



# Retiree Appreciation Day

Don't miss out on this great opportunity to target your market segment. Where else are you going to gain access to active, enthusiastic members of the seniors community? Where else are you going to have to opportunity to put your products in the hands of your customers? How else can you get the face-to-face contact that is so critical to gaining new customers?

The Luke Air Force Base Annual Retiree's fair will be held on Saturday, October 22, 2005 from 8 a.m. to 3 p.m. Between seminars, the participants visit the more than 50 vendor and support agency information booths. Along with various seminars of concern to retirees dental and medical personnel provide screenings, information, and address concerns, and Commissary and AAFES representatives make presentations. Last year companies such as La Loma Village, Pfizer, Cox Communications, Ramada Express, and the Woodmark at Sun City were present, along with many others.

The fair is an unbeatable opportunity for companies to reach a more mature market with plenty of disposable income. According to Interservice Magazine in reference to military commissaries and exchanges, "Retirees are the gatekeepers of your business. They are very informed, loyal, and it is important to hear what they say in doing our business planning" (Summer 1996 Issue, page 33).

- Retired military have the time and money to spend in leisure activities such as travel and tour.
- They are willing to invest money in what they consider to be good products.
- Medical and health concerns are top priorities.

If your company relies on populations aged 50-years and up for any of your business, you will want to be involved in this event.

Just turn this form over to see a complete listing of the added benefits of sponsorship and select the options that are most suited to your needs. Fax or mail the form to the address at the bottom, and you will be contacted soon after your reply is received.

The military community enthusiastically anticipates Retirees' Day each year. Tremendous planning and hundreds of hours go into the execution of the event. You can be confident of your association with a top-notch special event designed to aid our military retirees in their efforts to maximize their quality of life and take full advantage of their military benefits. Come be a partner!

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