

GOLD COAST
SENIORS EXPO
15th & 16th JUN 2021

2021

Seniors Expo Overview

an initiative of



National Seniors Expo Overview





High levels
of community
involvement involved
in volunteering

Over 5000
Attendees

Exhibitors
500

70+
Sponsors

7000+
registrations
to attend

attendee
approval rate
of **>90%**

great
entertainment

**valuable
information
provided to**
Expo attendees
by the Government
Agencies

attendee feedback



“Very Informative, having just been allocated a “Package” the week before, so was able to get maximum information in one place”.

Attendee – Gold Coast Seniors Expo



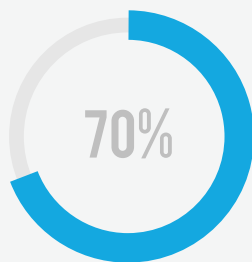
Do you feel the information provided to you at the Expo will assist you with your ongoing care needs?



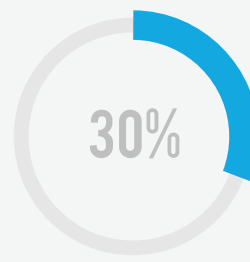
Overall how would you rate your experience at the Expo today?



Who attended?



**general public, carers
and family**



**Industry
professionals**



Reason for attending

-  In Home Care or support services
-  Assistive Aids, clothing or equipment
-  Travel and Leisure
-  Home Mods
-  Nursing Home / Villages
-  Sporting/Community Clubs



What people enjoyed at the expo

**The variety of service
& product providers**



Stage program



Entertainment



**Government
presentation**



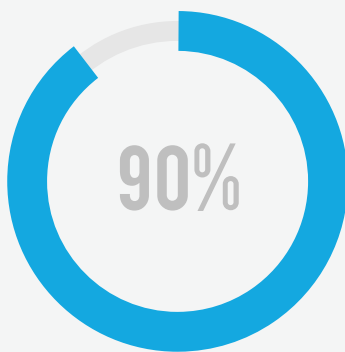
**Atmosphere
of the Expo**



The staff



YES



**Have you passed your
details onto 1 or more
exhibitors at the Expo?**





**The range
of exhibitors**



**The variety of
people in attendance**



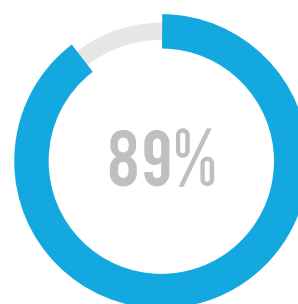
**The entertainment
provided for attendees**



**Event
management**



**The number
of Leads**



**exhibitors likely to
exhibit at expos in
the future**

“ ”

We valued the opportunity to promote to a broad group of seniors, many of whom do not attend the other seniors events that we attend. The major benefit was a large number of high quality leads.

Exhibitor – Gold Coast Seniors Expo

how we promote our expos



public relations



flyers

service providers



radio / tv

local council networks



newspapers & publications

advocacy groups



social media

local community networks



events

ambassadors



outdoor & indoor media



“““

By sponsoring one of our community based expos
you will place your name
before the public as an organisation
that cares about people and be
actively involved in making a
difference in their lives

David Jack CEO, Social Impact Institute

let us
help you
increase
your **impact**



to exhibit or sponsor get in touch



Gold Coast Seniors

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