

Over50's show

Ireland's Lifestyle Event For Older People

www.seniortimes.ie

2009 Exhibitor Brochure

'The success of the event is down to the fact that it's the only show in Ireland that addresses the needs, interests and concerns of Ireland's now 1.2 million people over 50, a very significant and generally speaking, asset rich sector of the Irish community'

- Brian McCabe, Organiser



Cork

City Hall
May 16th & 17th

Dublin

Main & Industries Hall RDS
October 16th - 18th

Limerick

UL Arena
September 12th & 13th

SeniorTimes
magazine

Over50's Show

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Just over 20,000 people attended the tenth annual Senior Times Over 50's Show at the RDS on the 10th, 11th & 12th of October, a new record for the lifestyle event for older people.

The Senior Times Over 50's Show is Ireland's only lifestyle event for older people and directly addresses their interests and concerns through an entertaining and informative mix of displays, free presentations, demonstrations, health testing/monitoring, sampling, and competitions covering:

- Health & Well Being
- Personal Finance
- Fashion & Beauty
- Home & Away Holiday Breaks
- Government & Statutory Information
- Hobbies & Pastimes
- Further Education
- Back To Work
- Home/Personal Security
- Telecommunications/Technology for older people

'Obviously we are always looking at ways to increase the popularity of the show and know that there are areas in which we can improve but overall we feel that the event has moved on again from last year with over 200 exhibitors participating and 20,000 people attending'

Media/Marketing Campaign

As with previous years the marketing & PR Campaign for the event will be comprehensive and will include:

Press Advertisements In:
The Irish Times, Irish Independent, Sunday Independent, Sunday Tribune, Senior Times, Woman's Way, Irish Catholic, The Sacred Heart Messenger, Irish Garden Magazine, Galway Advertiser, Galway Independent, Irish Examiner, Evening Echo

Radio Campaign On:
RTE Radio One, Lyric FM, East Coast, Newstalk, Q102, 96FM

Tickets Sent To:
All members of the Active Retirement Association, Bridge Club Members, Churches, Community Centres, Health Centres, Libraries..

Invited Celebrities have included...



Gerry Daly
Gardening Clinics



Jill Kerby Personal
Finance Advice



Sonny
Knowles



Frank Clarke
Painting Clinics



'Mr Comedy
Himself, Sil Fox'



Paula Mee - Lifestyle/
Health/Diet Advice



A list of exhibitors to make every other show green with envy !

The list of exhibitors from our last 2 events is extensive and includes:

A. Vogel Herbal Remedies, Abbey Court Hotel, Active Retired Tours Ireland, Active Retirement Ireland, Advance Chiropractors, Age Action, Age & Opportunity, Amber Springs Hotel, Aran Direct, Astellas Pharma, Banbha Teo, Bank Of Ireland, Beauty Glow, Belmont Hotel, Knock, Best Western Flannerys Hotel, Best Western International, Birdwatch Ireland, Blackrock Educational College, Blaney Hotel Group, Bloomfield House Hotel, Boeringher Ingelheim, Brennan Hotel Group, Brian McEniff Hotels, Budapest - Sanco Dental Hungary, Bupa Ireland, Caoga.com - Car & Home Insurance, Capri Jewellery, Carlow Tourism, Carlton Hotel Group, Castle Dargan, Celtic Ross Hotel / Westwood House Hotel, Chiropractic Association, CIE Tours, Citizens Information Board, City & Guilds, Color Me Beautiful, Comhairle, Connie McEvoy, Consumer Association, Contract Bridge Association of Ireland, Cyprus Tourism, Dingle Hotels, Dr. Bear, Dublin City Council, Dundrum House Hotel, Emergency Response, EBS, Energy Wipe, Eurotherapy, Failte Ireland, FAS, Financial Ombudsman, Financial Regulator, Frank Clarke - Simply Painting, Flora Pro Activ, Galway Bay & Hodson Bay Hotels, Go Racing in Ireland, Green Angel, Heart Safe Solutions, Hidden Hearing Ltd, Holiday Inn Killarney & Clifden Station House, Houses Castles & Gardens of Ireland, Hotel Westport, I to I International Volunteer Travel, Information Services, Dept. of Social & family Affairs, Irish Blue Cross - Animal Care Charity, Irish Country Women's Association, Irish Court Hotels, Irish Health Care, Irish Pharmaceutical Union, Irish Photographic Association, ISPCA, John Fahy Solicitors, Juvent, Kelloggs, Kendlebell - The Perfect Answer, Kilkenny Ormond Hotel, Kilinard Bowling Greens, Longford Tourism, MABS - Money Advice & Budgeting Service, Man Matters, Marina D'or, Marie Keating Foundation, MBNA, Messenger Publications, Midland Attractions, Milltown Institute - Bringing Scholarship To Life, Moneywise, Moon River, Mowlam Healthcare, National Consumer Agency, National Museums NI, Nestle Ireland, Niagra Therapy / Adjustamatic Beds, Northern Ireland Tourist Board, Novartis Ophthalmics, Novo Nordisk, O' Donoghue/Ring Hotels, Office of Public Works, Office of the Pension Ombudsman, Office of the Pension Ombudsman, Older Peoples Art, Older Women's Network (OWN Ireland), O'Mara Travel, Opera Ireland, Original Writing, OSIM Health & Massage, O'Yes, PAB Travel Tours, Park Inn Mulranny, Pfizer Healthcare, Perfect Pans, Promoting Fire Safety, Qualifax, Quinn Healthcare, Quality Hotels, Radisson SAS Roe Park Resort & Radisson SAS Letterkenny, Ramada Ireland, Riversdale Farm Guesthouse & Barge Holidays, Sanofi - Aventis, SAGA Cruises by John Galligan Travel, Seafield Hotel, Senior Times Magazine, Senioriales, Senior help Line, Seniors Money, Seven Seas Active 55, Shannon Oaks Hotel & Country Club, Shannon Region Holidays, Shire Pharmaceuticals Ireland Ltd, Silver Balloon, Sinnott Hotels, Slattery's Travel, Slieve Russell Hotel Golf & Country Club, Sotheby's, South East Ireland, Spanish Tourist Board, Specsavers Opticians, St. John of Gods, Stepforward Foot Correctors, Steps for Health, Sunway Travel, Tarot Cards, Tekno Surgical, The Baltimore Harbour Hotel & Leisure Centre, The Heritage Bowling Centre, Killenard, The Silk Connection, The REAL Massage Company, The Travel Department, The Village Nursing Care Centre, Tipp Toes, Total Laser Health, Tourism Maylasia, Travelscope, Turism Andaluz, VSO, Vitamix, Westport Plaza & Castlecourt Hotel Resort, www.sauna4u.ie, Wyeth Consumer Healthcare, You & Flu, Yakult



A lifestyle magazine to support the lifestyle event



SeniorTimes

SeniorTimes magazine is a publication which S&L Promotions produce for the same audience and follows the same policy of the show in providing upbeat, informative and educational articles on subjects of interest to 'older' people. It provides a very good and cost-effective alternative to exhibiting as all people who attend each event receive a free copy of the publication, (in 2008 this amounted to 10,000 for the Cork and Galway events and 20,000 for Dublin alone).

Organised by: Sports & Leisure Promotions, 4 Fitzwilliam Square East, Dublin 2
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Some very satisfied clients!

'There was great interest in the event'

- Christina Lipscomb, First Medical Communications

'This year, as always, we found that meeting and talking to the public gave us direct access to our target market - older people, older people living alone.....We found the experience positive and beneficial and the calls to our help line showed a marked increase in the days and weeks immediately following the show'

- Damian Leneghan, Senior Help Line

'We found the Over 50's Show in the RDS last week to be very useful and well attended. We had strong interest from exhibition visitors and we look forward to attending again in 2009' - Mark Hennessy, Barchester Ireland

'Just a quick email to say thanks for all your help with the Over 50s show - we found it was a very successful event for us with an excellent profile of visitor. It seemed to be very well attended and well organised'

- Alison Hennessy, Postbank

'Well done to all concerned..... I thought it was the best show to date'

- Kevin Molly, President, Active Retirement Ireland

'The Over 50's Show was the best initiative Passport for Leisure have been involved in'

- Robert Chester, Dublin City Council

'It was a great success for us.....so much so we had to reorder stock. Book us in for next year' - Patricia Heffernan, Financial Services Ombudsman Bureau

'Congratulations on a really successful show. I am sure you are both delighted with the outcome of the whole event. By all accounts the visitors thoroughly enjoyed it, especially Sonny Knowles!!' - Jenny Schultz, Irish Blue Cross

'Thank you for your support in this edition of the Over 50's Show. Everything was great and our stand had a great success among the visitors. We will put another stand next year, but this time, it will be a bigger one.'

- Borja Bedoya - Spanish Tourist Board

'Just a quick note to say thanks for your help on the attached. The feedback was pretty positive, so looking good for next year!' - Niamh Hayes, Budget Travel

'The show went really well, we were delighted with the footfall and response' - Gareth, Glasson Golf & Country Club

'Our regions were happy with the show and guessed that figures were up on last year' - Geraldine Jeffers, Special Projects Officer, Fáilte Ireland

'Well done for staging an excellent show, we enjoyed ourselves and were pleased with the volume and quality of visitors interested in our product; it was certainly worth the investment for us''.

- Tara Collins, Seniors Money Ireland Ltd.

'A very good event'

- Anna Gillespie, Pfizer Consumer Healthcare

'This was an excellent show both in terms of overall numbers and the level of bookings for next year' - Hotel Westport

Show sponsors over the years have included..

