

# PRITIKIN LONGEVITY

A A R P

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Category Leadership At Trade Shows

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# ✖ You Are Here™

life@50+  
AARP's National Event & Expo

TOUCH THESE ADS

Booth: 3230  
**Vigorous Mind.**  
Revitalizing Your Brain.  
The next generation brain wellness software

**CHRYSLER**

Enjoy a whole new world of better hearing.  
Visit Beltone at Booth #3330

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TOUCH HERE TO SEARCH BY : COMPANY CATEGORY RESTROOMS SCHEDULE

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**Pritikin Longevity Center** knew that many of the attendees of the AARP show would be looking for health-related products and services and that there were many exhibitors at the show in their category. Pritikin needed a way to stand out above the other vendors in their Health and Fitness category.

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CATEGORIES > HEALTH & FITNESS

Touch a company name to view details

SPONSORED RESULTS

**PRITIKIN**  
"...the most effective diet, exercise, and lifestyle program in the world."  
Pritikin Longevity Center & Spa

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Are you missing some of life's greatest sounds?  
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Visit us online at South #3330

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**COMFORTABLE SOLUTIONS**  
FOOT SOLUTIONS

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**WHAT THE HECK ARE Sklox?**  
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**AYA**  
Fun, Fitness, Friendship

AARP Essential Premier Health Insurance - insured by Aetna  
AARP Medicare Rx Plans - insured through United HealthCare  
AARP MedicareComplete - from SecureHorizons  
AARP Vision Discounts - provided by EyeMed Vision Care  
ACCUSPLIT, Inc.  
American Occupational Therapy Association  
American Volkssport Association

Borders  
Boston Medical Group  
CaringBridge  
Dahn Yoga + Healing  
Drucker Labs  
Foot Solutions, Inc.  
GE Healthcare  
Genentech  
Hearing Care Program  
Hoveround Corporation

NIH Office of Dietary National Older Worker Career Center  
Navajo Jewelry & Crafts  
NCCAM/NIH  
Neighborhood Watch-USA on Watch  
New Mexico Department of Tourism  
New Tang Dynasty Television  
New World Rarities, LTD.

< RETURN TO CATEGORY LIST

HOME BACK COMPANY CATEGORY RESTROOMS SCHEDULE

✖ You Are Here

The solution was to sponsor a **Category Placement** that gave them top placement and put their graphic at the top of their Category list. Since their name began with a 'P' - and this was a crowded category -getting to the top of the list was especially important here.