



## Senior Fitness Expo | 8.27.21

Rancho Senior Center • 3 Ethel Coplen Way • Irvine 92612

Dear Community Partner,

The City of Irvine Senior Services invites you to participate in our 12th annual Senior Fitness Expo on Friday, August 27, 2021 from 9 a.m. to 1:30 p.m. at the Rancho Senior Center. This once-a-year opportunity is a great way to introduce your products and services to active adults in the community.

While we're looking forward to welcoming you back to this year's event, the City of Irvine is following state and local guidelines to prevent the spread of COVID-19 in our community. The festival will be held in accordance with guidelines in place in August, which may include reduced capacity than previous years, along with other modifications for distancing and safety.

There are two ways you can be involved:

**Exhibitor:** Highlight your products and services with a booth at the Senior Fitness Expo. The fee is \$200 for for-profit businesses and \$120 for nonprofit businesses (a copy of the organization's State of California nonprofit incorporation papers or tax-exempt IRS 501 (c)(3) letter must be provided). All exhibitors are required to submit a current business license with application. **Payment will be due upon application approval, do not send check with application.**

**Interactive Demonstration:** Showcase your services by providing three identical 15-minute interactive demonstrations. Past demonstrations have included yoga, boxing, Pilates, and more.

We want to make sure all exhibitors and demonstrators fit the vision of the Senior Fitness Expo (fitness, nutrition, and safety) so please be sure to indicate on your application how your services and/or products relate and are unique to seniors. To make this event beneficial for all participants, we limit the number of those promoting similar services. All completed applications received by the deadline will go through a selection process.

To apply for this year's Senior Fitness Expo, please submit the completed Exhibitor application and/or Interactive Demonstration application by **Friday, July 9**. Applications may be emailed to [kreid@cityofirvine.org](mailto:kreid@cityofirvine.org) or mailed to:

Rancho Senior Center  
Attn: Kristen Reid  
3 Ethel Coplen Way  
Irvine, CA 92612

Sincerely,

*Kristen Reid*

Kristen Reid  
Program Coordinator  
949-724-6817  
[kreid@cityofirvine.org](mailto:kreid@cityofirvine.org)



**Senior Services**

# Senior Fitness Expo Exhibitor Application

**Application Deadline: July 9**

Rancho Senior Center • 3 Ethel Coplen Way • Irvine 92612

**Company Name\*:** \_\_\_\_\_

**Type of Business:** \_\_\_\_\_

**For-profit: (\$200)**

**Nonprofit: (\$120)**

*(Include a copy of State of California nonprofit incorporation papers or tax-exempt IRS 501 (c)(3) letter)*

**Contact Name\*:** \_\_\_\_\_ **Phone #\*:** \_\_\_\_\_

**Address\*:** \_\_\_\_\_

**Email\*:** \_\_\_\_\_

**List what fitness, nutrition, or safety based services and/or products will be showcased at your booth and how they are unique to seniors. Please note that the selling of products is prohibited at the Senior Fitness Expo.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Completed applications, including a copy of your business license and proof of nonprofit status (if applicable) may be emailed to [kreid@cityofirvine.org](mailto:kreid@cityofirvine.org) or mailed to:**

Rancho Senior Center  
Attn: Kristen Reid  
3 Ethel Coplen Way  
Irvine, CA 92612

**Payment will be due upon application approval, please do not send with application.**

Privacy Statement: The City of Irvine takes your privacy seriously. This form asks you to provide the City with certain personal information. Such information is being requested and will be utilized by the City for the specific and limited purpose of future City correspondence regarding the subject-matter of this form, City promotions, and upcoming City events. Pursuant to Measure S, an initiative ordinance passed by City voters in 2008, the personal information noted by an asterisk (\*) on this form will be kept confidential. Unless you expressly indicate to us otherwise or unless compelled by a court order, it will not be shared with other agencies, businesses or individuals.



**Senior Services**

# Senior Fitness Expo Interactive Demonstration Application

**Application Deadline: July 9**

Rancho Senior Center • 3 Ethel Coplen Way • Irvine 92612

**Company Name\*:** \_\_\_\_\_

**Contact Name\*:** \_\_\_\_\_ **Phone #\*:** \_\_\_\_\_

**Address\*:** \_\_\_\_\_

**Email\*:** \_\_\_\_\_

**What is the title of your demonstration:** \_\_\_\_\_

**Describe your demonstration:** *Demonstrations must include audience participation*  
\_\_\_\_\_  
\_\_\_\_\_

**Preferred Timeslot:** *Each timeslot will include three of the same 15 minute demonstrations. This will allow attendees to sample all three demonstrations offered during that timeslot. You are also invited to promote your classes at the "Demonstration Booth" before your first demonstration (optional). Please check all timeslots you are available.*

**9:30–10:25 a.m.**                      **11–11:55 a.m.**                      **12:30–1:25 p.m.**

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[irvineseniors.org/expo](http://irvineseniors.org/expo)