



Life After Teaching Expo™

**Saturday, June 2, 2007**  
**9:00am – 3:00pm**  
**Norwalk Community College**  
**188 Richards Avenue, Norwalk, CT**

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The *Life After Teaching EXPO* offers you the opportunity to touch the lives of more than 10,000 teachers and retired teachers who are eager to learn about your products and services.

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## About Us

### Dr. Cynthia Barnett is a “Re-Fired” Educator

Dr. Barnett, President of Life After Teaching Expo, retired from the Norwalk Public Schools after thirty years as a teacher, counselor and administrator. She was featured in Time magazine, May 2005, in their issue on women who have reinvented their lives. In her work with others who are preparing for retirement, Dr. Barnett has discovered that many teachers approach retirement unaware of the numerous resources, products and services available to help them prepare for and enjoy a happy and productive retirement.



Dr. Barnett knows from experience that most teachers spend their evenings and much of the weekend developing lesson plans, doing research, writing, grading papers and tests. The result is that many teachers approach retirement without adequate planning or preparation. The *Life After Teaching EXPO* has been developed to present teachers and retired teachers with an array of opportunities and resources to help them plan for and enjoy a happy, fulfilling, and purposeful second stage of life.

### PMG Ad Group and MCC Worldwide

David Demarest (President and Creative Director, PMG Ad Group) and Marilyn Esposito (President, MCC Worldwide) are teaming up with Dr. Barnett to bring their marketing, PR and event planning expertise to this event.

David received his BFA from Pratt Institute and immediately began designing, art directing, strategizing, conceptualizing and otherwise doodling his way to the position of Senior Art Director and Vice President at several of the world’s leading advertising agencies before founding Pinnacle Marketing Group in 1990. (now PMG Ad Group).

When Marilyn started MCC Worldwide In 1998 the company was, in effect, a boutique specializing in conferences, tradeshows and events globally. In the ensuing years, it has grown into one of the foremost mid-sized international marketing communications companies which has created and managed events for companies such as Verizon, Tyco Corporate & Tyco Telecom, FLAG (fiber-optic link around the globe), PTT Telecom Netherlands and Telemalta. Locally, MCC is a well known leading public relations firm.

Marilyn and David have collaborated on numerous projects, each bringing their particular expertise to the success of the project.



## Mission Statement

The purpose of the *Life After Teaching EXPO* is to produce a one-day event to help teachers and retired teachers expand their horizons by producing a one day event that showcases everything teachers and retired teachers need to know to have an extraordinary retirement.

This EXPO will expand their horizons.

## **Life After Teaching EXPO Showcases Your Brand**

Participants will have ample time to attend seminars and discussions and to visit and talk with exhibitors about their products and services. Lunch will be provided to all participants. In addition, participants will have the opportunity to place bids in exciting live auctions and to go home with a goody bag and door prizes.

**Exhibitors and sponsors will represent the best in senior life—options, opportunities and solutions for teachers and retired teachers in the following categories.**

- Financial and Estate Planning
- Interests and Hobbies
- Health and Fitness
- Volunteerism and Civic Engagement
- Fun and Leisure Activities

**The all-day event also features speakers who will provide insights and ideas on**

- Healthy Lifestyles
- Becoming Financially & Insurance Savvy
- Life Planning
- Converting Passions to Profits
- Community Resources
- Self-improvement
- Identity Theft
- Successful Aging

## **Baby Boomer Teachers are Big Business**

*More than 30 percent of school teachers are age 50 or older. As many as 50 percent of today's working teachers will put down the chalk and move out of the classroom over the next five to seven years.*

An unprecedented number of American teachers will soon be eligible to retire. The US Department of Education's National Center for Education Statistics report predicts the need for newly hired teachers in the United States to be significant.

Most departing teachers will be younger than 65. However, many may want to continue working. At the same time, these boomers are grappling with what to do with the rest of their lives.

## **Media Opportunities**

Our media partners include all the local papers in Bridgeport, Greenwich, New Haven, Norwalk, Stamford, and Westport (which have over 50,000 subscribers), Cablevision, Channel 12 and Radio.

## **Ultimate Marketing Plan**

The success of *Life After Teaching EXPO* will be the result of an extensive multimedia advertising and promotional campaign being conducted to support the event. Newspapers, PR, radio and television will all be used to maximize consumer attendance and gain exposure for the products and services being offered and displayed.

## **Cause-Related Marketing Opportunities**

Sponsors can use *Life After Teaching EXPO* to establish the company as a good corporate citizen, increase their goodwill and create a positive brand image.

## **Strategic Alliances**

Sponsors will benefit from the extended reach and brand equity of the other sponsor organizations participating in the EXPO.

## **Charitable Partner**

Part of the proceeds from the event will be donated to our charitable partner, Norwalk Community College. This charitable partner is a 501C(3) non-profit organization, so sponsorship fees may be tax-deductible as charitable donations.

## Benefit Packages

A customized program will be created for each sponsor with the following packages and guidelines. A portion of the proceeds will be donated to the Future Teachers Scholarship Program at Norwalk Community College, Norwalk, Connecticut to replace teachers who are retiring and encourage talented young people to go into teaching.

### Sponsorship Level and Investment

#### TITLE SPONSOR—\$10,000

- Ultimate signage package
- Highlight on program book sponsor page
- Company logo and description in pre-conference marketing collateral
- Keynote speaker slot
- Branding in the public relations/media campaign
- Presentation of live demonstration at event
- One (1) 6' Exhibit table
- One (1) full page ad in Program Book
- Ten (10) conference registrations to be distributed at your discretion
- One insert in gift bag (sponsor provides)
- Highlight on website
- Link to website
- Access to the data base

#### PLATINUM SPONSOR—\$7,500

- Ultimate signage package
- Highlight on program book sponsor page
- Company logo and description in pre-conference marketing collateral
- Speaker slot
- Branding in the public relations/media campaign
- Presentation of live demonstration at event
- One (1) 6' Exhibit table
- One (1) full page ad in Program Book
- Eight (8) conference registrations to be distributed at your discretion
- One insert in gift bag (sponsor provides)
- Highlight on website
- Access to the data base

## Benefit Packages – continued

### **GOLD SPONSOR—\$5,000**

- Company logo in pre-conference marketing collateral
- Speaker slot
- Branding in the public relations/media campaign
- Presentation of live demonstration at event
- One (1) 6' Exhibit table
- One (1) half page ad in Program Book
- Six (6) conference registrations to be distributed at your discretion
- One insert in gift bag (sponsor provides)

### **SILVER SPONSOR—\$2,500**

- Company logo in pre-conference marketing collateral
- Speaker slot
- Branding in the public relations/media campaign
- Logo on website
- One (1) 6' Exhibit table
- One (1) half page ad in Program Book
- Four (4) conference registrations to be distributed at your discretion
- One insert in gift bag (sponsor provides)

### **BRONZE SPONSOR—\$1,500**

- Company logo in pre-conference marketing collateral
- Speaker slot
- Branding in the public relations/media campaign
- Logo on website
- One (1) 6' Exhibit table
- One (1) half page ad in Program Book
- Two (2) conference registrations to be distributed at your discretion
- One insert in gift bag (sponsor provides)

### **OTHER SPONSOR OPPORTUNITIES—\$500 – \$1,000**

- Breakfast
- Lunch
- Coffee Break (there are 2)
- Delegate Bags
- Writing pads
- Pens

Note: These sponsorships and their associated packages may vary and will be negotiated individually

## Contact

For more information call Dr. Cynthia Barnett at 203-855-9714  
or send an email to: [drcynthia@lifeafterteachingexpo.com](mailto:drcynthia@lifeafterteachingexpo.com)

For articles and updates, go to [www.lifeafterteachingexpo.com](http://www.lifeafterteachingexpo.com)