

## SPONSORSHIP & VENDOR INFORMATION



# Well Lived NC EXPO

6.27.26

An Aging in Place Learning & Active Living Event

Hosted at:

**Netsports**

Saturday, June 27, 2026  
3717 Davis Dr, Morrisville

Presented by:



## Well Lived NC Expo: **The Ultimate Event** to Connect with Seniors and Their Families—Blending Education, Engagement, and Fun to Inspire Safe, Confident Aging in Place

Join us on Saturday, June 27, 2026, at Netsports in Morrisville, NC from 1pm to 5pm.

### Growing Need in North Carolina

North Carolina is experiencing a significant demographic shift. **By 2030, one in five residents will be age 65 or older**, and the state's senior population is expected to more than double from 2010 levels. At the same time, millions of adults are stepping into caregiving roles for aging parents—often without the resources or guidance they need.

The Well Lived NC Expo was created to meet this moment.

### A New Kind of Event: Information Meets Experience

Unlike traditional senior-focused events, Well Lived NC is designed to be interactive, engaging, and genuinely fun—making it a destination for the entire family.

#### Here's what attendees can expect:

##### Fun, Interactive Activities for Everyone

This is more than an expo—it's an experience.

Guests can enjoy:

- Exhibitor Field - Connect with local businesses
- Pro Breakout Sessions
- Pickleball Challenges (a major highlight and crowd favorite)
- Line dancing
- Field sports
- Fitness sessions
- Food trucks and refreshments
- And more engaging activities throughout the day

#### Here's what sponsors and vendors can expect:

The event is designed as a **whole-family experience** - engaging for everyone!

Target audience:

- Seniors (55+)
- Adult children (ages 30–65 caring for parents and other family members)
- Caregivers
- Homeowners planning for the future

Expected Attendance:

- 500–700+ attendees (projected)
- Highly targeted, decision-making audience
- Local community engagement + regional draw

Hosted at:

# Netsports

3717 Davis Dr, Morrisville

### Perfect Host Venue

Hosting the Well Lived NC Expo at Netsports in Morrisville provides an ideal interactive setting, with ample indoor space for vendors, live demonstrations, and activities like pickleball and fitness sessions. Its central location in the heart of the Triangle—easily accessible from Raleigh, Durham, and Chapel Hill—makes it a convenient destination for families across the region to attend and engage.

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## Is your business ready to take the field?

### SPONSORSHIP & VENDOR OPPORTUNITIES

- Direct access to qualified, local consumers
- Align your brand with a fast-growing movement
- Build trust through community engagement
- Generate leads, awareness, and long-term relationships

### Benefits of Exhibiting on the Indoor Exhibition Field

- Stay comfortable with a cool, air-conditioned environment
- Soft, supportive turf surface—easy on feet for all-day engagement
- Spacious layout for high visibility that draws in foot traffic
- Ability to hang signage and banners for strong brand presence
- Ideal setting to create interactive experiences and demonstrations
- Clean, safe, and accessible environment for attendees of all ages



Indoor Exhibitor Field



### MARKETING & PROMOTION

All attendees will receive a Well Lived NC Expo program featuring sponsors, vendors, and in depth information about aging in place.

### The event will be promoted through:

- Social media campaigns
- Local partnerships
- Email marketing
- Community outreach
- Press coverage
- Influencer & community engagement

### PLATINUM SPONSORS – \$2,500

- **3 available**
- Premium booth placement
- Activity Sponsor (Pickeball or Line Dancing)
- Full page in event print expo program
- On-site signage recognition
- Logo on marketing materials
- Social media mention
- Inclusion in email campaigns
- Brand inclusion on website

(Custom branding opportunities available)

### GOLD SPONSORS – \$1,500

- **3 available**
- Booth space
- Activity Sponsor (Food Truck or Activity Zone)
- On-site signage recognition
- Half page in event print expo program
- Logo on marketing materials
- Social media mention
- Inclusion in email campaigns
- Brand inclusion on website

### SILVER SPONSORS – \$750

- **5 available**
- Booth space
- Quarter page in event print expo program
- Logo on marketing materials
- Social media mention
- Inclusion in email campaigns
- Brand inclusion on website

### VENDOR BOOTH – \$350

- Booth space - 6ft table & 2 chairs (approximately 10ft of space)
- Electric available upon request (\$50 upgrade)
- Complimentary Wifi
- Access to attendees
- Opportunity to promote services/products
- Listed in Expo Program - with additional upgrade opportunities starting at \$150