San Diego Oasis is hosting its highly anticipated, free of charge event for all seniors, titled “Get Connected: Technology Fair for Adults 50+” for an unprecedented 4 days in October. In its 8th year, and for the first time completely virtual, more than 10,000 older adults are expected to join us for cutting edge technology learning, to improve quality of life and engagement.

Now, more than ever in this time of isolation and loneliness, we must make every attempt to connect our older adult population to technologies that help them be confident, independent, and safe.

San Diego Oasis will reach out to not only our San Diego audience, but will invite Oasis members from around the United States.

Your involvement in this special event will offer you opportunities to reach thousands of older adults. Attendees will be learning valuable information about your products and services.

**Event Details**  
**When:**  Tuesday – Friday, October 20-23  
**Time:**  Daily 9:00 AM - 1:00 PM  
**Tech Talks Format:**  45-minute presentations; daily themed tracks may include Financial Tech, Every Day Tech, Online Security.

**Advertising**  
**Opportunities:** Various live interactive opportunities and web listing options; see pricing sheet.  
**Medium:**  Zoom webinar and Zoom meeting, a combination of pre-recorded sessions and live Q & A engagement.

**Celebrity:**  Oasis is working to attract talent to open each day

**Oasis Members**  
- Extremely loyal membership; stays engaged with Oasis for decades.
- Well educated: 70% of members have a college degree; 45% have an advanced degree, 78% women, 22% men, 25% veteran-related, average age is 71.

**Promotional Considerations**  
Through Oasis long-term partners, Tech Fair information will be promoted free of charge (see partner list below)  
- Oasis will ask each Sponsor to promote via their unique channels  
- Oasis has active Twitter, LinkedIn, Facebook and YouTube accounts  
- Oasis will survey registrants and members regarding their preferences, pre- and post-event, to help design the most appealing Tech Talks and for other data points
• 30,000 of Oasis members with email addresses will receive Tech Fair e-news
• Oasis will invest in professional PR efforts
• Paid Advertising: Advance Promotion would include your logo on all mediums listed below:
  a) Union Tribune quarter page ads running weekly for 4 weeks for print and digital
  b) Union Tribune promo about Tech Fair to thousands of attendees of Festival of Books on August 29
  c) Ranch & Coast featured print and digital ads in October
• Mail campaign

**Oasis Promotional Mailing with Tech Fair Program to 10,000 members**

**Event: “Get Connected: Technology Fair Adults 50+”**
- The Oasis Tech Fair is a highly anticipated event; this is Oasis’ 8th year of putting it on.
- Last year’s attendance of 1,040 seniors was limited by venue (capacity of the movie theatre) and geography (San Diego County only)
- 2020 event has the virtual capacity of up to 50,000 attendees (limit of Zoom license)
- 2020 event will feature themed tracks for the first time, as it is now a 4-day event (themes may include Health Tech, Online Security, Tech for Every Day)

**Oasis Partners**
- California Department on Aging and its network of Area Agencies on Aging
- County of San Diego Aging and Independence Services: committed to numerous announcements to their contact lists and a hard copy newsletter.
- Cox Communications has committed to PSAs in multiple markets.
- AARP
- Barnes & Noble
- Grossmont Center mall
- Sharp Healthcare will promote to through Sharp Resource Center mailing
Be a Part of the Largest Online Technology Fair for People over 50!
October 20 – 23, 2020 (Tuesday – Friday)

Reach an audience of thousands of senior adults with your message or products during our Technology Fair

$25,000
Sponsor a Full Day of Learning

$10,000
Sponsor a Session of Technology Learning

$5,000
Commercial Break: "Promote Your Product”
15-Minute Segment
Your Choice of Video Message and/or Images

$2,500
Commercial Break: "Promote Your Product”
5-Minute Segment
Your Choice of Video Message and/or Images

$1,000
Commercial Break: "Promote Your Product”
Segment
Still Image of Your Product Shown Between Sessions

$250
Resource Page on Website.
Include your business in our online Resource Page.
Includes Graphic and Link to your Website.

Contact Jolyn Parker
(858) 353-0439 | Jolyn@SanDiegoOasis.org
Exhibitors Package

Please check all that apply:

_____ $25,000  Sponsor a Full Day of Learning
_____ $10,000  Sponsor a Session of Technology Learning
_____ $5,000  Commercial Break: “Promote Your Product” 15-Minute Segment
(Your Choice of Video Message and/or Images)
_____ $2,500  Commercial Break: “Promote Your Product” 5-Minute Segment
(Your Choice of Video Message and/or Images)
_____ $1,000  Commercial Break: “Promote Your Product” Segment
(Still Image of Your Product Shown Between Sessions)
_____ $250  Resource Page on Website | Include your business in our online Resource Page
(Includes a Graphic and Link to your website)

Organization’s Name:  ________________________________________________________________
Address:  _________________________________________________________________________
Contact Person:  ________________________________________________________________
Phone:  ________________________________________________________________
Email:  ________________________________________________________________

Sponsor/Exhibitor Requirements:
Please provide your organization’s logo in .esp, .ai, or .png formats, with fonts outlined

Please list the name(s) and cell numbers of representatives

Name  ________________________________  Phone  __________________________________
______________________________

Name  ________________________________  Phone  __________________________________

Please explain aspects of your exhibit that might be newsworthy, (i.e. games, contests, props, etc.):

________________________________________________________________________________________
________________________________________________________________________________________

Can you provide a raffle prize? If so, complete Raffle/Giveaway form on back of page.

Thank you for joining Oasis at its first ever virtual Technology Fair!
Questions? Call Jolyn Parker at (858) 353-0439 or email Jolyn@SanDiegoOasis.org

Complete Form and mail with your check to:
Jolyn Parker | San Diego Oasis | 5500 Grossmont Center Drive, #269 | La Mesa, CA  91942
2020 Get Connected! Technology Fair
Opportunity Drawing and/or Giveaway Donation Form

Estimated Value of Item $____________________.
All donations to San Diego Oasis are tax deductible as allowed by law. Federal Tax ID: 30-0403895

Item Description
_______________________________________________________________________________________
_______________________________________________________________________________________

Estimated Delivery Date: __________________   Will it be mailed or delivered? __________________

Special Instructions
_______________________________________________________________________________________
_______________________________________________________________________________________

Donor Information
Contact Person:   _____________________________________________________________________
Phone:   _____________________________________________________________________
Email:    _____________________________________________________________________

Recognition Details:
How would you like to be listed in collateral?
_______________________________________________________________________________________
_______________________________________________________________________________________

Donor Name:  _____________________________________________________________________
Donor Address: _____________________________________________________________________
City/State/Zip _____________________________________________________________________
Phone:   _____________________________________________________________________
Email:    _____________________________________________________________________

Donor Signature: __________________________________________    Date: ___________________

Solicitor Name: _____________________________________________________________________

Complete Form and mail with your check to:
Jolyn Parker | San Diego Oasis | 5500 Grossmont Center Drive, #269 | La Mesa, CA  91942