**Silver Economy Expo**

**November 26th and 27th, 2024**

**Paris - Porte de Versailles - France**

In this file, you will find all the tools to communicate about your participation in Silver Economy Expo to nursing home directors. You have access to:

• Static banners (4 formats: one banner 468x60, one mega banner 728x90, one square 300x250, and one skyscraper 120x600).

• Animated banners (4 formats: one banner 468x60, one mega banner 728x90, one square 300x250, and one skyscraper 120x600).

• Visuals for your social media.

• Press announcement.

• Photos from previous editions.

• Silver Economy Expo logos.

We also provide you with the following:

• Texts introducing the trade show.

• Examples of posts for your social media.

**PRESENTATION TEXTS**

**Presentation for nursing home directors (460 characters):**

**Silver Economy Expo - Nov 26th & 27th, 2024 - Paris, Porte de Versailles - France**

As a nursing home director, you need to satisfy both your residents and manage your employees. Innovative solutions exist to simplify your life: cognitive stimulation, fall detection, HR management tools...

To discover them, visit Silver Economy Expo, the professional trade show for senior services and technologies, in Paris, Porte de Versailles, on November 26th & 27th, 2024.

[Register for free](https://bit.ly/3IypnEG).

Link to include in your communication to enable registration:

<https://bit.ly/3IypnEG>

**General Presentation (660 characters):**

**Silver Economy Expo - Nov 26th & 27th, 2024 - Paris, Porte de Versailles - France**

To better prepare for the society of aging and longevity, meet industry actors and experts at Silver Economy Expo, the professional trade show for senior services and technologies on November 26th & 27th, 2024, in Paris, Porte de Versailles.

• Discover all the **innovations to create, enhance, and develop your offerings for seniors**.

• Meet **partners for your development**.

• Gain insights into **challenges, perspectives, and solutions**.

Free access to the trade show and conferences. [Register now](https://bit.ly/3IypnEG).

***Link to include in your communication to enable registration:***

<https://bit.ly/3IypnEG>

**EXAMPLE POSTS**

**Short posts :**

• Nursing home directors, join us on Nov 26th & 27th @SilverXpo to better prepare for the society of aging and longevity. #SilverExpo <https://bit.ly/3IypnEG>

• On Nov 26th & 27th, nursing home directors, come to @SilverXpo, the trade show to explore innovations and network with industry players. #SilverExpo <https://bit.ly/3IypnEG>

**Long post :**

Join us at Silver Economy Expo 2024! 🌟

We are thrilled to announce that [Company Name] will be attending Silver Economy Expo this year! 🎉 Meet us on November 26 and 27 at Paris Porte de Versailles to explore [innovative products/services, customized solutions, demonstrations, etc.].

Silver Economy Expo is the professional event dedicated to services and innovations for seniors. Are you managing a nursing home? This is a unique opportunity for you to meet industry players and experts, and to discover innovative companies and solutions to offer the best service to your clients.

We are eager to showcase our latest solutions designed to prepare society for successful aging and longevity. To meet with us, sign up for free at Silver Economy 2024 ➡️ <https://bit.ly/3IypnEG>