



**Join us for the Aging Your Way Expo (formerly Seniors on the Go Expo) on Thursday, September 12, 2024, from 9am to 2pm in the Shipley Arena of the Carroll County Ag Center (706 Agricultural Center Drive, Westminster).**

## **Expo History**

Formerly known as “Seniors on the Go Expo” this Health & Wellness Expo began in 2005 with its first event being held at the Carroll County Ag Center. Through the span of over 17 years the Seniors on the Go Expo has highlighted services, technologies, products, and resources that continue to transform lives. Moving into the 2024 season, the Seniors on the Go Expo has been rebranded to Aging **Your Way: A Health & Wellness Expo!** The Expo serves as a place to go for the latest in fitness, nutrition, health, wellness and more, all while featuring technologies and practitioners who continue to advocate for the health and fitness of their communities!

## **Registration Options**

Option 1: Online: <https://register.carrollcountymd.gov/sotge/>

Option 2: By Check: Make payable to “Carroll County Commissioners” and mail with registration forms to Carroll County Bureau of Aging & Disabilities, Attn: Aging Your Way Expo, 125 Stoner Ave, Westminster, MD 21157

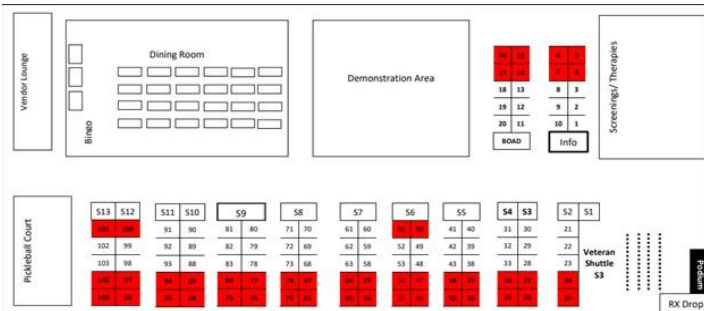
*Registration is not considered complete until forms and payment are received. Please be sure to keep a copy of this paperwork for your agency’s accounting purposes. There will be **no refunds**.*

Vendor registration and participation is open to all agencies, organizations, and businesses providing services to older adults, individuals with disabilities, Veterans, their caregivers and families.

Please note that unless you are a registered vendor, soliciting/handing out information throughout the event is strictly prohibited. So please register!

## Choose Your Booth

This year we will be using a modified floor plan with extra spacing between booths. Due to this, there are a limited number of booths compared to previous years. The registration form allows the opportunity to request your top 3 choices for a particular booth. Event organizers will make every attempt to honor your location request; however, it is not guaranteed. Updates to the floor plan will be made on our website weekly so you will know which booths are still available. Sponsorship booths will be assigned by event organizers (marked with an "S"). This year we will have both a Technology and Mobility & Assistive Device Assessment area. Remember that *vendor space is sold on a first come, first served basis*.



## Booth Electricity

Not all areas of the Shipley Arena have electricity for booths. If you require electricity for your booth, please check the Aging Your Way Expo layout. All booths in red have electricity. Please note that there is an additional fee of \$40 to have electricity available at your booth. This fee is paid during registration.

## Shipley Arena



The Expo provides over 52,000 square feet of one-stop shopping and is an incredible opportunity to showcase the latest in information, technology, products, services, and resources to approximately 2,000 attendees.

Due to mandatory sponsorship requirements of the Carroll County Ag Center and Shipley Arena, our contract states that anyone offering beverages must use Pepsi Products purchased ONLY from The Pepsi Bottling Group, Frederick. Contact the Ag Center at 410-848-6704 for more information.

## Marketing

The Aging Your Way Expo Marketing Committee does extensive marketing, with flyers, brochures, banners, etc. visible throughout the community beginning this spring/ summer. In addition, information is placed on Carroll County Government's website and Facebook page, as well as the Aging Your Way Expo Facebook page (please follow us and include our FB link on your website and materials to assist in advertising the Expo). The committee is always looking for new locations to place banners and yard signs. If you have permission at any locations around Carroll County, let us know. Also, if you are interested in any of our promotional materials for your place of business, they are provided upon request.

## Facebook and Webpage

All registered vendors will be listed on the Aging Your Way Expo webpage, as well as the Expo Facebook page.

Let's connect! Follow us on Facebook at <https://www.facebook.com/agingyourwayexpo/> for exciting Expo announcements, sponsorships, vendor spotlights and more!

#AYWExpo2024

## Media Sponsorships

### Carroll County Times

Once again, we are partnering with the Carroll County Times for the publicity of this event. The Program Guide will also be given to visitors on the day of the Expo. In addition, there will

be advertisements, "featured event" notations on the CC Times online calendar, and advertising tiles on the Times homepage.



We will also partner with WTRR, with the Expo highlighted during a Guest DJ event the week prior. WTRR will also run radio advertisements of the Expo and its various events. In addition, all vendors have an opportunity to purchase additional advertising with WTRR leading up to the Expo and during the Guest DJ event. WTRR's market reaches 30,000 listeners daily.

## How to Win a Free Booth for the 2024 Expo

Because of our efforts to keep a crowd after lunch, we ask that vendors remain set up until 2:00 pm. At 2:00 pm, we will have a "vendor" drawing. The vendor drawn, that is still completely set up, will win a free "business level" booth at the next Expo. We are happy to announce that **LeafFilter Gutter Protection** won a free business booth for the 2024 Expo. Congratulations LeafFilter Gutter Protection!

## Booth Set-Up

Booth set up will **ONLY** be on Wednesday, September 11th between 12:30 pm and 5:30 pm. There will be **NO BOOTH SET-UP** the day of the Expo. If you are an out-of-town vendor, please contact **Victoria Parks at 410-386-3818** to discuss your booth set-up options.

## Expo Day Lunch

Included in your registration fee are 2 wristbands for lunch provided by Hashawa. Additional boxed lunches are available for purchase at the Dining Room for \$9.00. Individuals 60 years and older can receive a boxed lunch without charge, however donations up to the cost of the meal are accepted.

A catered boxed lunch will be available in the Exhibitor Lounge between 11:30am to 1pm.

## **Vendor Parking**

Two parking passes will be provided to vendors in their Expo packet that can be picked up during booth set-up on Wednesday (12:30-5:30pm). Please note that the Vendor parking area is subject to ground conditions. Every effort will be made to have this area available for vendors; however, if the ground conditions are undesirable, vendors will need to park in the visitor parking area and either walk or use the available shuttle buses.

## **Vendor Prize Bingo**

The Expo's Vendor Prize bingo is always a very popular event. All prizes donated will be on display, indicating the vendor and booth location. Before each bingo game, the prize will be presented and the vendor donating the prize will be acknowledged. If you are interested in donating a vendor prize, please note what the prize will be on your registration form. Vendor prizes can be brought with you on Wednesday's booth set-up.

**Thank you!**

**Victoria Parks**

**Chair, Aging Your Way: Health & Wellness Expo**

**410-386-3818**

[agingexpo@carrollcountymd.gov](mailto:agingexpo@carrollcountymd.gov)

## 2024 Aging Your Way Expo Registration Form



Registration is NOT complete until payment & all paperwork is received.

There will be NO refunds for this event.

Sponsor/ Exhibitor Level	Booth Cost	Extra Chairs	Electricity	Package Details
<b>Non-Profit Exhibitor</b>  <i>Tax exempt card to Victoria Parks with registration to receive discount.</i>	\$225	<b>\$4 / each</b>  <b># of Extra</b> <input type="text"/>	<b>\$40</b>  <b>Yes</b>  <input type="text"/>	10'x8' booth with 8' black drape, 3' side drapes, 6' topped skirts, 2 chairs, 2 wristbands for lunch, and business name on booth and in Official Expo Program Guide. Drape colors are black.
<b>Business Exhibitor</b>	\$450	<input type="text"/>	<input type="text"/>	
<b>Bronze Sponsor</b>	\$600	<b>No Charge</b>  <b># of Extra</b>	<b>No Charge</b>  <b>YES</b>	Same as business exhibitor above plus booth along lobby aisle, 2-inch width-size logo in guide, special notation on the Expo Webpage, and no charge for extra chairs or electricity.
<b>Silver Sponsor</b>	\$900	<input type="text"/>	<input type="text"/>	Same as the business exhibitor above plus booth along main aisle, 2 ½ inch width-size logo in guide, special notation on Expo webpage, and no charge for extra chairs or electricity.
<b>Gold Sponsor</b>	\$1,200			Same as the business exhibitor above, but with expanded booth size (equivalent to 2 regular booths) along main aisle, 3- inch width-size logo in guide, special notation on Expo webpage, and no charge for extra chairs or electricity.
<b>Platinum Sponsor</b>	\$1,600			Same as business exhibitor above, PLUS ultimate booth location with primary choice.

Vendor Prize Bingo Donation- Prize Description:

YES

Exhibitor/ Sponsor Level: \_\_\_\_\_ Booth Cost: \_\_\_\_\_

Extra Chairs: #\_\_\_\_ x \$4 (no additional cost per person) = \_\_\_\_\_

Electricity at \$40 (no additional charge for sponsors) = \_\_\_\_\_

**TOTAL =** \_\_\_\_\_

Assignment of exhibit space is on a first come, first served basis; however, event organizers will try to give exhibitors the opportunity to choose a location. Please look over the enclosed floor plan and indicate a booth preference. Every attempt will be made to honor an exhibitor's location request; however, it is not guaranteed. Show organizers reserve the right to re-locate exhibitors. Please remember the agreement to participate is not complete until all the requested information and payment is received.

Please indicate preference by booth number: Choice #1 \_\_\_\_\_ Choice #2 \_\_\_\_\_ Choice #3 \_\_\_\_\_

**NOTE:**

- **Booths marked with an "S" are prime locations for sponsors and will be assigned by show organizers.**
- **Booths marked in RED are available with electricity for an additional fee.**

Business/Name: \_\_\_\_\_

*(As you would like it to appear in the Official Expo Program Guide and on booth sign)*

Contact Person: \_\_\_\_\_ Date \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Description of Business/Organization: \_\_\_\_\_

Registration is NOT complete until ALL forms and payment are received. Any payments/contracts received after August 09, 2024 will not be listed in the Official Expo Program Guide.

Mail to:

Carroll County Bureau of Aging & Disabilities

Aging Your Way Expo

125 Stoner Ave

Westminster, MD 21157



*Please return this signed agreement with registration and payment*

## **EXHIBITOR PARTICIPATION AGREEMENT**

The undersigned hereby agrees to participate in the Carroll County Aging Your Way Expo in the Shipley Arena at the Carroll County Ag Center located at 706 Agricultural Center Drive in Westminster, Maryland on:

**Event**

**Thursday September 12, 2024 - 9:00 a.m. to 2:00 p.m.**

**Set-Up Time**

**Wednesday September 11, 2024 - 12:30 to 5:30 p.m.**

All exhibitors must be set up by 5:30pm on Wednesday, September 11, 2024. Booth spaces must be occupied and attended during all hours of the Expo. Exhibits must remain set up until the close of the Expo at 2:00 p.m. Exhibitors dismantling early will not be offered any special booth spaces at next year's Expo and will not be entered for a 2024 free booth drawing. Booths need to be completely dismantled by 3:00 p.m. on Thursday, September 12, 2024.

The undersigned hereby agrees to indemnify and hold harmless the Carroll County Commissioners, its officers, agents, employees, and volunteers from all liabilities, damages, judgments, settlements, losses, costs, or charges incurred as a result of any claim, demand, action, or suit relating in any way to your participation in the Carroll County Aging Your Way Expo.

The Carroll County Bureau of Aging & Disabilities does not guarantee or agree to protect Exhibitor against loss of any kind. Exhibitor recognizes and agrees that in entering this contract, it is not relying on or expecting Carroll County Bureau of Aging & Disabilities to provide any type of security or protection against loss or damage of any kind and Exhibitor hereby waives any claims or causes of action relating to any such loss or damages.

I acknowledge that this agreement to participate is not complete until all requested information and payment have been received by the Carroll County Bureau of Aging & Disabilities/Expo Chair.

I have read and understood the contents of this Agreement and Release; wherefore, I have executed this Agreement and Release on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Business Name



The Americans with Disabilities Act applies to the Carroll County Government and its programs, services, activities, and facilities. Anyone requiring an auxiliary aid or service for effective communication or who has a complaint should contact The Department of Citizen Services, 410.386.3600 or 1.888.302.8978 or MD Relay 7-1-1/1.800.735.2258 or email [ada@carrollcountymd.gov](mailto:ada@carrollcountymd.gov) as soon as possible but no later than 72 hours before the scheduled event.