



Dear Sponsors and Exhibitors,

The Morning Call team is excited to have your company join us as an important part of the Successful Aging Expo.

We're proud to bring this vibrant community Expo to Lehigh Valley. We have developed a FREE day of inspiration, education and entertainment for adults 50+. Throughout the day, expert speakers, interactive exhibitors, and live entertainment will capture attendees' attention producing maximum engagement.

The Successful Aging Expo will be held on Saturday, June 17, 2017 at Sands Bethlehem Event Center from 9 a.m.–4 p.m.

With the Expo just around the corner, we're in the planning phase with our sponsors and exhibitors. **Our goal is to make this a turnkey, easy activation process for you and your company.**

Please review the attached exhibitor kit including the following elements:

- Sponsor & Exhibitor FAQs
- Current Floor Plan
- Deadlines
- Top 10 Tips for Exhibitors
- Social Media Quick Tips

Your account manager, the Expo Coordinator and I will be available for you throughout this process.

My contact information:

Steve Boyle, Local Retail Director

sboyle@mcall.com | Desk 610-820-6110 | Mobile 610-417-0786

Expo Coordinator:

Michalene Volk, Special Sections Coordinator/Sales Mgmt. Asst.

mvolk@mcall.com | Desk 610-820-6687

Our partnership will make this successful event bigger and better than ever. Thank you for your confidence in The Morning Call.

I look forward to working with you.

Sincerely,

Steve Boyle
The Morning Call
Local Retail Director

Visit successfulaginglehighvalley.com to see a complete list of speakers, sponsors and exhibitors.

Check out our marketing campaign running in The Morning Call and on themorningcall.com.