

April 4, 2020 Wausau - Central Wisconsin

# BOOMER



at the Central Wisconsin Convention & Expo Center - Rothschild



**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 **2020 Boomer Expo** on **Saturday, April 4, 2020 from 9:00 am to 3:00 pm** at the **Central Wisconsin Convention & Expo Center** in Rothschild, Wisconsin.

The **2020 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 2020, 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 **2020 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.

- Apparel & Fashion Accessories
- Assisted Living Options
- Communication Services
- Computers & Technology
- Counseling
- Continuing Education
- Daily Living Aids
- Dietary Aids & Nutrition
- Employment & Volunteer Opportunities
- Estate & Financial Planning
- Gardening Products & Services
- Health & Fitness
- Home Construction & Improvement
- Household Organization
- Insurance
- Lifestyle Products & Services
- Massage & Physical Therapy
- Medical & Nursing Services
- Mobility & Mobility Accessories
- Pet Products & Services
- Pharmacies/Pharmaceuticals
- Real Estate
- Safety & Home Security
- Senior Housing & Organizations
- Travel & Vacation Destinations
- Wealth Management & More!

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

For general information, expo updates and exhibitor information

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

Or to reserve a space contact Jenni at (715) 845-8218 or boomerexpo@sunriseamfm.com

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