

# ★ Veterans' ★ Expo & Job Fair 2016

**York County**  
**April 6, 2016**  
**9 a.m. – 2 p.m.**

York Expo Center  
Memorial Hall East  
334 Carlisle Ave., York

**Berks County**  
**June 10, 2016**  
**9 a.m. – 2 p.m.**

Crowne Plaza Reading Hotel  
1741 Papermill Road  
Wyomissing, PA

**Capital Area**  
**Aug. 25, 2016**  
**9 a.m. – 2 p.m.**

Radisson Hotel Harrisburg  
1150 Camp Hill Bypass  
Camp Hill

**Lancaster County**  
**Nov. 15, 2016**  
**9 a.m. – 2 p.m.**

Spooky Nook Sports  
2913 Spooky Nook Road  
Manheim

This event is in support of our veterans (of all ages) and our military community and their families.

With nearly 200,000 men and women transitioning out of the military each year, access to information about products, services, benefits, and job opportunities is a top priority.

**This event is FREE for Expo attendees and job seekers!**



# ★Veterans'★ Expo & Job Fair

Please join us in supporting our veterans (of all ages) and our military community and their families.

The **Expo** brings federal, state, and local agencies together with area businesses to provide information and resources to current and veteran service members and their families.

The **Job Fair** brings veterans, active military, and spouses who need jobs together with employers who can benefit from this rich source of talent to aid their organizations.

You are invited to participate as a sponsor or exhibitor in either the **Veterans' Expo** or at the **Job Fair**, two exceptional events to serve our military families held at the same location on the same day. Be recognized not only by these honorable men and women and their families, but also in communities throughout South-Central Pennsylvania for your commitment to our military.

## At the Expo

Veterans Benefits & Services  
Medical/Nonmedical Resources  
Products and Services Available  
Support/Assistance Programs  
Education/Training Services

## At the Job Fair

Employers  
Job Counseling  
Workshops  
Employment Seminars  
Resume Writing Assistance



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On-Line Publishers, Inc. • 3912 Abel Drive, Columbia, PA 17512

(717) 285-1350 • (717) 770-0140 • (610) 675-6240 • [www.VeteransExpo.com](http://www.VeteransExpo.com) • [info@veteransexpo.com](mailto:info@veteransexpo.com)

# ★ Veterans' ★ Expo & Job Fair Marketing Strategy

## ★ RADIO ADVERTISING ★

Arbitron ratings are reviewed annually to determine stations to be selected for placement. Level of sponsorship determines frequency of recognition in :60 radio spots.

## ★ TELEVISION ★

Ads are placed on strategic regional stations for the **Veterans' Expo & Job Fair**. Level of sponsorship determines inclusion in commercials.

## ★ PRINT ADVERTISING ★

Advertising for the **Veterans' Expo & Job Fair** begins three months prior to the event. Ads will run in local and adjacent county editions of **50plus LIFE**, the **RESOURCE DIRECTORY for the Caregiver, Aging, and Disabled**, **BUSINESSWoman**, and **(((b))) magazine**.

As appropriate, ads are placed in local print media for additional coverage. Special recognition is given to sponsors, determined by level of sponsorship.

## ★ DIRECT MAIL ★

Press releases and camera-ready ads are sent to hundreds of groups, churches, VFWs, American Legions, and other organizations, prior to the event.

## ★ E-MARKETING ★

E-flyers and e-announcements are sent to thousands of individuals who would be interested in attending the **Veterans' Expo & Job Fair**.

## ★ SOCIAL MEDIA ★

Various social media venues will be utilized to generate curiosity and increase exposure.

## ★ SIGNAGE ★

Posters, including sponsor recognition, are circulated and posted throughout the county several weeks prior to the event. Grocery stores, pharmacies, restaurants, hospitals, professional offices, VFWs, American Legions, and other service groups will display the information.

## ★ PRESS RELEASES ★

A series of press releases beginning four weeks prior to the event are distributed to area publications, radio stations, and TV stations.

## ★ WEBSITE ★

Continuous updates are made to the **VeteransExpo.com** website, promoting the **Veterans' Expo & Job Fair** dates and locations. All exhibitors are listed one month prior to the Expo, and sponsors receive special recognition and a link to their website.

## ★ MISCELLANEOUS ★

Flyers announcing the event are distributed at area health fairs, business expos, and other events throughout the year.

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August 25, 2016

**Lancaster County**  
November 15, 2016

## 2016 Sponsorship Opportunities

### Principal Sponsor

As the Principal sponsor, your company will be highlighted prior to, during, and after the event. This sponsorship also underwrites the funding that allows two non-profit agencies\*\* to exhibit at the event at no cost. Sponsors receive significant visibility throughout South-Central Pennsylvania.

- 1 exhibitor space\*
  - Preferred exhibitor space location on show floor
  - Distinctive-colored table skirting
  - Underwriter of 2 exhibitor spaces for non-profit agencies  
\*\*(limit one table space per agency)
  - Recognition during the event
  - Full-page, full-color ad in event guide
  - Bold listing in event guide exhibitor map
  - Logo on posters
  - Name recognition in press releases
  - Name recognition in radio spots
  - Name recognition in all print advertising
  - Logo in eMarketing
  - Company logo on event website's Event Sponsors page with link
  - 50-word description on event website's Event Sponsors page
- \*\*Non-profit agency has no competing for-profit agency

### Community Sponsors

The Community sponsorship underwrites the funding that allows one non-profit agency\*\* to exhibit at the event at no cost. This is an exceptional community outreach opportunity.

- 1 exhibitor space\*
  - Preferred exhibitor space location on show floor
  - Distinctive-colored table skirting
  - Underwriter of 1 exhibitor space for non-profit agency\*\*
  - Recognition during the event
  - 1/2-page, b/w ad in event guide
  - 50-word description in the event guide
  - Bold listing in event guide exhibitor map
  - Name on posters
  - Name recognition in press releases
  - Name recognition in radio spots
  - Name recognition in print advertising
  - Name in eMarketing
  - Company logo on event website's Event Sponsors page with link
  - 50-word description on event website's Event Sponsors page
- \*\*Non-profit agency has no competing for-profit agency

### Liberty Sponsors

The Liberty sponsorship offers additional community recognition while reaching this rapidly growing population.

- 1 exhibitor space\*
- Preferred exhibitor space location on show floor
- Distinctive-colored table skirting
- Recognition during the event
- 1/4-page, b/w ad in event guide
- Bold listing in event guide exhibitor map
- Name on posters
- Name recognition in press releases
- Name recognition in radio spots
- Name recognition in print advertising
- Name in eMarketing
- Company logo on event website's Event Sponsors page with link
- 50-word description on event website's Event Sponsors page

### Exhibitor

Exhibitors have the opportunity to greet attendees of the event face-to-face and provide valuable information about their products and services.

- 1 exhibitor space\*
- Listing in the event guide
- Location identified on exhibitor map
- Listing on the event website

\* Each exhibitor space includes one 6-foot skirted table, two chairs, a wastebasket, and identification signage.

*All sponsors are bound by exhibitor agreement, rules, and regulations.*



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## 2016 Sponsorship Opportunities

### Visitor Bag Sponsor (Exclusive)

The Visitor Bag sponsorship gets your company name in front of Expo/Job Fair attendees. Many of our guests are environmentally conscious and will keep these eco-friendly logo bags to use again and again.

- 1 exhibitor space\*
- Preferred exhibitor space location on show floor
- Distinctive-colored table skirting
- 1,000 high-quality bags imprinted with your company logo
- 1/2-page, b/w ad in the event guide
- Bold listing in the event guide exhibitor map
- Name on eMarketing
- Company logo on event website's Event Sponsors page with link
- 50-word description on event website's Event Sponsors page
- First right of renewal for following year's event

### Event Guide Sponsor (Exclusive)

The event guide will be given to everyone attending the Expo and Job Fair. All information about Expo and Job Fair sponsors, exhibitors, and workshops/seminars is included.

- 1 exhibitor space\*
- Preferred exhibitor space location on show floor
- Distinctive-colored table skirting
- Logo on front of event guide
- Full-page, full-color, back-cover ad in the event guide
- Bold listing in the event guide exhibitor map
- Name in press releases
- Name recognition in radio spots
- Name recognition in print advertising
- Name on eMarketing
- Company logo on event website's Event Sponsors page with link
- 50-word description on event website's Event Sponsors page

### Lifelong Learning Sponsor (Exclusive)

The Lifelong Learning sponsorship raises awareness of your institution and its brand. Your company will be highlighted prior to, during, and after the event. This sponsorship underscores your commitment to helping veterans transition more effectively into the civilian workforce.

- 1 exhibitor space\*
- Preferred exhibitor space location on show floor
- Distinctive-colored table skirting
- 1/4-page, full-color ad in the event guide
- Bold listing in the event guide exhibitor map
- Name on posters
- Name recognition in press releases
- Name recognition in radio spots
- Name recognition in print advertising
- Name on eMarketing
- Display box ad on BusinessWoman website for six months
- Company logo on event website's Event Sponsors page with link
- 50-word description on event website's Event Sponsors page

### Flag Sponsor (Exclusive)

Each branch of the military has a flag, represented by specific emblems and insignia. You are invited to proudly sponsor the flag display at the Veterans' Expo & Job Fair.

- 1 exhibitor space\*
- Preferred exhibitor space location on show floor
- Distinctive-colored table skirting
- 1/4-page, full-color ad in the event guide
- Bold listing in the event guide exhibitor map
- Name on posters
- Name recognition in press releases
- Name recognition in radio spots
- Name recognition in print advertising
- Name on eMarketing
- Company logo on event website's Event Sponsors page with link
- 50-word description on event website's Event Sponsors page



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