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YOU ARE INVITED TO SAVE THE DATE!

The NMB Chamber of Commerce and the City of North Miami Beach “Fall into Health”- 2024 NMB Senior Health & Wellness Fair

Dear Potential Vendor/Sponsor,

We are excited to invite you to participate in the North Miami Beach Chamber of Commerce & City of North Miami Beach "Fall into Health" 2024 Senior Health & Wellness Fair. The event will take place on Tuesday, September 10, 2024, from 9 AM to 12:30 PM at the Marjorie & William McDonald Center in NMB's City Hall, located at 17051 NE 19th Ave, NMB, FL 33162. Admission to the event is free.

This Senior Health & Wellness Fair is an excellent opportunity to showcase your products and services, enhancing your visibility within the community and reaching hundreds of senior adults from Miami-Dade and Broward counties. Last year, the event attracted over 650 attendees.

The fair will draw seniors, their family members, and participants of all ages, allowing us to offer a wide range of services to the community. Seniors from North Miami Beach participated along with seniors from surrounding communities such as Aventura, Sunny Isles Beach, North Miami, Miami Gardens, and Miami Beach.

Seniors will enjoy a fun-filled day out with numerous vendor booths, free health lectures on interesting topics, and access to various free health screenings. Attendees will also enjoy free exercise classes, music, dance, entertainment, and light bites, specifically tailored for seniors.

The Health Fair will be promoted extensively by both the NMB Chamber and the City of NMB through advertisements, PR initiatives, flyers, e-blasts, web calendars, websites, social media, newsletters, and promotional announcements in Dade/Broward publications, radio, TV, and special events. The NMB Chamber will also market the event to its extensive e-list, social and distribute flyers throughout the City of NMB and Northeast Miami-Dade communities, including senior groups/meetings and Chamber and City functions.

Attached, you will find detailed information about the 2024 Senior Health and Wellness Fair sponsorship and vendor packages, as well as the exhibitor's contract form. Please note that space is limited, and last year we sold out quickly. To secure your spot, please submit your registration form and payment at your earliest convenience to hold your table.

The North Miami Beach Chamber of Commerce | 16901 NE 19th Ave, Suite A | North Miami Beach, FL 33162
T: 305.944.8500 | E: Chamber@NMBChamber.Com | W: NMBChamber.com



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Health Screenings: We encourage vendors to provide health screenings or other valuable services for seniors. Providing a health screening not only increases traffic to your table but also fosters meaningful interactions with attendees, helping them to form a connection with your business.

Seniors appreciate the opportunity to learn more about their health and enjoy discussing their findings with experts at the fair. Our goal is to offer a wide variety of screening experiences without duplication for seniors, so they attend your booth, instead of thinking they did a certain screening someplace else. Please discuss your ideas with us as soon as possible to make sure other vendors are not offering the same thing.

We anticipate an estimated attendance of 400+ senior adults for this year's event. Last year, we welcomed 650+ attendees. The event was a huge success. We anticipate continued success.

We are looking forward to collaborating with you to make the 2024 Senior Health & Wellness Fair our best event yet!

Warm regards,

Leslie Loewenthal, Executive Director

North Miami Beach Chamber of Commerce W (305) 944.8500 / chamber@nmbchamber.com;

Event Details

DATE AND TIME: Tuesday, September 10, 2024, from 9 am to 12:30 pm

LOCATION: McDonald Center, 17051 NE 19 Ave, North Miami Beach, FL 33162

ESTIMATED ATTENDANCE: 400+

ABOUT THE EVENT: The "Fall into Health" 2024 NMB Senior Health and Wellness Fair is a FREE event dedicated to inspiring, educating, and motivating seniors and their family members from Greater North Miami Beach and surrounding communities. This health fair offers a wealth of resources, health screenings, and valuable medical information with a mindset of total health and prevention to empower attendees with the tools needed to take action to improve their lifestyle and address any physical, emotional, mental, or spiritual concerns for total health and well-being. Attendees will enjoy light bites, exercise classes, music, entertainment, dancing, connecting with other seniors, giveaways, and tons of fabulous Raffle Prizes! Join seniors, family members, friends, and industry leaders for this impactful event.

ATTENDANCE: FREE



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PARKING: Behind the City of NMB Buildings including the Julius Litman theater, McDonald Center/Parks & Recs, and City buildings, Police department, or side streets

OBJECTIVES:

- To promote the well-being of seniors and their families in North Miami Beach.
- To offer information about how to live an integrated healthy lifestyle.
- To motivate and increase interest in health and prevention.
- To raise awareness of the healthcare products and services available to seniors and to connect them with healthcare providers and resources for easier access.

SPACE DESIGN:

The event venue will have exhibition tables set up in a way that will allow for an enjoyable and educational visitor experience. Vendors will be provided with an exhibit table and two chairs. Vendors will provide their own tablecloth.

EVENT FEATURES:

- Distribution of health & educational materials
- On-site health tests/screenings: Blood pressure, body fat analysis, body mass index (BMI), bone density testing, glucose testing, lung capacity testing, cholesterol testing, memory screening, vein screening and much more
- Mental health, nutrition, legal, and financial education speakers, and vendors
- Weight management education
- Exercise
- Music
- Entertainment
- Health lectures by experts and healthcare professionals
- Healthy food sampling
- Light bites for Seniors

GOALS:

- To have the participation of 55-65 healthcare providers, and businesses that cater to the elderly.
- To serve hundreds of seniors and residents with valuable lifechanging information.
- To connect seniors with other seniors for a special day out planned in their honor.



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BENEFITS TO SPONSORS:

Participating entities and booth exhibitors will have the opportunity to positively impact the Greater North Miami Beach community by offering their products and services. Participants will receive the following benefits and exposure based on level of sponsorship and participation:

- Extensive Marketing, Advertising, and PR Outreach by the North Miami Beach Chamber and the City of North Miami Beach.
- Last year 650+ people attended.
- Distribution of promotional flyers and posters to stores, organizations, health facilities, libraries, and community centers.
- Distribution of branded materials to several hundred attendees to build your customer database.
- Networking with Vendors that also serve the senior markets and can refer business.

ORGANIZING ENTITY:

The Greater North Miami Beach Chamber of Commerce and its Health Committee in partnership with the City of North Miami Beach seeks to promote a healthy and active lifestyle for senior residents in Greater North Miami Beach.

QUESTIONS OR MORE INFORMATION:

Please Contact:

Leslie Loewenthal, Executive Director, North Miami Beach Chamber

T: 305-944-8500 or E: chamber@nmbchamber.com W: www.NMBChamber.com

Marjorie Aloni, Health Chair: marjiecealoni@gmail.com

See flyer and Exhibitors/ Sponsors Contract with further details.