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**2010 Senior Expo
Committee**

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Mobility Express

David K. Kendall
Comfort Keepers

Chris Kraras, Chair
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Janet M. Weiss
BARTA

Walter W. Woolwine
Reading Eagle

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Dear Friends,

We would like to invite you to be part of the **Tenth Annual Senior Expo** organized by Berks Encore. The Expo will take place on Tuesday, October 26, 2010 at The Body Zone in Wyomissing.

Highlights of the Senior Expo include 150 senior products and services vendors, live entertainment, a food court, health screenings, live radio broadcast from 6 a.m. – noon, and over 4,000 Berks County senior citizens attending. Berks Encore Senior Expo is the largest and most successful event of its kind in the Berks, Lancaster and Lebanon county areas. Read what our sponsors and vendors have to say:

“Senior Expo has been a valuable venue for Comfort Keepers to meet prospective customers and their families, to brand our name in Berks County, and to network with other senior service providers. We wouldn’t miss this event!” – *Dave Kendall, Comfort Keepers*

“For our business – Mobility Express-Mobility and Medical Services – Senior Expo offers one-on-one contact with the clientele that we directly market to everyday. In addition to the seniors, a large amount of the attendees were their caretakers doing some investigating, so the age group was quite diversified. We touched base with so many of our own clients, and the people we met were truly interested in our products. Bottom line? Yes, new business. This generation loves to meet the owners and wants full, undivided, service. It is a wonderful way to show them that as individuals, they truly matter to us, and we respect and appreciate that they are the heart of our business.”

– *Ellie Politz-Butto, owner, Mobility Express*

Please find enclosed a booth registration form and sponsorship package. Remember you can save \$100 by registering before June 30 when the Early Bird Booth fee of \$525 ends. If you should have any questions, please contact Sue Small at (610) 374-3195 ext. 225.

We thank you in advance for your interest and participation in Senior Expo 2010!

Sincerely,

LuAnn Oatman
President / CEO

Chris Kraras
Chairman of the Board

Brad Dengler
Senior Expo Chairman

The official registration and financial information of Berks Encore, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

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