

- [PRESS](#)
- [Press Releases](#)

AARP TEK Wins E.X.C.I.T.E. Award at EXPO's Annual Luncheon

Industry award recognizes AARP's technology workshops and exhibits for innovative design and strategy

Washington, D.C. –AARP TEK recently won EXPO's E.X.C.I.T.E. Award in the category of "Showfloor Design/Engagement." The E.X.C.I.T.E. Award is given annually to senior-level tradeshow executives and teams that successfully deliver events that provide cutting-edge strategies in marketing, sales, and operations.

AARP TEK was recognized for creating an experiential stage floor environment including custom tailored technology workshops and stage presentations at AARP's Life@50+ National Event and Expo in Atlanta last year. The program was also nominated in several other categories and received honorable mention for its "Application of Content/Education on the Show Floor" and "Educational Training Event."

AARP TEK, which stands for Technology Education and Knowledge, is a comprehensive technology education program specifically geared towards the 50+ audience. Consisting of hands-on training sessions, as well as online tools at www.aarp.org/aarptek, AARP TEK empowers people with technology that can connect them to friends, family, employment opportunities, health information, entertainment and more.

"We are honored to receive EXPO's E.X.C.I.T.E. Award for superb event planning, design and execution by AARP's TEK and Events teams at Life@50+ in Atlanta. It was truly a collaborative effort," said AARP's Chief Information Officer Terry Bradwell. "It was our vision to create a high-touch and innovative experience that offers 50+ consumers a cutting-edge space to explore new possibilities through technology and stay connected to the people and passions in their lives."

AARP TEK was first introduced as a pilot program in 2013 at the AARP Life@50+ National Event and Expo in Atlanta and has now expanded to become a series of educational seminars across the country. AARP TEK sessions such as an "Intro to Tablets & Smartphone" and "Staying Connected with Apps" offer attendees hands-on training where they can learn touchscreen basics, social media, video chatting, and online safety and see demonstrations of the latest gadgets. AARP TEK will offer workshops in Atlanta, Chicago, New York City, San Antonio, Boston and Jacksonville. In September (4-6th), the program will host a large-scale exhibit and workshops at AARP's Ideas50+ National Event in San Diego.

To learn more about AARP TEK, visit www.aarp.org/aarptek.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

CONTACT:

AARP Media Relations
(202) 434-2560

media@aarptek.org
[@AARPMedia](https://twitter.com/AARPMedia)
