



International Council on Active Aging 2018 Prospectus

**One
Trade Show
Two
Conferences**

ICAA Trade Show

ICAA Executive Leadership Summit

ICAA Active Aging Conference



Don't
miss out –
book your
booth
today!

October 18-20, 2018
Long Beach Convention
and Entertainment Center,
Long Beach, California



The Wellness Revolution – are you in?

Game-changer? Upheaval? Whatever you may call it, the Wellness Revolution is in full swing.

Greener buildings, organic food and even wearables that record biometric information such as heart rates and sleep patterns are part of a tsunami-sized shakeup that is having a profound impact on the fate of every business working with older adults. Just as most people have largely rejected smoking, consumers around the world are increasingly spurning things like chemical additives, sugar and poor-quality sleep – and embracing wellness to maintain and improve their health.

One more example, according to the Global Wellness Institute (GWI), is wellness-oriented construction. In the U.S., buildings with materials, technologies and designs to improve air, water, sound and lighting command 10-25% higher prices than traditional housing.

Demand for wellness-related products and services is multi-dimensional, spanning disciplines from architecture to healthcare, nutrition, mobility and more. In a survey conducted by the International Council on Active Aging® (ICAA), 90 percent of senior living executive respondents said wellness is a vital strategy for the growth of their business. Which is why it's no longer realistic to evaluate whatever product or service you're selling outside of a wellness context.

Since the ICAA began in 2001, we've devoted 100% of our efforts to helping older adults enjoy longer, healthier lives in proactive – rather than traditionally reactive – ways. Backing us is a body of evidence from a swelling number of sources pointing to the critical importance wellness plays in all aspects of our lives, including physical, mental and emotional.

In short, wellness is here to stay. Are you in?

Worldwide wellness: a \$3.7 trillion industry

As the organization representing an active-aging industry serving the more than 100 million Americans over 50, we are delighted to be hosting ICAA's Conference and Summit for the first time at the impressive Long Beach Convention Center.

As a businessperson, you know how important it is to stay on top of trends. Remember VCRs? Peak Oil? Japan as World Economic Leader? Massive shifts in societal behavior and economic realities can happen seemingly overnight, and the

sooner you recognize them, the faster you can respond.

Potential customers by the score

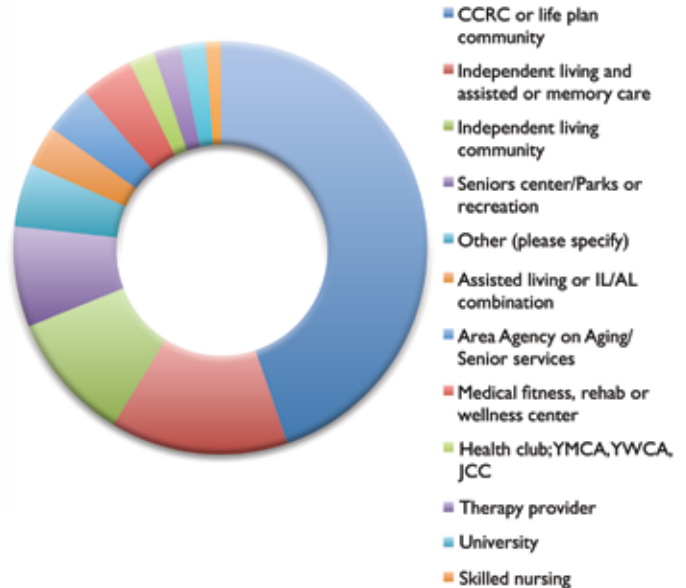
The wellness industry has grown to a staggering \$3.7 trillion worldwide, much of it fuelled by the older adult market. Our conference is the most concentrated gathering of active aging-oriented businesses bringing products and services to all segments of senior living and seniors centers. When they're not pursuing the show's numerous presentations and

group discussions, they'll be perusing the Trade Show for ways to improve their services and bottom line. Don't miss this opportunity to bring your message to ICAA's Conference and Trade Show 2018 and ICAA's Executive Leadership Summit—and be part of the conversation.

Attendees by role



Attendees by organization type



- 800+** attendees
- 91%** rated the conference excellent or very good
- 92%** are likely to recommend this conference
- 96%** very satisfied or satisfied with educational session
- 44.59%** will recommend or purchase a product/service

- \$372** billion market value of investment-grade seniors housing and care properties in the US, 2016
- \$34.1** billion in revenue generated by establishments providing services for the elderly and people with disabilities, 2012 (includes seniors centers, day care, nonmedical home care)



Multiple ways to multiply your sales

The 2018 ICAA Conference and Trade Show, and ICAA’s Executive Leadership Summit, is a once-a-year opportunity for you to meet, connect with and learn from ICAA members and conference attendees – your potential customers – in one place. We have several distinct ways for you to reach the people you’re looking for.

a) Trade Show: a low-pressure info exchange

This is the place for you to answer the more in-depth questions asked by attendees you’ve met and collaborated with about your products or services – your company history, credentials etc. No rush, no pressure, just an informal back-and-forth to help you get to know each other. And to have people sample your product or service.

b) Design Lab Educational Session – where you can fine-tune your product or service

Wouldn’t you love to know what potential clients think of your

company? In our Design Lab Session, attendees contribute their feedback as industry partners to help you design more effective products and services. At the same time, your collaboration with colleagues helps identify their needs and drive change in the active-aging industry as you share (and maybe inspire others to find) ideas to improve the quality of life for older adults. This is not a sales session, but a pure information exchange, aimed at product engineers, designers and managers and their marketing teams looking for feedback from the people whose opinions matter most.

c) Brain Dating

This is literally a meeting of the minds – a way to share experiences, knowledge, and expertise. Once registered for the 2018 ICAA Conference and Trade Show event, exhibitors and attendees receive our custom-made app listing those registered by name, affiliation and other keywords. Just pick the person

or persons you’d like to have a chat with, click a button to alert them, then choose a table in our Brain Dating Lounge. They’ll see your profile, then decide. We do request discretion.

In short, it’s about connecting

Reserving a booth at the ICAA Tradeshow puts you at the heart of a community devoted to learning and growing in the service of those devoted to the causes of Active Aging. From the initial reception to the general sessions, you’ll come away informed, inspired and renewed. All in an environment of like-minded professionals focused on advancing active aging.

Exhibit fees

USD \$1,995 per 10’ x 10’ booth space. A corner booth is an additional USD \$100 each.

When you book a booth space for the ICAA Trade Show, you will also access the following:

Educational seminars • general session • online conference handouts • Design Labs • Trade Show • Brain Dating (a new way to meet conference attendees)

New this year: the ICAA Executive Leadership Summit

Exclusive October 18 and 19 event helps executives advance their businesses

A new event, held in conjunction with the annual ICAA conference, will help business leaders in the industry of aging and wellness thrive through 2018 and beyond.

Under the theme “The Business of Wellness,” the Executive Leadership Summit October 18 and 19 will bring together executives in senior living and senior services with industry experts to explore wellness through a business lens. The two-day meeting will concentrate on breaking trends, maximizing returns, employee wellness, technology and other key areas. Industry input will inform the educational program, which ICAA is designing for CEOs, executive directors, administrators, board members, presidents, vice presidents and other senior business leaders.

Summit registration includes admittance to the 2018 ICAA Conference, taking place October 18-20 at the Hyatt Regency.



ICAA names MIT AgeLab founder Joseph Coughlin as Keynote Speaker



ICAA is excited to feature Joseph F. Coughlin, Ph.D, as this year’s ICAA Conference keynote speaker. Author of the recently released *The Longevity Economy*, Dr. Coughlin was named by the *Wall Street Journal* as one of “12 Pioneers Inventing the Future of Retirement.” *Fast Company Magazine* listed the visionary researcher and professor among its “100 Most Creative People In Business.”

Founder and director of the Massachusetts Institute of Technology AgeLab, Dr. Coughlin sees longevity as a call to innovate and invent the future of living. He pursues creative ideas, technologies and innovations in housing and community, health behaviors, retirement planning and transportation to improve quality of life for older adults and inspire new opportunities for those who provide services to them. He will share his vision, knowledge and groundbreaking work at the MIT AgeLab with attendees, and explain how the new generation gap is not about age, but expectations.

Additional marketing opportunities

Keynote speaker

Associate your brand with a world-renowned leader in health and wellness. By sponsoring the keynote, you'll be displaying your organization's commitment to The Wellness Revolution. You will also introduce the chosen keynote session and receive a limited number of backstage passes for a selected group of current or prospective customers, so they can meet and mingle with an industry icon.

Fee: \$20,000

Conference partners

Align your company with the vision and profile of the entire ICAA conference. Your brand will accompany conference-marketing materials – in print, online and onsite. Choose your level of recognition and leave the rest to us. Your two options are Sapphire Partner (with premium brand positioning and exposure), or Crystal Partner (for general brand recognition).

Sapphire: \$5,000

Crystal: \$3,500

Preconference sponsorship

Sponsor a speaker at the pre-conference and you'll have the opportunity to introduce the speaker, provide a 5-10-minute presentation during the lunch break, and provide literature to this highly targeted group.

Fee: \$2,000

Product displays

What better way to capture the attention of delegates than from atop a pedestal right outside the entranceway to the tradeshow?



Attendees will gaze upon your product every time they walk in and out of the trade show. A great way to draw attention to your booth.

Fee: Ask for quote

Swag bag

You provide the swag (company literature or product sample) and we provide the bag (a backpack) for each attendee. This simple yet effective tactic alerts ICAA attendees that you're at the show, and can encourage them to visit your booth and interact.

Fee: \$3,000

T-shirts

Why not have all delegates and volunteers wearing a t-shirt with your company name on it during the conference and for the rest of the year.

Fee: \$4,000

Lanyards

Add your logo and branding to every delegate's lanyard for multiple, maximum exposure. As attendees mingle and chat, your brand is in full view.

Fee: \$3,200

Hanging banners/Signage

Go big. Go bold. Hanging banners, meter boards or even strategically placed "A" frames

give your brand the repetitive exposure to drive traffic to your booth. These marketing tools can be displayed inside and outside the tradeshow hall as well as throughout the resort and convention site.

Fee: Ask for quote

Pre- and post-conference marketing package

Before the big event and after it's all over, a marketing package gives you advertising space on the ICAA Conference website, full-page advertising space in the July/August issue of the Journal on Active Aging, and banner advertisements in the July, August and September issues of ICAA News & Views on Active Aging e-newsletter (twice per month). It further includes a full-page advertisement in the conference handbook (choose exclusive page positioning for maximum exposure).

Package fee: \$4,000. Regular fee: \$5,550

Onsite video

Show 'em what you've got on the big screen. Add your one-minute video presentation to a looped video and your brand will be the focal point as delegates enter the trade show hall.

Fee: \$1,200

TESTIMONIALS

"Sometimes you hear things that confirm what direction you are headed in your programming. Sometimes you hear things that suggest you might not be headed in the right direction. And...then sometimes you might hear something that is new, never been tried, and that really excites you to go back and put it into action! These "light bulb moments" make the ICAA conference such an invaluable opportunity for all of us who are in the industry!"

Ginger Anzalone

President, West/Central Amenities Division, Vesta Property Services

"Maintaining consistency in programing is challenging year after year. Bringing all of our program team members to ICAA annually keeps the message alive, gives them something to look forward to and is an investment in our Culture!"

Cindy Greenfield

Director of Operations, Cascade Group

"ICAA has been able to improve their conference every year and 2017 was no exception. This conference provides the attendee with so many different types of learning from experiential to lecture there is something for everyone. The information, contacts and experiences the attendee walks away with are truly indispensable!"

Lisa W. Bloder

Regional Health Services Director, Westminster Communities of Florida

"I have been attending this conference from the very beginning and continue to be amazed at how the Milner's have been able to adapt the show formats and message over the years to provide the most relevant and up to date information, content and top of mind subjects for attendees. Quality connections and meaningful conversations are what resonate with me the most, if

you are one of the lucky ones to be able to attend. More leadership teams should attend and send more team members to ensure you are providing quality programs for your active agers."

Tracey Harvey

National Program Director, Aegis Therapies / EnerG by Aegis

"This year I brought 7 team members with me, and several of them were first timers. They all told me that this was the best conference they had been to. It was engaging, informative and left us all excited to head back to work and share!"

Stacey Judge

Community Wellness Program Director, Springpoint Senior Living

"Want to know how to engage your staff and residents attend the ICAA conference in Long Beach, CA. The amount of take away is priceless, the networking and relationship building goes a long way and just helps to build a more rounded wellness culture in the communities. I am looking forward to next year already."

Theresa Perry

Corporate Director of Wellness Services, Acts Retirement-Life Communities

"I attended the conference with a co-worker this year. We had a "divide and conquer" approach, which allowed us to attend as many sessions as possible. I found it hard to decide which ones to go to, as there were so many interesting ones! This year's conference was absolutely outstanding, and I can't wait for next year!"

Brittany Austin

National Wellness Director, RehabCare

"I love to attend this conference each year and learn what is new in the industry, meet other

industry professionals and bring back a variety of topics, products, methods and techniques to our organization. It also adds credibility to our mission in Active Adult Wellness."

Julie Kidwell

Director of Wellness, Healthcare Therapy Services, Inc.

"This was my first ICAA conference and I was completely impressed by the amount of information, tools and resources that were shared. I walked away with more ideas to implement and share with my team than I have from any other conference. The caliber of the speakers at the sessions I attended was top notch. I am so grateful to have had the opportunity to attend the 2017 conference. Thank you for all the work that went into planning it!"

Marenta Klinger

Director of Resident Life, Holland Home

"This conference is a game changer for the future of seniors. With so many baby boomers committed to active aging, expectations regarding lifestyle and living environments are rapidly changing. This conference is the only one addressing the present, as well as the future."

Paula K. Peterson

Regional Director, The Electronic CareGiver

"I loved the opportunity to connect with so many vendors and providers, not just on the show floor but also through the site and a variety of sessions. Everyone was so nice, open to learning about our financing services and happy to educate me on their services and products. Great conference, fantastic speakers, and very nice people! Thank you for putting all this together!"

Stephanie Taylor

National Account Executive, Macro Lease

Partial list of attendees for 2017

ABHOW	Friends Life Care System	Riverview Healthcare Center
ActiveCare Physical Therapy	GEF Senior Housing	Rockwood Retirement Communities
Acts Retirement-Life Communities	Generations LLC	Sage Senior Living
Aegis Therapies	Genesis Rehab Services	Sarasota Bay Club
AgeCare	Givens Estates	Schlegel-UW Research Institute for Aging
American Senior Living Communities	Grace Management	Schulthess Clinic
Americare Senior Living	Hawthorn Retirement Group	Seasons Retirement Communities
Arrowhead Medical	Healthcare Therapy Services Inc.	Select Rehabilitation
Asbury Communities	HealthPro Heritage	Senior Lifestyle Corporation
Avenida Partners	Highgate Senior Living	Senior Living Communities
Aviva	IBM's Watson Health Consumer Group	Senior Rehab Solutions
Benchmark Senior Living	John Knox Village of Florida	Shell Point Retirement
Blue Harbor Senior Living	Kaiser Permanente	Signature HealthCare
Brewster Place	Kendal Crosslands Communities	Sodexo
Bridgepoint Lifecare Group	Kisco Senior Living	Solivita
Bridges Together Inc.	Le Groupe Maurice	Solutions Advisors
Brookdale Senior Living	Legacy Estates	SpiriTrust Lutheran
Buckner Retirement Services	Life Care Services	Springpoint Senior Living
Butterfly Fitness	Life Elevated	Stonehill Franciscan Services
C.C. Hodgson Architectural Group	LifeSpace Communities	Sun City Hilton Head
Canyon Ranch	Los Angeles County WDACs	Sunrise Senior Living
Canyon Ranch Institute	Margaritaville Resort Orlando	Tealwood Senior Living
Care Connection for Aging Services	Mayo Clinic - Charter House	The Atlantic Club
Carilion Wellness	Mayo Clinic - Welliving Lab	The Loomis Communities
Cascade Group	Messiah Lifeways	The Villages
CERTUS Senior Living, LLC	Milestone Retirement	Touchmark
Commonwealth Senior Living	Moorings Park	Trilogy Senior Living
Country Meadows Retirement Communities	Moorings Park at Grey Oaks	Ultimate Care Senior Management
Crown Group Properties	Morrison Community Living	Vesta Properties
Delmanor Communities	National Senior Campuses	Vi
EHM Senior Solutions	Ohio Health	Watermark Retirement Community
Elevation Corporate Health	Presbyterian Communities of SC	Welltower
Elim Care	Presbyterian Villages of Michigan	WesleyLife
Encore Rehabilitation	Presence Life Connections	Western Home Communities
EnerG by Aegis / Aegis Therapies	Prestige Care Inc.	Westminster Communities of Florida
Excelsior	RCG Partners	
Flagship Rehabilitation	RehabCare	
Francis Parker Homes	Retirement Center Management	

About International Council on Active Aging®

International Council on Active Aging® (ICAA) has been leading, connecting and defining the active-aging industry since 2001. Founded in the belief that unifying the efforts of the organizations focused on the improving quality of life of older adults benefits both the people they reach and the organizations themselves, ICAA's vision is shared by over 10,000 organizations. ICAA's

support of the active-aging industry includes the ICAA/ProMatura Wellness Benchmarks and Industry Research Reports, environment and program development, market development, education and research on healthy aging and wellness, networking, best practice sharing, marketing and strategy development, public relations campaigns and recognition programs.

As an active-aging educator and advocate, ICAA has advised numerous

industry organizations, suppliers, and governmental bodies, including the White House Conference on Aging, the US Department of Health and Human Services, US Administration on Aging, the National Institute on Aging (one of the US National Institutes of Health), Canada's Special Senate Committee on Aging, the Scottish National Health Services, and the Vancouver Olympic Committee.





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