



**AARP Co-op
Marketing Promotion Opportunity
Orlando, FL Sep. 30 – Oct. 2, 2010**



Once again a small group of us are looking at doing a co-op booth at the Sep. 30 – Oct. 2, 2010 in Orlando, FL. If your organization is interested in this market segment please review this opportunity. The Expo has 425 plus exhibitors and attracts an estimated 27,000 attendees. Because of the location we fill the 2010 event will have a higher than expected attendance.

As in the past we will organize the booth under the name “Team Texas”. To learn more about this event you may go to the AARP website located at:

http://www.aarp.org/aarp/events/Life_at_50_Orlando/

This mission will provide our participants with great exposure to not only those in the Orland area but to the attendees of the [Life@50+ Expo](#). from around the country and the world.

Mission Chair: Mark W. Thompson, Plano CVB
Phone: 972-941-5844, email: markth@plano.gov

Booth Sponsor Information: We will be distributing only the literature from those organizations that sign up to be a booth sponsor for this year’s event.

Please note: Exhibitor move in day for our booth will be Wednesday, September 29, 2010. We will meet at the booth at 2:00pm for set-up. Exhibitor move-out for our booth will be Saturday, October 2, 2010 at the end of the Expo.

Booth Sponsor Fee: We will be doing a 40 x 40 foot island booth for this show at a cost of \$5,000. Please note that this only covers the cost of the booth space. Things such as furnishings, electricity, labor, freight travel and housing will be extra. The estimated budget for this event is \$15,000. Our goal will be to get 20 partners at \$750 per partner for this booth. We will not know the total cost of the booth space per partner until we have all the partners. **For budgeting I would estimate \$1,200 per partner for this show plus freight, travel and housing.**

Please note you do not have to work the both to be a part of this co-op



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Dress: We will be wearing Texas flag shirts and the Texas patch shirts with nice jeans.

Hotel Information: Hotel rates range from \$90 - \$175. We are looking at trying to get as many people as we can at the Rosen Centre Hotel which is .3 miles from the Orange County Conventions Centre, which is where everything will be taking place. For more details about registering and hotels you may go to:
<http://wynjade.com/aarp10/>

Registration: Registration for the conference is \$25.00 if you are an AARP Member and \$35.00 for non-members. You don't have to register for the conference but it makes things a little easier if you are. To register you can go to:
<http://wynjade.com/aarp10/>

Entertainment: We will keep you posted if we decide to get a block of tickets for Gladys Knight.

Literature: Suggested amount 200 pieces. Each participant is limited to two literature piece. Please clearly mark what each box contains (or tape a copy on the outside of the box). This will help us when we are at the show site. We will also do one Team Texas marketing piece to handout to promote all partners. Shipping instructions will come at a later date.

Deadline: Because we have deadlines for this event, we need to hear from you by March 31, 2010 Please fax this form to Mark Thompson 972-424-0002.

When we have a list of those who wish to participate or who are interested in this opportunity we will set up a conference call with everyone to go over the event.

- Yes**, I plan to take part in this co-op opportunity and plan to attend the event
- Yes**, we would like to be a part of this co-op opportunity, but we will not be able to attend the event in person.
- Yes**, I would be interested in being a part of the block of tickets for Saturday night with Gladys Knight if others are going.

Name(s): _____

Organization: _____

Address, CSZ: _____

Phone: _____ **Fax:** _____ **Email:** _____

Please fax back to Mark Thompson at 972-424-0002