

CARING  
for the  
CAREGIVER  
EXPO



November is  
**National Caregivers Month**



**JOIN US FOR  
THE 2<sup>nd</sup> ANNUAL TOLEDO  
CARING FOR THE CAREGIVER EXPO  
PRESENTED BY WJUC 107.3 FM RADIO  
SATURDAY, OCTOBER 28, 2023**

**9:00 AM – 2:00 PM  
GLASS CITY CONVENTION CENTER  
Toledo, Ohio**



SPENCER 4 HIGHER  
M E D I A



**OSCHA**  
Advocate. Inspire. Change.

[caringforthecaregiverexpo.com](http://caringforthecaregiverexpo.com)

**CARING  
for the  
CAREGIVER  
EXPO**



***Pampering, Educating,  
Thanking and Recognizing  
Those Who Care For  
Others!***



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M E D I A

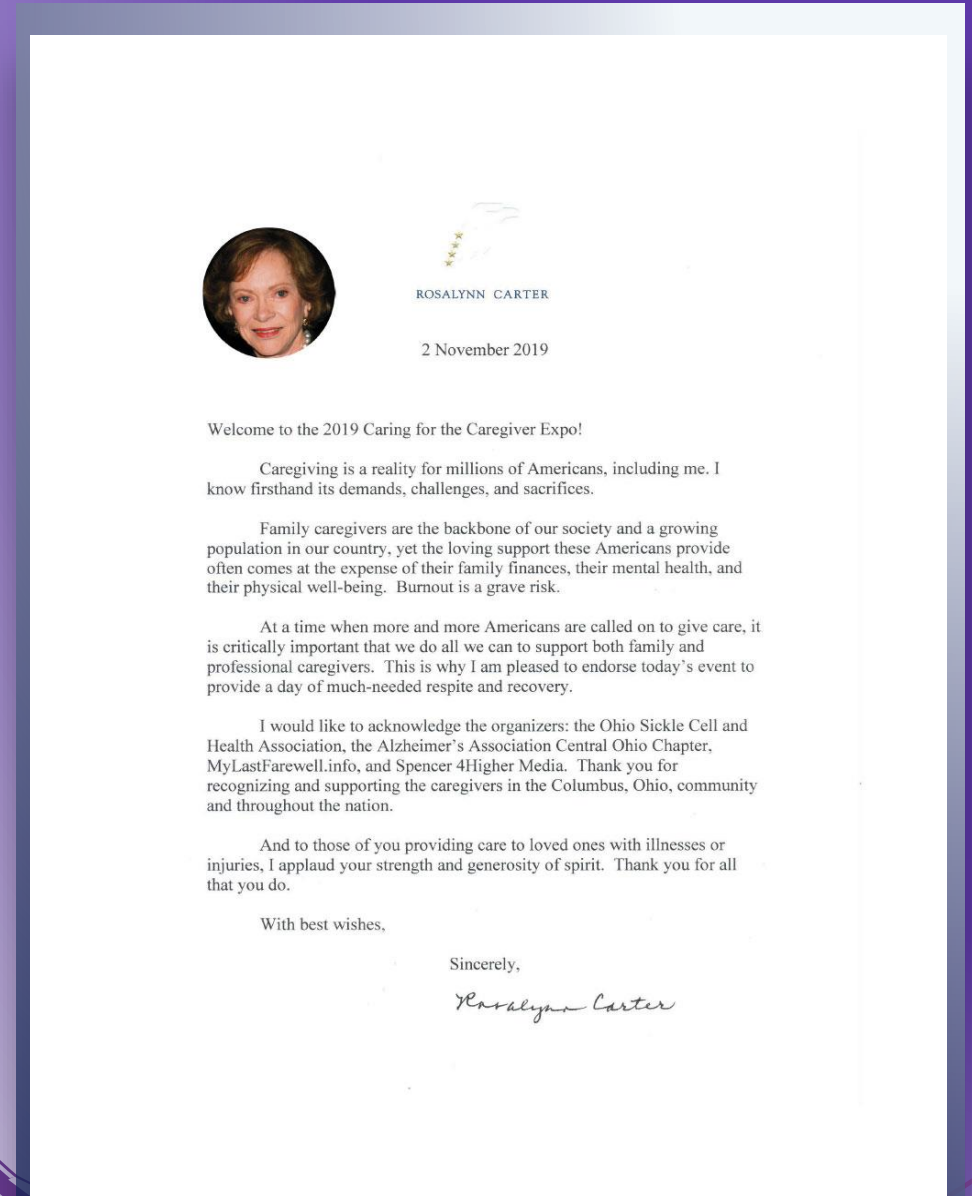


The Caring for the Caregiver Expo believes in giving back to the community! As part of our support for the Caregivers and First Responders in our community “The Caring for the Caregiver Expo” is a One Day Event to say thank you and provide pampering, health and fitness, education, information and employment opportunities and much more to caregivers across Central Ohio, across our great state and our nation!

Caregivers are everywhere! The impact on this silent, unpaid army of caregivers is immense. Many are devoting more than 20 hours per week to the care of their loved ones. Trying to manage work and family alongside caring for a loved one, it's no wonder that nearly half of these caregivers admit to feeling stressed and burned out.



The Caring for the Caregiver Expo has been Endorsed by former First Lady Rosalynn Carter!



## CAREGIVING STATISTICS:

Our aging population makes family Caregivers more important than ever.

- ❖ The current number in the U.S. of persons caring for an adult is over 53 million who provide over 23+ hours of care each week
- ❖ More than 16 million adult family Caregivers care for someone who has Alzheimer's disease or other dementia
- ❖ Over 36% of Caregivers are experiencing Stress, Anxiety and Depression
- ❖ Some Caregivers spend over 5+ years caring for a family member
- ❖ Over 60% of Caregivers work Full-Time
- ❖ The economic value of services provided by informal Caregivers was estimated at \$470 billion for 2013



*"There are only four kinds of people in the world: those who have been caregivers, those who are currently caregivers, those who will be caregivers, and those who will need caregivers."*  
Rosalynn Carter, former First Lady





**Caregivers are truly our Unsung Heroes in every community. The Caring for the Caregiver Expo is a one day event designed exclusively to Celebrate Caregivers and first responders** (people who provide daily care for others suffering from sickness, chronic disease, mental illness, loneliness, end of life care, and more).

## **The Expo includes:**



### **Pampering**

Caregivers will receive free services and that include facials, massages, manicures, ear wax removal, aromatherapy, acupuncture and more.



### **Health & Fitness**

Caregivers will receive health and mental health information, free fitness and workout sessions including Aerobics, Yoga, Meditation, CPR Demo's, Line Dancing and free health screenings.



### **Education**

Caregivers will receive information via exhibitors and speakers on different topics relating to available services to how to care for yourself while caring for others.



### **Lunch and Learn**

Caregivers will receive valuable information at Lunch and Learn workshops about the many services available to assist them while caring for others.



### **Careers**

Caregivers will be able to learn about and apply for Colleges and current job openings from employers in the health care and other industries.



# The Caring for the Caregiver Expo Rooms

**TOLEDO**  
**2nd Annual Caring for the**  
**Caregiver Expo!**  
**Saturday**  
**October 28, 2023**  
**The Glass City Convention**  
**Center**

**CARING for the CAREGIVER EXPO**

**Annual Caring for the Caregiver Expo**  
for  
Caregivers & First Responders



Pampering • Facials  
Massages • Manicures  
Health and Fitness  
Yoga • Meditation  
Aerobics • Dance  
Education • Free Services  
Lunch and Learn  
Workshops • Information  
Health Care Career and  
College Fair  
Giveaways • Prizes  
...plus a whole lot more!

**FREE EVENT**

 **OSCHA**  
Ohio State Chapter of the  
American Society of Healthcare  
Administrators

caringforthecaregiverexpo.com



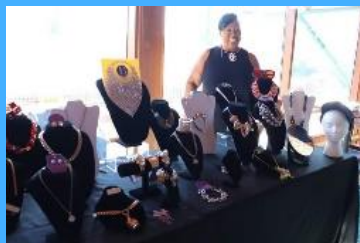
Main Exhibitor Room



Pampering Room



Merchant Vendors



Welcome  
To the Toledo  
Caring for the  
Caregiver Expo



Lunch & Learn Room



Get Fit & Healthy Room







# Something for Everyone



Photo's from The Caring for the Caregiver Expo



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The **Caring for the Caregiver Expo** is the “first” of its kind in Ohio! We started in Columbus, Ohio in 2019 and hosted our first Expo in Toledo, Ohio in 2022. It is a greatly needed explosive, eye opening, heartfelt, entertaining, fun, relaxing, educational and rewarding Caregiver Event.

The **Caring for the Caregiver Expo's** first year attendance in Toledo was over 300 guest. Our Caregivers experienced pampering services, health and fitness services, Lunch and Learn workshops, information and resources from Exhibitors and Vendors and a Caregiver College and Career Fair.

It is our hope to Host The **Caring for the Caregiver Expo** in every major city across the United States.



# PARTNERSHIP OPPORTUNITIES

*We graciously ask for your support! Our Non Profit Host is the Ohio Sickle Cell and Health Association. Through the support of our Sponsors, Exhibitors and Vendors we are able to Host the Caring for the Caregiver Expo in Toledo, Ohio. Sponsor, Exhibitor and Vendor participation allows us to provide all pampering services, health and fitness workouts, Lunch and Learn workshops and much more at “**NO COST**” to First Responders, individual and professional Caregivers attending the Caring for the Caregiver Expo. With your help, it is our hope to make the Caring for the Caregiver Expo a National event that is bigger and better each year!*



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# PRESENTING PARTNER



## BENEFITS

- EVENT NAMING RIGHTS
- 200 (:30 SECOND) RADIO COMMERCIALS ON WJUC 107.3 – ON AIR & STREAMING
- COMPANY LOGO ON EVENT BACK DROP FOR PHOTO OPPS
- OPENING WELCOME FROM COMPANY REPRESENTATIVE
- 2 FULL PAGE ADS IN PROGRAM BOOK (INSIDE FRONT COVER OR BACK COVER)
- NAME MENTIONS ON ALL TV, RADIO, PRINT & SOCIAL MEDIA ADVERTISING
- 2 EXHIBITOR TABLES IN PRIME AREAS (OPTIONAL)
- 1 PRE AND POST EVENT DEDICATED EMAIL BLAST TO ALL ATTENDEES
- LOGO & LINK ON WEB SITE
- COMPANY LOGO & ITEMS IN CAREGIVER SWAG BAG
- 3 SOCIAL MEDIA STORY POST
- E-MAIL LIST OF ALL ATTENDEES



## DAY OF EVENT

- HOST VENDOR BOOTHS
- OPENING EVENT SPEAKER OPPORTUNITY
- STAGE MENTIONS
- HOST A LUNCH & LEARN WORKSHOP (OPTIONAL)



**INVESTMENT**  
**\$25,000**





# PURPLE HEART PARTNERS



## BENEFITS

- EVENT SIGNAGE
- 100 (:30 SECOND) RADIO COMMERCIALS ON WJUC 107.3 – ON AIR & STREAMING
- COMPANY LOGO ON EVENT BACK DROP FOR PHOTO OPPS
- FULL PAGE AD IN PROGRAM BOOK
- NAME MENTIONS ON ALL PRINT & SOCIAL MEDIA ADVERTISING
- 1 EXHIBITOR BOOTH
- MARKETING PIECE INSIDE EXPO CAREGIVER SWAG BAG
- LOGO & LINK ON WEB SITE
- 2 SOCIAL MEDIA STORY POST
- E-MAIL LIST OF ALL ATTENDEES



## DAY OF EVENT

- HOST VENDOR BOOTH
- SPEAKER OPPORTUNITY
- STAGE MENTIONS
- HOST A LUNCH & LEARN WORKSHOP (Optional)



**INVESTMENT**  
**\$10,000**



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# LUNCH & LEARN PARTNER



## BENEFITS

- LUNCH & LEARN NAMING RIGHTS
- 75 (:30 SECOND) RADIO COMMERCIALS ON WJUC 107.3 – ON AIR & STREAMING
- FULL PAGE AD IN PROGRAM BOOK
- 1 EXHIBITOR BOOTH
- SPEAKING OPPORTUNITY DURING LUNCH AND LEARN
- MARKETING PIECE INSIDE EXPO CAREGIVER SWAG BAG
- 1 SOCIAL MEDIA STORY POST
- LOGO ON WEB SITE
- E-MAIL LIST OF ALL ATTENDEES



## DAY OF EVENT

- HOST EXHIBITOR BOOTH
- STAGE MENTIONS
- HOST (1) 20 MINUTE LUNCH & LEARN



**INVESTMENT**  
**\$5,000**







# SUPPORTING PARTNERS



## BENEFITS

- 1/2 PAGE AD IN PROGRAM BOOK
- 50 (:30 SECOND) RADIO COMMERCIALS ON WJUC 107.3 – ON AIR & STREAMING
- 1 EXHIBITOR BOOTH
- MARKETING PIECE INSIDE EXPO CAREGIVER SWAG BAG
- LOGO ON WEB SITE
- STAGE RECOGNITION/LIMITED SPEAKING OPPORTUNITY
- E-MAIL LIST OF ATTENDEES



## DAY OF EVENT

- STAGE MENTIONS
- HOST VENDOR BOOTH



**INVESTMENT**  
**\$2500**



# EXHIBITOR BOOTH PARTNERS



## Standard Exhibitor = \$500.00

- Includes – 1 Table, 2 chairs & 2 lunches
- 10 (:10 Second) Promotional mentions on WJUC 107.3
- Business Card Ad in the Souvenir Program Book

## Premium Exhibitor = \$750.00

- Includes - 1 Table, 2 chairs & 2 lunches
- 15 (:30 Second) Radio Commercials on WJUC 107.3
- ¼ Page ad in the Souvenir Program Book
- Email List of all Attendees

## Platinum Exhibitor = \$1000.00

- Includes - 1 Table, 2 chairs & 2 lunches
- 25 (:30 Second) Radio Commercials on WJUC 107.3
- ½ Page ad in the Souvenir Program Book
- Email List of all Attendees
- Company Logo on Caring for the Caregiver Web site

## 10% Early Bird Discount Deadline March 1, 2023

Please note Exhibitor Space is extremely limited and will sell out fast! Non Profit organizations will receive a 10% discount. Merchant Only Vendors must submit a separate Request and Vendor Number to participate.

DEADLINE FOR ALL RESERVED EXHIBITOR SPACE IS SEPTEMBER 1, 2023!

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# SOUVENIR PROGRAM BOOK ADS



**Full Page Program Book Ad (8.5 x 11) \$1,500**  
**75 (:10 Second) Promotional Mentions**

**½ Page Program Book Ad (7.25 x 5.5) \$750**  
**50 (:10 Second) Promotional Mentions**

**¼ Page Program Book Ad (3.625 x 2.75) \$500**  
**25 (:10 Second) Promotional Mentions**

**Business Card Ad \$250.00**



**Note: All program book advertisements are in full color. Please provide Camera Ready PDF or Jpeg for all Ad copy submitted with a minimum of 200dpi resolution. An additional \$75 will be charged for Ads that our Graphic Designer has to put together. Deadline for all artwork is September 15, 2023.**

# ADDITIONAL SPONSORSHIP OPPORTUNITIES:

All Sponsorships Below include: Exhibitor Booth, ½ Page Ad in Souvenir Program Book, Logo on Web site, Stage & Radio Promotional Mentions!



## PAMPERING ROOM SPONSOR

**\$2500.00**

(Includes Exhibitor Booth  
inside Pampering Room)



## SWAG BAG ITEMS

**\$300.00**



We offer opportunities to place items in our Swag Bags. Must provide a minimum of 300 items for Swag Bags. Does not include Exhibitor Booth, Ads or logo placement. Items must be available for pick up or delivery by September 1<sup>st</sup>.

## OPEN MIC SPONSOR

**\$2000.00**



## MASK SPONSOR

**\$750.00**



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# THE CARING FOR THE CAREGIVER STORE



MASK



T-SHIRT



FANNY PACK



COFFE MUG



SWEAT SHIRT



BOOK BAG



PHONE CASE



PILLOW



T SHIRT



WHITE LEGGINS



KIDS T SHIRT



TANK



Items can also be purchased and Donated back to the Expo to use as Give A Way's!

<https://teespring.com/stores/caring-for-the-caregivers-expo>



# The Caring for the Caregiver Expo Team



**Brenda D. Spencer**

President, Spencer 4Higher Media LLC and Founder & Creator, Caring for the Caregiver Expo



**Annie Ross-Womack**

Executive Director, Ohio Sickle Cell & Health Association, Non Profit Host and Lunch & Learn Room Director



**Rich Hogan**

General Manager The Juice 107.3 FM Radio & Toledo Caring for the Caregiver City Host



**Scott Anthony**

Owner, MyLastFarewell.org & Expo Creative Partner



**Pauline Bryant**

Pampering Room Director



**LaTanya Settles**

Get Fit & Healthy Room Director



**Patricia Munnerlyn**

Expo On-Site Manager

**Team Work Makes the Dream Work!**







# 2019-2022 Partners...

caringforthecaregiverexpo.com



Ohio Commission On  
Minority Health

alzheimer's association®



Ohio Sickle Cell & Health Association



Franklin County  
Board of Commissioners  
**OFFICE ON AGING**



**Dedicated**  
Senior Medical Center



THE OHIO STATE UNIVERSITY  
WEXNER MEDICAL CENTER



Life Insurance  
Program from



COLUMBUSBLACK.COM

LA MEGANOTA





For more information or to Reserve  
your Sponsorship or Exhibitor Booth

Please Contact:  
Spencer 4Higher Media LLC  
614-348-2667  
or  
WJUC 107.3 FM  
419-861-9582

Please note Space is Extremely  
Limited!

Payment is due in full at time of  
reservation.

Caring for the Caregiver Expo & Presentation created by Spencer  
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4Higher Media LLC.

# THANK YOU

Rich & Deb Hogan 

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