

SOLUTIONS



FOR  
Family Caregivers Expo

2017

Sponsorship  
Opportunities



Saturday, October 14, 2017

Suburban Collection Showplace  
Novi, MI

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## **1.0: Overview of the Area Agency on Aging 1-B**

The Area Agency on Aging 1-B (AAA 1-B) enhances the lives of older adults and adults with disabilities in the communities we serve and is responsible for services to more than 620,000 persons, age 60 and older and adults with disabilities, residing in the six counties of Livingston, Macomb, Monroe, Oakland, St. Clair and Washtenaw. The Federal Older Americans Act created a network of federal, state and local agencies to assure provision of services enabling older adults to live in a setting of their choice with dignity, safety and supportive care. The AAA 1-B was established in 1974 as part of this national network.

## **2.0: Overview of the Solutions for Family Caregiver Expo**

The Solutions for Family Caregiver Expo is an annual, one-day event designed to connect family caregivers to valuable resources and information to assist them and increase caregiver awareness across southeastern Michigan. The event brings all the resources those caring for an aging parent or loved one might need together under one roof. It features informational sessions from local experts, a chance for attendees to get one-on-one help from the AAA 1-B's team of Resource Specialists, and an extensive exhibit hall that showcases businesses and non-profit organizations that specialize in providing services to support caregivers and seniors. The expo is aggressively promoted, with ads running on radio, television and in print. Since its inception in 2000, the event has increased attendance from 100 to an estimated 1,400 guests and has been perceived by caregivers, exhibitors and sponsors as an important and highly successful event. We believe it to be the most important event for family caregivers in southeast Michigan.

The primary audience of the Caregiver Expo is women, ages 45 plus, living in southeast Michigan, who are concerned about or already caring for their aging parents or another relative or friend. Older adults, age 60 and over, caring for their spouse, another relative or a friend, and male caregivers, age 45 plus, caring for aging parents, another relative or a friend also attend the expo.

### **2017 Caregiver Expo Key Facts**

Saturday, October 14, 2017

Suburban Collection Showplace

Novi, MI

9 a.m. – 2 p.m.

Contact: Kathleen Yanik, AAA 1-B Communications Manager

(248) 262-9980/ [kyanik@aaa1b.com](mailto:kyanik@aaa1b.com)

[MichiganCaregiverExpo.com](http://MichiganCaregiverExpo.com)

### 3.0: Sponsorship Opportunities

This year's event is scheduled to take place on **Saturday, October 14, 2017** at the Diamond Center of the Suburban Collection Showplace in Novi, MI from 9:00 a.m. to 2:00 p.m. Guests will have the opportunity to visit with over 100 exhibitors to learn about their products and services. Expert presentations will be provided on a variety of educational and informative topics of interest to family caregivers. Guests will also be able to ask questions of experts from the AAA 1-B on topics including Medicare, Medicaid, prescription assistance, and long-term care.

Companies interested in partnering with the AAA 1-B to have a presence at the Caregiver Expo can choose from six levels of involvement: Platinum (\$8,000); Gold (\$5,500); Silver (\$2,750); Refreshment (\$1,700); and Respite Care (\$1,200). A bag sponsorship will also be offered at \$1,500. Sponsorship of the expo is an opportunity to increase goodwill for your organization in the community and align your organization with the AAA 1-B, a trusted community resource with a 40+ year history of helping older adults and family caregivers. The expo will be well-promoted and provide many marketing benefits for sponsors. All sponsors (with the exception of bag sponsors) are included in widely distributed promotional flyers, signage at the event, the event program, and the event listing on the AAA1b.com website (*monthly average traffic of 5,500 visitors*). Sponsors at the top levels (Platinum and Gold) get additional benefits, including logo placement in the television advertising schedule, inclusion in the 11-station radio advertising schedule, additional booth space and the opportunity to present an informational presentation at the expo. Sponsors at the Silver level will also be included in the radio schedule.

***Sponsorship Deadline:*** Because of our deadlines to produce promotional materials, please ensure that you indicate your interest in sponsoring the event no later than **Friday, May 26, 2017.**

#### ***Bag Sponsorship Now Available***

This sponsorship allows you to place your company's logo on the materials bags distributed at the expo. The bags are distributed to every attendee at registration and give attendees a convenient way to carry the many materials and takeaways gathered at the expo. The bags are made of a durable poly-fabric and are often saved and re-used by expo attendees long after the expo is over. Bag sponsorship will be offered at \$1,500 and will be limited to three sponsors. ***Please Note:*** Marketing presence at the expo for bag sponsors will be limited to logo placement on the bags. Bag sponsors will **NOT** receive booth space as part of their sponsorship and will **NOT** be included in any of the expo's marketing materials or other promotion efforts.

#### ***Exhibitors***

Exhibit booths only (without sponsorship) are \$525.00 for a business and \$225.00 for a non-profit 501c3 organization. **For more information, visit, [MichiganCaregiverExpo.com](http://MichiganCaregiverExpo.com), or contact Margie Topous at [mtopous@aaa1b.com](mailto:mtopous@aaa1b.com) or (248) 262-9966.**

**3.1: Platinum Sponsors Benefits - \$8,000:**

- ❑ Preferred **triple size exhibit space** (24 feet wide x 6 feet deep)
- ❑ Opportunity to display, demonstrate products or services of interest
- ❑ Recognition on event signage as a Platinum Sponsor
- ❑ Opportunity to provide **one, sixty-minute expert presentation** on a topic relevant to caregivers
- ❑ Corporate logo on the event’s promotional flyer and program
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Platinum Sponsor in all press releases
- ❑ One quarter-page ad or article in the AAA 1-B’s award-winning newspaper, ACCESS, distributed to more than 46,000 households (option to be included in the Fall 2017; Winter 2017/2018 or Spring 2018 issue) and recognition in a pre-event article included in the Fall 2017 edition of ACCESS (published in early September).
- ❑ Sponsor’s name and tagline included in **115 :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WZLH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2017 radio package. (Please note that this is 5 more spots than was provided to Platinum Sponsors in 2016.)
- ❑ Sponsor’s logo included in **66 :30 second television commercials** airing during targeted programming including WWJ – CBS Morning; CNN – New Day; FOX News – Fox and Friends; MSNBC – Morning Joe; WJBK-Fox 2 Morning – Nine; WJBK Fox 2 – News at 11 a.m.; WJBK Fox 2 – Wendy Williams; WDIV – Today Show; WDIV Local News at Noon; WDIV – Ellen; WXYZ – Live with Kelly; WXYZ Channel 7 – Midday Action News; WXYZ – The Doctors; WXYZ – Dr. Oz; WWJ – Steve Harvey; WWJ – Dr. Phil; WWJ – The Insider; WXYZ – Jimmy Kimmel; WWJ – Stephen Colbert; WWJ – James Corden; WXYZ – Saturday Good Morning America; WWJ CBS Sunday Morning; WWJ – Sunday Face the Nation. (Please note that this is 15 more spots than was provided to Platinum Sponsors in 2016.)

**Platinum Sponsor Radio Schedule  
Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WZLH, WYCD,  
WNIC, WPRZ, WOMC and CIDR**

<b>DAYS</b>	<b>DAY PART</b>	<b># OF COMMERCIALS</b>
Monday – Friday	6 a.m. – 7 p.m.	24x :60
Monday – Friday	6 a.m. – 12 midnight	23x :60
Saturday	7 a.m. – 5 p.m.	28x :60
Saturday	6 a.m. – 12 midnight	12x :60
Sunday	7 a.m. – 5 p.m.	23x :60
Sunday	6 a.m. – 12 midnight	5x :60
<b>TOTAL:</b>		<b>115x</b>

**3.2: Gold Sponsor Benefits - \$5,500:**

- ❑ Preferred **double size exhibit space** (16 feet wide x 6 feet deep)
- ❑ Opportunity to display, demonstrate products or services of interest
- ❑ Recognition on event signage as a Gold Sponsor
- ❑ Opportunity to provide **one, sixty-minute expert presentation** on a topic relevant to caregivers
- ❑ Corporate logo on the event’s promotional flyer and program
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Gold Sponsor in all press releases
- ❑ Recognition as a Gold Sponsor in a pre-event article included in the Fall 2017 edition of ACCESS, the AAA 1-B’s award-winning newspaper distributed to over 46,000 households
- ❑ Sponsor’s name and tagline included in **84:60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WDZH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2017 radio package. (Please note that this is 4 more spots than was provided to Gold Sponsors in 2016)
- ❑ Sponsor’s logo included in **66 :30 second television commercials** airing during targeted programming including WWJ – CBS Morning; CNN – NewsDay; FOX News – Fox and Friends; MSNBC – Morning Joe; WJBK-Fox 2 Morning – Nine; WJBK Fox 2 – News at 11 a.m.; WJBK Fox 2 – Wendy Williams; WDIV – Today Show; WDIV Local News at Noon; WDIV – Ellen; WXYZ – Live with Kelly; WXYZ Channel 7 – Midday Action News; WXYZ – The Doctors; WXYZ – Dr. Oz; WWJ – Steve Harvey; WWJ – Dr. Phil; WWJ – The Insider; WXYZ – Jimmy Kimmel; WWJ – Stephen Colbert; WWJ – James Corden; WXYZ – Saturday Good Morning America; WWJ CBS Sunday Morning; WWJ – Sunday Face the Nation. (Please note that this is 15 more spots than was provided to Gold Sponsors in 2016.)

**Gold Sponsor Radio Schedule**  
**Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WDZH, WYCD, WNIC, WPRZ, WOMC and CIDR**

<b>DAYS</b>	<b>DAY PART</b>	<b># OF COMMERCIALS</b>
Monday – Friday	6 a.m. – 7 p.m.	16x :60
Monday – Friday	6 a.m. – 12 midnight	14x :60
Saturday	7 a.m. – 5 p.m.	24x :60
Saturday	6 a.m. – 12 midnight	6x :60
Sunday	7 a.m. – 5 p.m.	21x :60
Sunday	6 a.m. – 12 midnight	3x :60
<b>TOTAL:</b>		<b>84x</b>

### 3.3: Silver Sponsor Benefits - \$2,750:

#### *Silver Sponsorship limited to 7 organizations*

- ❑ Preferred single size exhibit space (8 feet wide x 6 feet deep)
- ❑ Opportunity to display, demonstrate products or services of special interest
- ❑ Recognition on event signage as a Silver Sponsor
- ❑ Corporate logo and recognition as a Silver Sponsor on the event’s promotional flyer and program
- ❑ Corporate logo on the AAA 1-B website
- ❑ Recognition as a Silver Sponsor in a pre-event article included in the Fall 2017 edition of ACCESS, the AAA 1-B’s award-winning newspaper distributed to over 46,000 households
- ❑ Sponsor’s name included in **58 :60 second radio commercials** about the expo that will air on 11 major Metro Detroit radio stations: WJR-AM 760; WWJ-AM 950; WDRQ-FM 93.1; WCSX-FM 94.7; WDVD-FM 96.3; WDZH-FM 98.7; WYCD-FM 99.5; WNIC-FM 100.3; WPRZ-FM 102.7; WOMC-FM 104.3; CIDR-FM 93.9 and WNZK-AM 680; during a three-week period prior to the event. See table below for a detailed schedule of the 2017 radio package. (Please note that this is 12 more radio spots than provided to Silver Sponsors in 2016.)

#### **Silver Sponsor Radio Schedule**

#### **Combined Coverage on WWJ, WJR, WDRQ, WCSX, WDVD, WDZH, WYCD, WNIC, WPRZ, WOMC and CIDR**

<b>DAYS</b>	<b>DAY PART</b>	<b># OF COMMERCIALS</b>
Monday – Friday	6 a.m. – 7 p.m.	11x :60
Monday – Friday	6 a.m. – 12 midnight	14x :60
Saturday	7 a.m. – 5 p.m.	12x :60
Saturday	6 a.m. – 12 midnight	6x :60
Sunday	7 a.m. – 5 p.m.	11x :60
Sunday	6 a.m. – 12 midnight	4x :60
<b>TOTAL:</b>		<b>58x</b>

**3.4: Refreshment Sponsor - \$1,700:**

*Refreshment Sponsorship limited to 4 organizations*

- ❑ An 8' wide x 6' deep exhibit space in a prime location
- ❑ Opportunity to display, demonstrate products or services of special interest
- ❑ Signage promoting your business or organization as a Refreshment Sponsor on all refreshment tables
- ❑ Recognition as a Refreshment Sponsor in event press releases
- ❑ Recognition in the event program
- ❑ Inclusion as a Refreshment Sponsor in a pre-event article in the AAA 1-B's award-winning newspaper, ACCESS, distributed to more than 46,000 households

**3.5: Respite Care Sponsor - \$1,200:**

*Respite Care Sponsorship limited to 5 organizations*

- ❑ An 8' wide x 6' deep exhibit space in a prime location
- ❑ Signage promoting your business or organization as a Respite Care Sponsor
- ❑ Recognition as a Respite Care Sponsor in event press releases
- ❑ Recognition in the event program
- ❑ Inclusion as a Respite Care Sponsor in a pre-event article in the AAA 1-B's award-winning newspaper, ACCESS, distributed to more than 46,000 households

**3.6: Bag Sponsor--\$1,500:**

*Bag Sponsorship limited to 3 organizations*

- ❑ Placement in one of three available logo spots available on a single side of the durable, poly-fabric bag distributed to Caregiver Expo attendees at registration (the AAA 1-B logo will appear on opposite side of the bag.)

**3.7: Corporate Exhibitor - \$525.00:**

- ❑ An 8' wide x 6' deep exhibit space with an opportunity to demonstrate products and services
- ❑ Two boxed lunches at the event

**3.8: Nonprofit Exhibitor - \$225.00 (Must have proof of 501c3 status):**

- ❑ An 8' wide x 6' deep exhibit space with an opportunity to demonstrate products and services
- ❑ Two boxed lunches at the event



## 4.0 Summary Results – 2016 Solutions for Family Caregiver Expo

### 4.1 2016 Overall Results

The 2016 Caregiver Expo took place on Saturday, October 15, 2016 at the Wyndham Garden Sterling Inn in Sterling Heights, Michigan and **attracted an estimated 1,250 caregivers** (1,166 completed registration at the door). Twenty-one corporate sponsors partnered with the AAA 1-B to underwrite the event and an additional 70 companies exhibited.

In 2016, of our 1,116 registered, 43% were from Macomb County, 34% were from Oakland County and 14% were from Wayne County. The remaining 9% were from the surrounding counties in Michigan or were unknown. We had six attendees from other states.

In 2015, at the Suburban Collection Showplace in Oakland County, of our 1,250 registered, 49% were from Oakland County, 30% were from Wayne County and 10% were from Macomb County. The remaining 11% were from the surrounding counties in Michigan or were unknown. We had 3 attendees from other states.

In past years, guests have had the opportunity to visit with sponsors and exhibitors and attend their choice of 12 presentations on relevant topics throughout the day. They also enjoyed a free continental breakfast, giveaways and door prizes. In 2015, professional, onsite respite care was provided free of charge by the Alzheimer’s Association—Greater Michigan Chapter and the Interfaith Volunteer Caregivers. We were not able to provide respite care at the 2016 expo, but plan to resume respite care at this year’s expo.

### 4.2 2016 Corporate Sponsors

#### PLATINUM SPONSORS:

**Health Alliance Plan (HAP)**  
**AAA – The Auto Club Group**

#### GOLD SPONSORS:

**Blue Cross Blue Shield of Michigan**  
**The Elder Care Firm of Christopher Berry, CELA**  
**Personal Touch Home Health Care Services, Inc.**

#### SILVER SPONSORS:

**American House Senior Living Communities**  
**AmeriHealth Caritas VIP Care Plus**  
**Guardian Medical Monitoring**  
**Henry Ford Health System**  
**Presbyterian Villages of Michigan**  
**The Rivers Grosse Pointe**  
**SameAddress**

REFRESHMENT SPONSORS:	<b>Jim Schuster, CELA</b> <b>SMART</b> <b>Trinity Senior Living Communities</b> <b>Walgreens</b> <b>Waltonwood</b>
BAG SPONSORS:	<b>Beaumont Health</b> <b>Visiting Angels</b>
MEDIA SPONSORS (In-kind):	<b>Alternatives for Seniors</b> <b>Macomb Daily</b>

#### 4.3 2016 Promotion

The Area Agency on Aging 1-B promoted the Caregiver Expo to ensure its success utilizing the following strategies:

❑ **Media Partners –**

In 2016, the **Macomb Daily** served as our media sponsor. The Macomb Daily has a daily distribution of 48,000 and a Sunday distribution of roughly 69,000. It also publishes a monthly senior segment called Vitality that is distributed to readers of the Macomb Daily, Oakland Press and Daily Tribune with a combined distribution of 136,000. Event promotion with the Macomb Daily included:

- Four, quarter-page full-color advertisements that ran in the Macomb Daily in Sunday editions on September 11, September 18, October 2 and October 9
- Two full-color ads that ran in the Vitality segment on Thursday, September 8 and Thursday, October 13
- A feature article, highlighting information about the expo ran in Vitality on October 13
- Inclusion in the calendar of events on the online community calendar
- Insertion of 45,000 flyers in the Macomb Daily on September 26

In 2015 when the event was held at the Suburban Collection Showplace, **Observer & Eccentric Media** served as our media sponsor. The Observer & Eccentric has 13 local newspapers that provide coverage throughout the suburbs of Oakland County and Western Wayne County and provided similar in-kind coverage. We are anticipating being able to establish the same relationship with Observer & Eccentric Media for the 2017 event.

**Alternatives for Seniors (AFS)**, a print directory providing information on local nursing homes, assisted-living facilities, retirement communities, home healthcare, and more, served as a media sponsor. AFS distribution is 90,000 in the metro Detroit market via direct mail and retail racks distribution points in hospitals, senior centers, medical centers, physician, attorneys and realtor offices, homecare agencies, government agencies and other locations. AFS provided the following promotion:

- A half page color ad in Winter/Spring 2016 issue; distributed in January 2016 (A “Save the Date” ad for the 2017 Caregiver Expo has already run in the Winter/Spring 2017 edition.)
  - A front cover tease about the expo and a full page color display ad in the Summer/Fall issue of the AFS Directory; distributed in July 2016.
  - Online ad banners/links in the Southeastern Michigan search results pages on AlternativesforSeniors.com from July to October 15, 2016.
  - Distribution of 2,500 Caregiver Expo flyers with the Directory to individual requests from July through September.
  - A consumers/industry Save the Date announcement and reminder sent close to the event; estimate 3,500 email addresses
- ❑ **Promotional Expo Flyer** – A two-sided, full color promotional flyer. Distribution: 73,100 copies; 28,100 copies distributed to sponsors, libraries, support groups, disease associations, churches, independent and assisted living associations, at local events, etc.; and 45,000 inserted in the Macomb Daily on Sunday, September 25 .
  - ❑ **Self-Mailer Version of Promotional Flyer** – Full color self-mailer. Distribution: 38,250 to households, including a targeted purchased list of Macomb County residents, ages 50 to 65; past attendees of the Caregiver Expo; and participant families of AAA 1-B programs and Interfaith Volunteer Caregivers.
  - ❑ **Web Site Address & Web Banner** – The AAA 1-B promoted the expo on the web at [www.michigancaregiverexpo.com](http://www.michigancaregiverexpo.com), which linked directly to the AAA 1-B website ([www.aaa1b.com](http://www.aaa1b.com)). A banner about the expo was posted on the home page for three months leading up to the event.
  - ❑ **Online Media Kit** – The AAA 1-B designed an online media kit on the AAA 1-B website ([aaa1b.com](http://aaa1b.com)), for a four-week period leading up the expo. Media had access to the event press release, caregiver facts, list of exhibitors, and photos of previous events.
  - ❑ **Social Media** – The expo was promoted on the AAA 1-B facebook page and Twitter. Targeted facebook ads were also purchased.

- **Radio Advertising** – The Area Agency on Aging 1-B purchased an attractive and well-negotiated radio advertising schedule on eleven major metro Detroit radio stations:
 

NASH 93.1 FM	WNIC-FM 100.3 Adult Contemporary
WCSX-FM 94.7 Classic Rock	WPRZ-FM 102.7 FM Gospel
WDVD-FM 96.3 Today’s Best Hits	WWJ-AM 950 News Radio
WDZH-FM 98.7	WJR-AM News Radio 760
WYCD-FM 99.5	CIDR 93.9 Adult Contemporary
WOMC-FM 104.3	
- **305 :60 second radio commercials** about the expo aired during a three-week period prior to the event. Titanium, Platinum, Gold and Silver Sponsors were provided their own schedule of mentions in these ads. Each of the ads contained approximately :45 seconds about the Caregiver Expo and a :15 second tagline promoting corporate sponsors.
- Inclusion on radio stations Community Calendars or Community & Event pages

The AAA 1-B’s total investment on these ten stations was \$14,700. We received approximately \$3,580 in in-kind media value. The total radio advertising value, with in-kind coverage, was approximately \$18,280.

- **TV Advertising** – A negotiated schedule on television to promote the Caregiver Expo. 63, 30- second TV ads aired during a two-week period during the following programming: WWJ – CBS Morning; CNN—News; Fox News—News; MSNBC—News; WJBK—Fox 2 Morning Nine; WDIV—Today Show; WXYZ—Live with Kelly & Michael; WXYZ—The Doctors; WJBK—Fox 2 at 11; WDIV—Local 4 News at Noon; WXYZ—Midday Action News; WJBK—Wendy Williams; WXYZ—Dr. Oz; WWJ—Dr. Phil; WWJ—Insider; WXYZ—Saturday Good Morning America; WWJ—CBS Saturday Morning; WWJ CBS Sunday Morning; WWJ—Face the Nation. Total TV ad investment was \$9,500.

#### 4.4 2016 Advertising and Media Placement Summary of Results

Date	Media Outlet	Details
Winter/Spring 2016 (January 2016)	<b>Alternatives for Seniors</b>	½ page Save the Date ad
Summer /Fall 2016	<b>Alternatives for Seniors</b>	Front cover tease and full page ad inside
August 24 – September 11, 2016	<b>Bulk Distribution of Flyers</b>	28,100 flyers sent to sponsors, libraries, support groups, disease

		<i>associations, churches, independent and assisted living associations</i>
<i>August 2016</i>	<b>ACCESS, Fall Edition</b>	<i>Feature article with photo and presentation schedule (center spread, pages 8 and 9)</i>
<i>September 6, 2016</i>	<b>Direct Mailing of promotional flyer</b>	<i>Mailed to 38,250 households</i>
<i>September 8 and October 13</i>	<b>Macomb Daily Vitality segment (run across Macomb Daily, Oakland Press, and Daily Tribune for a total distribution of 136,000)</b>	<i>¼ page ad run on each date</i>
<i>September 11, September 18, October 2 and October 9</i>	<b>Macomb Daily (Daily distribution of 48,000)</b>	<i>¼ page ad run on each date</i>
<i>Sunday, September 25, 2016</i>	<b>Flyer inserted in Macomb Daily</b>	<i>45,000 flyers inserted</i>
<i>Week of September 26 – October 15, 2016</i>	<b>93.1 NASH-FM 94.7 WCSX-FM 96.3 WDVD-FM 98.7 WDZH-FM 100.3 WNIC-FM 99.5 WYCD-FM 99.5 104.3 WOMC 102.7 WPRZ-FM 93.9 CIDR FM 760 WJR-AM 950 WWJ-AM</b>	<i>Caregiver Expo radio ads began running throughout day</i>
<i>October 1 – October 14, 2016</i>	<b>WWJ – CBS Morning CNN –News MSNBC—News Fox News--News WJBK—Fox 2 Morning Nine WJBK Fox 2 News at 11 WDIV – Today Show WDIV –Local 4 News at Noon WXYZ – Live with Kelly &amp; Michael WXYZ – The Doctors WXYZ-- Midday Action News WXYZ—Dr. Oz WXYZ—Saturday Good Moring America WJBK- Wendy Williams WWJ – Dr. Phil</b>	<i>Caregiver Expo television ads run</i>

	<b>WWJ—Insider</b> <b>WWJ—CBS Saturday Morning</b> <b>WWJ—CBS Sunday Morning</b>	
Monday, October 10, 2016	<b>WNZK AM Radio - Ask Your Neighbor</b>	<i>Ask Your Neighbor Host Bob Allison interviews Kathleen Yanik; 30 minutes</i>
October 10	<b>Macomb Daily Article</b>	<i>Upcoming expo offers resources, presentations for caregivers</i>
October 13	<b>Macomb Daily Vitality Section Article</b>	<i>Upcoming expo offers resources, presentations for caregivers</i>
October 13	<b>Jewish News Calendar</b>	<i>Calendar Listing</i>
October 15	<b>WDIV Segment Morning News</b>	<i>Segment on Caregiver Expo on morning broadcast</i>