

April 7, 2018 Wausau - Central Wisconsin

# BOOMER



at the Central Wisconsin Convention & Expo Center - Rothschild

EXPO



## Did you know that someone turns 50 every seven seconds?

**Baby boomers** are those people born during the post-WWII baby boom, considered to be the period between the years 1946 and 1964. The baby boomer generation generally has the largest disposable income of any age group.

You can reach thousands of baby boomers and seniors from the Wausau and Central Wisconsin region by participating with a booth at the **2017 Boomer Expo** on **Saturday, April 7, 2018 - from 9:00 AM to 3:00 PM** at the **Central Wisconsin Convention & Expo Center** at Cedar Creek in Rothschild, Wisconsin (former Patriot Center).

The **2018 Boomer Expo** offers you a unique opportunity to inform and educate active boomers, parents, grandparents, and caregivers about the products, services, and resources that you offer through your business or organization, that can enhance and enrich their day to day lives.

The 50+ generation and specifically baby boomers represent the greatest wealth in the United States. By 2018, the baby boomer generation of 50+ will represent over 45% of the US population, with assets in excess of \$25 trillion dollars – nearly 70% of all assets held!

The **2018 Boomer Expo** provides the opportunity for health and wellness screenings, seminars, product samplings, giveaways-drawings and more to promote your business or organization.

Your efforts combined with our radio, newspaper, television, Internet, and other advertising, will be used to attract individuals to this spectacular event.

If your organization or business provides products, services, or resources similar to those listed below, you have the opportunity to connect with new and existing customers, clients, and caregivers who will be attending this upcoming event:

- ✓ Senior Housing & Organizations
- ✓ Assisted Living Options
- ✓ Senior Mobility
- ✓ Handicap Mobility Accessories
- ✓ Health & Fitness
- ✓ Pharmacies & Pharmaceuticals
- ✓ Insurance
- ✓ Counseling
- ✓ Estate & Financial Planning
- ✓ Wealth Management
- ✓ Real Estate
- ✓ New Home Construction
- ✓ Flooring
- ✓ Cabinetry & Countertops
- ✓ Bathroom & Kitchen Fixtures
- ✓ Safety & Home Security
- ✓ Daily Living Aids
- ✓ Lifestyle Products & Services
- ✓ Communications Services
- ✓ Computers & Technology
- ✓ Gardening Products
- ✓ Closet & Garage Organization
- ✓ Apparel & Fashion Accessories
- ✓ Vacation & Leisure Destinations

If you know of other businesses, organizations, tourism groups, or others who would like to be a part of this tremendous opportunity, please share this with them. **Be sure to encourage your customers and clients to attend!** Admission is open and free to the public!

For More Information, Exhibitor Information & Updates

[www.WausauBoomers.com](http://www.WausauBoomers.com)

Or for advertising information and to reserve a space, contact Jenny at Sunrise Broadcasting 715-845-8218.

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