



**YOU ARE INVITED  
TO EXHIBIT**  
AT OUR 5TH ANNUAL SENIORS FESTIVAL

*Time to Celebrate!*





**WEDNESDAY, 1<sup>TH</sup> OCTOBER 2025**

**9.00am - 2.00pm**

**Maroochy RSL, 105 Memorial Avenue**

**Maroochydore. Qld 4558**

You are invited to the exhibit at the **Seniors Festival / Expo.**

The Expo was established in 2017 to empower, connect, inspire and inform our over 60 community on the Sunshine Coast. Over the last 5 years, it has grown from strength to strength, attracting a larger audience and it is Sunshine Coast's largest over 60 festival/expo.

Each year we take the opportunity to work closely with our over 60 community to build community engagement and we collaborate with businesses to create unique opportunities to showcase their brand/service to their target audience.

Our goal is to open the door of opportunity to the over 60 community, challenge social norms that limit growth and hinder people's potential to live life to the fullest. We strive to create a community where people not only age well but thrive.

Come on board and let's work together to Re-Imagine ageing and Embrace the possibilities in 2025.

*Tanya Dave*

Gerontologist



**“Alone  
we can do  
so little,  
together we  
can do so  
much.”**

Hellen Keller

**Re-imagine Ageing – Embrace the possibilities!**



## BENEFITS OF BEING PART OF THE EXPO

- The expo gives you access to a large, engaged over 60 community.
- It is a great networking event with fellow exhibitors, and an opportunity to catch up with existing contacts and make new ones across sectors of the industry.
- You will have the opportunity to promote your brand and business on the following platforms as part of the Seniors Festival:

### - Lifestyle 55+ Magazine/Business

**Directory** All exhibitors will be given the opportunity to be part of this annual guide. 10000 copies will be distributed right around the Sunshine Coast, Noosa and the Hinterland region giving your brand exposure well after the expo is over.

### -Senior Leadership Awards

Designed to encourage and recognize the valuable contribution of our senior community. The award is presented on the International day of the senior, and marks the beginning of Qld Seniors month on the Sunshine Coast. As an exhibitor you will be invited to a morning high tea, and join 450 members of the senior community to acknowledge the outstanding contribution of seniors in our community. Sponsors will be given the opportunity to promote their brand by sponsoring and presenting an award to a member of the senior community.



Re-imagine Ageing – Embrace the possibilities!



**Our Expo will showcase a wide range of exhibits, run workshops, provide entertainment, serve great food and drinks to create an atmosphere of fun and pizzaz!**

**The Expo creates the perfect platform for a wide range of businesses to connect with the over 60 community.**

## **EXHIBITOR CATEGORIES INCLUDE:**

- Travel
- Insurance
- Employment and Education
- Clothing, Fashion, and Accessories
- Aged Care and Retirement Living Options
- Independent Living Products
- Health and Wellness
- Recreation and Fitness
- Financial and Retirement Planning
- Beauty Services
- Government Services
- Holistic Treatment Options
- Community Groups



**Re-imagine Ageing – Embrace the possibilities!**

## HOW WE ATTRACT THE CROWD

We build strong partnerships with key community groups like U3A, Probus, Lions Club, Rotary, View Club, Coolum Hearts, Red Hat Ladies, Chirpy Plus, Mens Shed, Friendship Force, Country Women's Association to name a few, to promote and attract attendees.

Two months prior to the big day we launch an extensive radio, print, direct marketing and public relations campaign that will encompass the entire Sunshine Coast region and beyond.

## SOME OF OUR MARKETING AND SOCIAL MEDIA CHANNELS INCLUDE:

**YOUR TIME** magazine, a highly regarded over 55 publication with a circulation of 50,000 per month covering the Sunshine Coast and Brisbane areas.



**MY WEEKLY PREVIEW** magazine, a staple and well distributed publication on the Sunshine Coast with a circulation covering 61,000 per week.



**104.9 Sunshine FM radio station**, a popular platform for the 65+ demographic on the Sunshine Coast and surrounding areas with a potential audience reach of over 100,000 listeners per week.

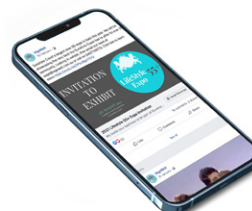


**Lifestyle 55+ magazine/ service directory**

With a circulation of 10,000 copies placed in high traffic areas and is the only go-to annual resource guide for the over 55 community on the Sunshine Coast.



**IAgeWell database of over 4500 subscribers and 3000 Facebook followers** We will showcase each exhibitors' products/services via our online social media campaign in the lead up to the event. Exhibitors will be asked to provide information.



Targeted social media expo advertising campaign to engage the senior community.

**Re-imagine Ageing – Embrace the possibilities!**



## STANDARD EXHIBIT

**\$595.00 + GST**

### Expo booth

- 3 x 2m standard exhibition booth
- Trestle Table: 180x 75cm
- Back boards
- Two Chairs
- Directory listing in LifeStyle 55 plus annual magazine /service directory (FREE. Valued at 375.00)
- Invitation for two staff to attend the Senior Leadership Awards and networking morning tea held on the 1st of October, 2025.



**Re-imagine Ageing – Embrace the possibilities!**

# BECOME A PLATINUM SPONSOR

## \$4,950.00 + GST

### Expo booth

- A 3 x 3m standard exhibition booth in a key location, with Wi-Fi

### Advertising of your brand

- Exclusive double page advertisement/ editorial in the Lifestyle 55+ annual magazine/service directory
- Radio advertising on 104.9FM
- Logo placement on all promotional material, campaign emails and social media marketing including having your brand marketed at various speaking engagements throughout 2025 – 26
- Media releases

### Community engagement opportunity

- Sponsor and present a leadership award to a nominated senior member of the community on the 1st of October 2025.
- IAgeWell Trust - Placement of your logo on cheques handed to community groups throughout 2025-26
- Invitation to participate in the 2025-26 Speakers Circuit.

# PLATINUM SPONSORSHIP



Re-imagine Ageing – Embrace the possibilities!



# EXPO BOOKING FORM

Please complete this form and email to [expo@iagewell.com.au](mailto:expo@iagewell.com.au)

## Step 1: Select Exhibit/Sponsorship option

- ☐ Exhibit Site - standard **\$595.00 + GST**
- ☐ Presentation Room ( 1hour ) **\$150.00 + GST**
- ☐ Platinum Sponsorship **\$4959.00 + GST**
- ☐ Half Page Advert ( Lifestyle 55 Plus Magazine ) **\$995.00 + GST**
- ☐ Full Page Advert ( Lifestyle 55 Plus Magazine ) **\$1950.00 + GST**

Please advise if you need the following for your exhibit site:

- ☐ Power
- ☐ Table Cloth

## Step 2: Exhibitor details

Company Name: \_\_\_\_\_

ABN: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Email: \_\_\_\_\_

**NOTE:** All exhibitors need to submit a copy of their public liability insurance prior to the expo.

## Step 3: Preferred payment method

☐ **Payment plan required** (if yes, please contact us to arrange, otherwise fill in details below.)

☐ **Direct debit** Bank details: IAGEWELL Pty Ltd  
BSB: 014 316 Account Number: 306 330 889  
Email remittance to: [tanya@iagewell.com.au](mailto:tanya@iagewell.com.au)

☐ **Credit card** (Credit card payments will be processed at the time of booking)

Amount including GST:

☐ Visa ☐ Mastercard

Card number

Expiry date   /   CVC



