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For Immediate Release

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Seeking Sponsors and Vendors for Annual Ideas for Life Senior Expo 2018

Bay Area Senior Advocates (B.A.S.A.) is currently seeking sponsors and vendors for their annual "Ideas for Life" Senior Expo, held on Wednesday, May 16 from 10 a.m. to 3 p.m. at the Grand Traverse County Civic Center, in Traverse City, Michigan. The expo is hosted by B.A.S.A., a group dedicated to the goals of education, advocacy, and collaboration on behalf of the needs of our aging community.

Sponsorship and vendor registration is open to all businesses and organizations specifically offering services or products for older adults. The theme for this year's event is "Trick or Treat: Treat Yourself and Avoid Being Tricked." B.A.S.A is seeking vendors to offer wellness screenings, product samples, interactive games and general education information. In years past more than 1,800 people have attended the expo.

In order to offer this event free to all older adults in the community, B.A.S.A is seeking sponsors. Sponsors receive a ten foot by ten foot carpeted booth, logo on all related materials, website advertising, emcee announcements, information pre-stuffed in bags that all attendees will receive and more. B.A.S.A is also seeking sponsors to participate in the unique "Taste of Traverse" section where attendees can sample a variety of food offerings.

All ages are invited to attend, as the expo features many local and statewide services available to older adults, their caregivers, friends and family. By hosting such a wide variety of exhibitors, the expo serves as a convenient and engaging way for people to learn about the range of programs and services available in our region.

For more information on how to become a vendor or sponsor, please visit tcseniorexpo.org or call Maggie Hardy at 231-499-9668.

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B.A.S.A. (Bay Area Senior Advocates) is a collaborative organization of senior service providers serving Grand Traverse and Leelanau Counties. If you would like to learn more about B.A.S.A. or want to investigate membership in this collaborative group, check us out at basatc.org.