roll-up banners (2), event brochures (2,000+), show posters (200+), exhibitor floor plans (900+).

Your logo and mention on our event Power-Points (6 Shows).

A complimentary 1" high x 5" wide, linked Sponsor AD Bar on our website.

25% Discount on all PKE website AD bars and Coupon Corner products.

2024 PKE Sponsorship Cost: \$1,500.00

Venue Hosting:

Want to spice things up a little more? How about being a Venue Host?

We're looking for 3 - Organization Hosts & 3 - Corporate Hosts.

As one of our Venue Hosts you'll receive premium listings accordingly on above mentioned printed materials and web pages. You'll also receive a complimentary rotating linked 9" wide x 2.5" high, top of page AD bar on our website for the year.

You can use this opportunity to draw your clients to the Expo date you've chosen as an value-added health & wellness community initiative you believe in.

2024 PKE Venue Host Cost: \$500.00

Bringing Resources to our Older Adult Population for Better Aging & Happier Living!

2024 PKE Website Column AD Bars!

Our 2024 website column AD Bars are more affordable than ever. Available in two sizes, these left side column ADs can be linked to your website, social media page(s) or to a downloadable pdf file for viewers to have and print. Both sizes with a 3-month minimum subscription include set-up artwork at no charge...Samples at www.prosknowexpos.ca

2.8" w x 3.5" h AD Bars: **\$30.00 / Month / \$360.00 / Year**

2.8" w x 7.0" h AD Bars: **\$50.00 / Month / \$600.00 / Year**

Exhibitor Directory Page ADs

5.0" w x 1.0" h Directory AD: **\$20.00 / Month / \$240.00 / Year**

2024 PKE Coupon Corner!

Each show we distribute 100 Guest Bags with copies of Senior Scope Newspaper and various Exhibitor coupons to attendees.

These coupons are 8.5" w x 3.5" h | *double-sided* | full-color glossy paper printed. At \$50.00 per 100 pieces, this is a great messaging tool for attendees to take home. That's 600 coupons at only \$300.00 total for all six shows. The coupons can be service or product orientated, or even a colorful information piece to stick to their fridge. **All coupon subscribers will have a downloadable version of their coupons on our website at no extra charge for the duration of their coupon in 2024. Value-Added Bonus!**



8.5" w x 3.5" h Glossy Coupons: **All Six Shows for only: \$300.00**



Pro's Know Expos 2024 | Order Form

DATE:		Order No.	
Bill To:		Stat-Tab:	
Address:		Office Ph:	
		Cell:	
Postal Code:		Website:	
Contact:		Direct Ph:	
Position:		e-mail:	
Alternate:		Direct Ph:	
Position:		e-mail:	

Order Details

Date:	Description Details	Qty:	\$ Amount:
	<i>Spring Shows:</i>		
April 25th Thursday	Sgt. Tommy Prince Com. Centre (Confirmed) 90 Sinclair Street Venue Host: TBA		
May 23rd Thursday	Charleswood United Church (Confirmed) 4820 Roblin Blvd. Venue Host: TBA		
May 30th Thursday	Fort Rouge Leisure Centre (Confirmed) 625 Osborne Street Venue Host: TBA		
	<i>Fall Shows:</i>		
September 25th Wednesday	Bronx Park Com. Centre (Confirmed) 720 Henderson Hwy. Venue Host: TBA		
October 23rd Wednesday	Dakota Community Centre (TBC) 1188 Dakota St. Venue Host: TBA		
November 1st Friday	Ft. Garry Men. Brethren Church (TBC) 1771 Pembina Hwy. Venue Host: TBA		
Table Pricing	1-2 Shows: \$200.00 / Table / Show 3-4 Shows: \$175.00 / Table / Show 5-6 Shows: \$150.00 / Table / Show		
Show Sponsorship Package	Includes: 6 Tables / 1 per Show / 6 Shows Total Logo placement on various printed materials; Roll-up Banners Event Brochures Show Posters Event Floor plans 5" w x 1" h Directory AD Bar with link Event PowerPoints. \$1,500.00		



Venue Hosting

3 – Organizations
3 - Corporate

Directory Listing

5.00" w x 1.00" h

Left Column AD-S

2.80" w x 3.50" h

Left Column AD-D

2.80" w x 7.00" h

Show Coupons

8.50" w x 3.50" h

Event 'Venue Hosts' will be highlighted throughout the year as the principal sponsor accordingly for the date and venue they choose to do so. Added-value advertising included as per prospectus. \$500.00		
\$20.00 / Month / 3 month minimum. \$240.00 / Yr. Artwork included.		
Monthly @ \$50.00 / Month 6 Months @ \$40.00 / Month / \$240.00 / Yr. 12 Months @ \$30.00 / Month / \$360.00 / Yr.		
Monthly @ \$80.00 / Month 6 Months @ \$65.00 / Month / \$390.00 / Yr. 12 Months @ \$50.00 / Month / \$600.00 / Yr.		
Double-Sided Glossy Color Printed Coupons for PKE Show Guest Bags. (Coupon Corner) Artwork Set-Up: \$50.00 100 Coupons \$50.00 6 Shows (600 Coupons) \$300.00		
All AD prices included base artwork. Custom artwork will be charged at \$75.00 / Hour.		
Show times are: 9:30am – 2:00pm. Ingress 8:30am – 9:15am. Pack down from 2:00pm – 3:00pm. Thank you.		

Pay By: Cheque / e-Transfer / Visa
MasterCard / American Express

Please make all cheques payable to:
Clean Slate Design Marketing
150 Irving Place
Winnipeg, MB. R2G 0K7

Ph: 204.414.9290
e-Mail: redroadmusic@shaw.ca
www.prosknowexpos.ca

Sub-Total:	
Sub-Total:	
Other:	
Sub-Total:	
G.S.T: @ 5% (76591131-8)	
P.S.T: @ 7%	
Sub-Total:	
Deposit:	
TOTAL: Due upon receipt.	
Date Paid:	
Paid By:	

Thank you for joining the *Pros Know Expos 2024* family!