



NASHUA | MANCHESTER | SEACOAST

NEW HAMPSHIRE
UNION LEADER

Open up New Hampshire.



3RD ANNUAL SILVER LININGS EXPO NASHUA



Event Date: Saturday, May TBA, 2026
Bishop Guertin High School, Nashua, NH
Attendance: 400+

The third annual free expo will include information and demonstrations from vendors with door prizes and giveaways throughout the day. There will also be panel presentations and discussions on a variety of topics.

Planned vendor offerings include:

- Advance directives
- Home care support
- Day programs/respite care
- Medical equipment
- Companion services
- Community-based health and social services
- Exercise
- Nutrition
- Transportation
- Estate planning
- Assisted living
- Nursing homes

Event Marketing:



**Union Leader &
Sunday News**
38 ads



Unionleader.com
50,000
impressions



Social Media
(110,000 followers)
20 posts



Attendees
400+



3RD ANNUAL SILVER LININGS EXPO NASHUA



Event Date: Saturday, May TBA, 2026
Bishop Guertin High School, Nashua, NH
Attendance: 400+

Sponsorship Opportunities:

Deadline: Monday, May 4, 2026

Presenting Sponsor \$5,000

- Event to be listed as "Silver Linings: Senior Healthy Living Expo presented by Your Company"
- A double booth (two 6-foot tables), prominently placed near the main entrance
- Recognition in event marketing and promotion as described in Partner Package
- Full-page color ad on back cover of special Silver Linings newspaper section (publishes 5/9, readers - 75,000)
- Display of two company banners on day of event
- Include item in goody bag given to all attendees
- Choice of one additional item from list below

Supporting Sponsor \$2,500

- Recognition in event marketing and promotion as described in Partner Package
- A prominently placed booth (6-foot table) at the expo
- Larger logo placement on signs and ads
- Half-page color ad prominently placed in special Silver Linings newspaper section (publishes 5/9, readers - 75,000)
- Display of a company banner on the day of event
- Recognition from the stage throughout the event
- Include item in goody bag given to all attendees

Partner \$1,000

- Company logo featured in event print advertisements, vendor solicitation materials, expo vendor listing, and social media campaigns
- A prominently placed booth (6-foot table) at the expo
- Company logo and link on expo webpage
- Quarter-page ad in special Silver Linings newspaper section (publishes 5/9, readers - 75,000)
- Include item in goody bag given to all attendees

Additional Items

These options can be added to any of the packages listed above

- Refreshment Sponsorship – **\$1,000**
Signage at coffee break stations listing company as sponsor of refreshments
- Goody Bag Sponsor – exclusive opportunity **\$1,000**
Company logo to be placed on the outside of the bag along with the Union Leader Logo
- Breakout session speaking spot (based on availability) – **\$500**

Vendor Table

- 6' table with linen – **\$325**
- 6' table with linen and electricity – **\$350**



INAUGURAL SILVER LININGS EXPO SEACOAST



Event Date: Saturday, June TBA, 2026
Seacoast, NH

The inaugural Seacoast expo will include information and demonstrations from vendors with door prizes and giveaways throughout the day. There will also be panel presentations and discussions on a variety of topics.

Planned vendor offerings include:

- Advance directives
- Home care support
- Day programs/respite care
- Medical equipment
- Companion services
- Community-based health and social services
- Exercise
- Nutrition
- Transportation
- Estate planning
- Assisted living
- Nursing homes

Event Marketing:



**Union Leader &
Sunday News**
38 ads



Unionleader.com
50,000
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Social Media
(110,000 followers)
20 posts



Attendees
400+



INAUGURAL SILVER LININGS EXPO SEACOAST



Event Date: Saturday, June TBA, 2026
Seacoast, NH

Sponsorship Opportunities:

Deadline: Monday, June 1, 2026

Presenting Sponsor \$5,000

- Event to be listed as "Silver Linings: Senior Healthy Living Expo presented by Your Company"
- A double booth (two 6-foot tables), prominently placed near the main entrance
- Recognition in event marketing and promotion as described in Partner Package
- Full-page color ad on back cover of special Silver Linings newspaper section (publishes 6/3, readers - 75,000)
- Display of two company banners on day of event
- Include item in goody bag given to all attendees
- Choice of one additional item from list below

Supporting Sponsor \$2,500

- Recognition in event marketing and promotion as described in Partner Package
- A prominently placed booth (6-foot table) at the expo
- Larger logo placement on signs and ads
- Half-page color ad prominently placed in special Silver Linings newspaper section (publishes 6/3, readers - 75,000)
- Display of a company banner on the day of event
- Recognition from the stage throughout the event
- Include item in goody bag given to all attendees

Partner \$1,000

- Company logo featured in event print advertisements, vendor solicitation materials, expo vendor listing, and social media campaigns
- A prominently placed booth (6-foot table) at the expo
- Company logo and link on expo webpage
- Quarter-page ad in special Silver Linings newspaper section (publishes 6/3, readers - 75,000)
- Include item in goody bag given to all attendees

Additional Items

These options can be added to any of the packages listed above

- Refreshment Sponsorship – **\$1,000**
Signage at coffee break stations listing company as sponsor of refreshments
- Goody Bag Sponsor – exclusive opportunity **\$1,000**
Company logo to be placed on the outside of the bag along with the Union Leader Logo
- Breakout session speaking spot (based on availability) – **\$500**

Vendor Table

- 6' table with linen – **\$325**
- 6' table with linen and electricity – **\$350**



8TH ANNUAL SILVER LININGS EXPO MANCHESTER

Event Date: Saturday, October TBA, 2026
Manchester Community College
Attendance: 400+

The eighth annual free expo will include information and demonstrations from vendors with door prizes and giveaways throughout the day. There will also be panel presentations and discussions on a variety of topics.

Planned vendor offerings include:

- Advance directives
- Home care support
- Day programs/respite care
- Medical equipment
- Companion services
- Community-based health and social services
- Exercise
- Nutrition
- Transportation
- Estate planning
- Assisted living
- Nursing homes

Event Marketing:



**Union Leader &
Sunday News**
38 ads



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Social Media
(110,000 followers)
20 posts



Attendees
400+



8TH ANNUAL SILVER LININGS EXPO MANCHESTER

Event Date: Saturday, October TBA, 2026
Manchester Community College
Attendance: 400+

Sponsorship Opportunities:

Deadline: Tuesday, September 29, 2026

Presenting Sponsor \$5,000

- Event to be listed as "Silver Linings: Senior Healthy Living Expo presented by Your Company"
- A double booth (two 6-foot tables), prominently placed near the main entrance
- Recognition in event marketing and promotion as described in Partner Package
- Full-page color ad on back cover of special Silver Linings newspaper section (publishes 10/10, readers - 75,000)
- Display of two company banners on day of event
- Include item in goody bag given to all attendees
- Choice of one additional item from list below

Supporting Sponsor \$2,500

- Recognition in event marketing and promotion as described in Partner Package
- A prominently placed booth (6-foot table) at the expo
- Larger logo placement on signs and ads
- Half-page color ad prominently placed in special Silver Linings newspaper section (publishes 10/10, readers - 75,000)
- Display of a company banner on the day of event
- Recognition from the stage throughout the event
- Include item in goody bag given to all attendees

Partner \$1,000

- Company logo featured in event print advertisements, vendor solicitation materials, expo vendor listing, and social media campaigns
- A prominently placed booth (6-foot table) at the expo
- Company logo and link on expo webpage
- Quarter-page ad in special Silver Linings newspaper section (publishes 10/10, readers - 75,000)
- Include item in goody bag given to all attendees

Additional Items

These options can be added to any of the packages listed above

Refreshment Sponsorship – \$1,000

Signage at coffee break stations listing company as sponsor of refreshments

Goody Bag Sponsor – exclusive opportunity \$1,000

Company logo to be placed on the outside of the bag along with the Union Leader Logo

- Breakout session speaking spot (based on availability) – **\$500**

Vendor Table

- 6' table with linen – **\$325**
- 6' table with linen and electricity – **\$350**



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