



County of Polk

Community Family & Youth Services
Senior Services
1914 Carpenter Ave
Des Moines, Iowa 50314
Ph 515-286-3679
Fax 515-286-3616

Dear Prospective Exhibitor:

Join approximately 1,500 older adults in celebrating “Older Americans Month” Wednesday, May 19th 2010 at the Iowa State Fairgrounds. Senior Services of Polk County is coordinating the 28th annual Senior Picnic and Health Fair and is extending an invitation to your business or agency to join us at this awesome event.

This Annual picnic event showcases informational and resource booths, health screenings, dancing, food samplings, games, and picnic lunch. Various organizations participate and provide information about their services and products that may benefit the older adult. Organizations have also provided door prizes for seniors that registered at their booth or gave away small promotional items. Take advantage of this wonderful marketing opportunity to *promote* your services, products and ideas to a target audience of older adults under one roof.

If you would like to join us, the exhibit fee is \$50.00 for non-profit and those exhibits not selling products. An additional \$25.00 is charged to those exhibitors that will be selling their products; however food sales are not allowed. An eight foot table, two chairs and signage and picnic lunch will be provided. The information booths will be set up in the main part of the building.

The activities and picnic begin at 9:00 a.m. and continue until 1:30 p.m. Lunch is served at 11:30 a.m. with local celebrities and elected officials invited to assist in serving the meal. Seniors from across Polk County and surrounding areas mark their calendars for this special day!

We hope you will be able to join us and meet the active older adults that frequent our facilities. You should find this event to be well worth your time and an excellent value for your marketing dollar. Please return the registration form no later than Wednesday, April 28, 2010.

If you have any questions, please call 286-3679. We look forward to hearing from you!

Sincerely,
Joyce Norris
Senior Services Sites Coordinator