



San Diego
Oasis
20 | GET CONNECTED:
20 | TECHNOLOGY FAIR FOR ADULTS 50+

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