

Palmetto Senior Expo

Key Elements – Vendors

1. A focus on Education, Exercise, Health & overall Wellness.
2. Limited Vendor participation in these categories (**4**-Asst Living, **3** Homecare, **3**-Hospice, **3** Chiro, **2**-Dentists, **2**-Funeral Homes, **2**-Vison/Eyeware, **1**-Foundation Repair, **1**-Legal/Attorney, **1**-Solar, etc.... call for more info.)
3. **April 20, 2022** – **11th** Event since 2015
 - a. Doors open **1PM – 4pm** event day
 - b. We provide vendors; sodas, water and snacks
4. All events held at **Spartanburg Memorial Auditorium**
5. **Free Admission and Parking to the Public**
6. Target market: age 50+
7. **Largest Senior Expo in SC or NC. (**105** vendors, 10/2019) 2 yr covid pause (**68** vendors, 11/2021)**
8. Our **advertising plan** targets attendees from a minimum of **8 Counties** these are the counties where the **road system** and **traffic pattern** make it very easy to attend. Our research over the last 7 years show these counties choose to avoid Asheville mountains, Greenville traffic, Charlotte traffic. The widening of I85 past Gaffney will only increase the ease to reach this event.
 - a. Spartanburg & (Greer), Cherokee, Union, Laurens in **SC**
 - b. Polk, Rutherfordton, Cleveland and Hendersonville in **NC**
9. Average 90+ Vendors providing services and/or products to seniors.
10. SC State Gov't Vendors from Columbia: i.e. State Library, SC Equipment Distribution etc.
11. Vendors from Greenville, Myrtle Beach, Charleston, Columbia, NC, GA and FL
12. Vendors - ie. Solar, Insurance carriers, Parkinson's, MS, Fitness Club, Mobile Meals, AARP, Alzheimer's, Veterans Administration, American Legion, Appalachian Council of Governments, Silver Hair Legislature, Spartanburg Parks/Senior Centers, Hospice, Homecare, Asst. Living Facilities, Physical Rehab, etc..
13. The **most cost effective advertising targeting seniors** in the Upstate with booth cost an affordable **\$250** per event. **Sponsorships** in different levels please contact for details.
14. **Branding your business** with this vital Community event.
15. Goal to provide as diverse vendor base as possible catering to seniors. **No arts and crafts vendors.**