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Partnering with ICAA builds demand for our industry – and your products.

What’s the best way to grow your business? It’s a simple question that keeps business owners, managers, marketers and sales people lying awake at night. Strategies typically involve a variety of tools, from print advertising to social media, content marketing, trade shows and conferences. But while most focus narrowly on winning market share, they often overlook the single most important factor affecting the outcome of any marketing program: demand.

When the International Council on Active Aging (ICAA) began in 2001, there was very little demand for education, programs, products or environments empowering the older population to lead full, active and healthy lives. Since then, ICAA has been busy building awareness of the vast untapped potential for fulfillment in the older adult world. Our initiatives – perfectly timed to concur with changing global demographics and an increase in the number of so-called ‘aged economies’ – gave rise to an entirely new industry: Active Aging.

Today the demand for Active Aging and wellness goods and services has multiplied exponentially, boosting our modest group of 100 members to more than 10,000, and leading to predictions of 112 aged economies worldwide by 2040. The groundswell of individuals and enterprises adopting the wellness-based concept of Active Aging into their lives and business plans has been similarly unrelenting and universal, causing organizations to rethink and restructure amid the rising clamor for more and better products and services. The spending power of the 50+ market is spawning entirely new industries. The technology component alone of the Active Aging sector, for example, now represents a $24.4 billion opportunity.

In an ICAA survey, 90% of ICAA CEOs and executive members in senior living and seniors centers (a $370 billion segment of the Active Aging industry) surveyed by ICAA said the concept of wellness is now a key part of their business growth strategies. Wellness has grown to $3.7 trillion worldwide, and wellness programs continue to expand among ICAA members, with 89% of organizations adding more activities, classes or programs in 2017-2018.

Recognition of the importance of wellness and Active Aging is driving demand. ICAA is driving demand. And the companies that have partnered with us share the understanding that investing in their own businesses through ICAA helps build demand – in the form of bigger, richer Active-Aging and wellness markets for everyone.

Which brings us to you and your organization.

Do you believe major changes take major commitment? Do you believe in the power of setting long-term goals, then doing everything you can achieve them? Are you ready to be an active participant rather than a passive observer?

If so, we’ll show you how your organization can reach the thousands of businesses serving the Active-Aging market while helping that market continue to grow.

Are you in?
It all starts with becoming a Partner

Corporate partner membership. An investment with year-round returns.

Smart marketers know that it takes a long time to build a brand. Corporate Partnership keeps your name in front of people throughout the year in the following ways:

- Year-round presence in the Journal on Active Aging’s *News from ICAA Corporate Partners* department. Submissions must meet criteria for publication.

- A corporate listing and logo in the *ICAA Corporate Partners* section in seven Journal issues – a perfect way to connect regularly with ICAA members.

- A corporate profile in the annual ICAA Products and Services Guide (print) and the multimedia ICAA Products and Services section of the ICAA website. Online profiles feature video footage and 5 images. Only ICAA Corporate Partner Member organizations are profiled.

You also receive preferred access to information, industry research, publications, articles, webinars, virtual summits and toolkits to help you make better decisions by having a more informed view of the industry. Corporate Partnership combines our credibility as an institution and your corporate profile to help build and develop strong relationships with association members. Our experts will help you define your goals and customize your offerings for our members – while helping you improve your knowledge of the 50+ market.

$2,550 per year
Getting your message out in person

ICAA Forums – where industry leaders meet face to face.

Twice a year, ICAA and key industry leaders meet in person to discuss industry needs and to brainstorm solutions. These events are not only fertile fields for thought, discussion and networking, but also an excellent opportunity for you to further your brand identity among some of the largest multi-location operators in North America.

$15,600

Conference/trade show

At the ICAA Conference and pre-conference, you meet other professionals seeking to enhance the wellness and quality of life for adults 50 and older. Sponsors and partners of these events enjoy exposure to key prospects and customers in an environment conducive to networking and relationship-building.

Put your company on display: the ICAA Conference and Trade Show 2018

The ICAA Conference and Trade Show 2018 takes place in Long Beach, California. This year’s theme deals with the $3.7 trillion worldwide wellness industry that’s changing the way everyone – especially older adults – lives and works. Our 2018 Conference offers several ways for you to connect with the industries serving the more than 100 million Americans over 50 who share our vision.

Reserving a booth at the ICAA Conference and Tradeshow 2018 puts you at the heart of a community devoted to learning and growing in the service of those devoted to Active Aging and Wellness. From the Welcome Reception to the general sessions, Brain Dating or relationship building session, you’ll come away informed, inspired and renewed. All in an environment of like-minded professionals focused on advancing the business of Active aging.

Exhibit fees

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

Conference sponsorships

ICAA’s Conference and Trade Show 2018 also offers a number of sponsorship opportunities. When you sponsor a presentation or event your name is visible for the duration of the activity – in front of professionals dedicated enough to spend several days of their lives learning and sharing information about the Active-Aging industry they work in. To learn about all these opportunities visit www.icaa.cc
Getting your message out in print

The printed word. The traditional favorite is still the number one source of information gathering for ICAA members

The printed page continues to be a vital source of information for people from various disciplines working in the 50+ sector: managers of senior living communities and senior centers, wellness professionals and consultants, health care professionals, business owners and many others. They are smart, powerful and university-educated. And they continue that education by reading our professionally prepared publications.

You can reach them with a good print ad that spells out the benefits of your company’s products or services in a sweet, simple format.

Our flagship publication: The Journal on Active Aging®
Circulation 10,000+, published 7 times a year

The Journal on Active Aging is printed and mailed to our 10,000+ members seven times a year. It’s the source most ICAA members turn to first for Active-Aging information. Your message included in this environment of editorial integrity and well-researched articles can be a very effective way to reach businesses serving the Active-Aging market.

One issue a year, our Technology issue, deals specifically with the use of technology in building more creative, innovative and effective environments and programs for Active-Aging adults. If you’re selling a technology-driven product or service to the senior housing or older-adult wellness/fitness markets, we strongly recommend your presence in this publication.

$4,175 Outside back cover
$3,750 Inside front cover
$3,350 Inside back cover
$3,950 Center page spread
$3,549 Double page spread
$2,450 Full page
$1,975 1/2 page horizontal
$1,675 1/3 page vertical

Issue dates: Jan/Feb, Mar/Apr, May/Jun, July (Technology issue), Jul/Aug, Sep/Oct, Nov/Dec

ICAA Products and Services Guide
Not a periodical, this is a reference that many of our members consult on numerous occasions throughout the year. Circulation is 10,000+.

$4,175 Outside back cover
$3,750 Inside front cover
$3,350 Inside back cover
ICAA Conference brochure.
Circulation 30,000+, annual, outsert and standalone versions only

Our conference brochure is mailed and personally distributed to more than 30,000 potential delegates to our annual conference – many or all of whom are potential consumers of your products and services. We suggest booking early.

$4,175 Outside back cover
$3,750 Inside front cover
$3,350 Inside back cover
$3,549 Double page spread
$2,450 Full page

Additional opportunities to get your message out

Tip-ins
$3,195 (up to a maximum of 8 pages, 80 pound stock)

Preferred positioning
15% additional.

Agency commissions
15% agency commissions ONLY.

No commissions paid on:
ICAA Product and Service Guide
ICAA Conference brochure outsert

Rates effective from December 1, 2017 - November 30, 2018
Getting your message out online

**Front and center in the world’s leading information environment.**

As the largest and fastest-growing information source in the world, the Internet is also becoming the largest single medium for advertising and promotional opportunities. ICAA offers a number of useful ways for you to put your company and your message in front of your target audience.

**Advertising**

**ICAA Showroom. Our monthly platform for great new ideas.**

Monthly e-mail, circulation 10,000+

Have a product or service you want your customers to see as soon as possible? ICAA Showroom is a monthly e-mail specifically designed for the purpose of showing off your great solutions – without any of the printing and mailing costs associated with traditional direct mail. Just send us your materials and we’ll make sure all 10,000 of our members receive it.

$2,550

**ICAA Weekly/Research Review newsletter.**

24 times a year, circulation 10,000+

Why just read the news when you can be part of it? Your message can be among the latest developments in research and education, sent weekly to more than 10,000 ICAA members.

Banner advertisement: $350 per issue, 600 w x 200 h, 72 dpi

**Home page banner ad. An up-front way to be seen.**

A quarter of a million page views a year. That’s a lot of eyes looking for information. Why not make ICAA’s website home page the place for future clients to see your organization’s product or service as well?

$1,500 per month, 302 x 250 pixels, 72 dpi

**Web video on our home page. Everything you can say in three minutes.**

The best way to tell people about many products and services is to show them. And what better way to do that than with video? Your video is instantly visible to anyone who lands on the ICAA Home Page. And with an allowable length of three minutes, you have ample time to tell your story. Available on a first-come, first-served basis, one company only per month.

$1,500 per month for three-minute video

**Sponsorships**

**ICAA Webinar sponsorships. A direct hit with your target market.**

Our live broadcasts are tuned into by business owners, managers, suppliers, wellness and activities personnel. Topics range from the future of Active Aging to trends in healthcare, activities programming, medical research, nutrition and more. Sponsoring a webinar that relates to...
your organization’s product or service is a powerful way to raise your brand profile in front of the people who matter most. And your sponsorship entitles you to a complete list of all webinar attendees and a written research question to them on a short follow-up survey.

$1,900 sponsorship per Webinar

**ICAA Virtual Summits. Virtually certain to raise your profile.**

Another way to make a name for yourself is to sponsor an ICAA Virtual Summit. These 4.5-hour discussions draw industry professionals from a number of sectors, both as presenters and as observers. As with our Webinars, they are an excellent way to raise your brand profile in the minds of the people who matter most. Sponsors of our Virtual Summits also receive access to the list of attendees, and are entitled to ask 1-2 research questions.

$1,500 sponsorship per Virtual Summit

**Educational breaks**

Another great way to connect with your target market is to include an Educational Break in your marketing plan. These live presentations during our Virtual Summits allow you to present yourself and your company to a real-time captive audience for a full 5 minutes in whatever way you choose.

$1,950 each

**Your own ICAA website-based blog. A great way to build credibility and future sales.**

What better place to deliver a blog than the ICAA website? We get a quarter of a million visitors a year, all working in the 50+ market. A blog can provide info about your company in a relaxed and personal way. Note that this is not a place for aggressive promotion. Our blog guidelines are clear on what you can and can’t do.

$500 per blog. You can blog up to 4 times a month

**Products and Services Webinar participation. Showcase your latest products and services.**

Our Products and Services webinar is an opportunity for you to present your product and services directly to ICAA members. If you choose this format, you will be one of only three companies participating in a 60-minute session, with an allotted time of 15 minutes to deliver your message. Products and Services webinars are themed to specific areas of business in order to attract audiences interested and/or working in those areas.

$1,250 sponsorship per webinar

**Rates effective from December 1, 2017 - November 30, 2018**
Active Aging Week lasts a week. Sponsoring it gives you exposure for a year.

Initiated in 2003, ICAA’s Active Aging Week® is held each year during the last full week of September to promote the benefits of healthy aging on a national scale. As principal sponsor, you gain visibility through a cascade of promotional efforts that begin immediately after the last one ends and continues throughout the year, including high-profile brand recognition during an Active Aging Week theme day. Active Aging Week sponsorship is a prestigious way to make a difference – while positively raising your business profile in the eyes of the more than 3,000 organizations involved in this ground-breaking event.

$7,800

Rates effective from December 1, 2017 - November 30, 2018
Sales Leads

Our lead program: your shortcut to sales and ROI

Advertising encourages curiosity, curiosity encourages learning and learning encourages change. But to deliver the kind of information that fosters change, you need to be in front of a large number of people.

Each month our research team identifies many of the largest opportunities in North America for companies selling to companies buying products and services for 960 new or expanding projects each year. These include senior living communities, seniors centers, hospitals, fitness and wellness centers, municipal community centers and YMCAs.

To help you directly reach the decision-makers serving these institutions, ICAA identifies qualified sales leads to companies not only needing products, but actually intending to buy them.

If you are an ICAA advertiser, exhibitor, Corporate Partner, Partner or Sponsor, you’re in.

The Return on Investment chart below shows how many leads you receive from your media buy and, more important, how few you need to successfully act on in order to increase your sales.

But act you must. When you do, great things can happen. Consider that if you close 30% of 960 leads, for example, and your average sale is $10,000, you will gain $2,880,000 in sales. In other words, for your commitment of $19,200, your cost of acquiring each sale is all of $67 – a pretty good ROI, wouldn’t you agree?

A large sales staff could take months of door-knocking to achieve these kinds of results. We’re sparing you much of the legwork.

Leads as a function of investment

<table>
<thead>
<tr>
<th>Your media buy</th>
<th>Number of buying leads</th>
<th>Cost of buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,040</td>
<td>15 a month, 180 a year</td>
<td>$28</td>
</tr>
<tr>
<td>$9,360</td>
<td>30 a month, 360 a year</td>
<td>$26</td>
</tr>
<tr>
<td>$11,520</td>
<td>40 a month, 480 a year</td>
<td>$24</td>
</tr>
<tr>
<td>$15,840</td>
<td>60 a month, 720 a year</td>
<td>$22</td>
</tr>
<tr>
<td>$19,200</td>
<td>80 a month, 960 a year*</td>
<td>$20</td>
</tr>
</tbody>
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ROI from leads conversion (examples)

<table>
<thead>
<tr>
<th>Number of leads/year</th>
<th>Your investment</th>
<th>Your average sale</th>
<th>Your average closing %</th>
<th>Your ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>$5,040</td>
<td>$10,000</td>
<td>30</td>
<td>$540,000</td>
</tr>
<tr>
<td>360</td>
<td>$9,360</td>
<td>$10,000</td>
<td>30</td>
<td>$1,080,000</td>
</tr>
<tr>
<td>480</td>
<td>$11,520</td>
<td>$10,000</td>
<td>30</td>
<td>$1,440,000</td>
</tr>
<tr>
<td>720</td>
<td>$15,840</td>
<td>$10,000</td>
<td>30</td>
<td>$2,160,000</td>
</tr>
<tr>
<td>960</td>
<td>$19,200</td>
<td>$10,000</td>
<td>30</td>
<td>$2,880,000</td>
</tr>
</tbody>
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Technical specifications and image guidelines

Print
ICAA Product and Service Guide

Logo
Format: high-resolution PDF or 300 dpi .jpg, .tif or .eps

Size: at least 1000 pixels or 3 inches wide recommended

Image
Think high-quality, informative content. No embedded words or logos, please.

Format: high-resolution PDF or 300 dpi .jpg, .tif or .eps

Orientation: full-page vertical image (or able to work as vertical image)

Size:
full page image surrounded by white margins: 7.125” x 9.65”

or

full page image that bleeds off the page:

• trim size: 8.125” x 10.75”
• submitted size (includes 0.125” bleeds indicated on all 4 sides): 8.375” x 11”
• live area: 7.125” x 9.86” (all live elements at least 0.5” from trim)

An optional caption of up to 20 words may be suggested. Copy may be edited.

Print advertising specifications for the Journal on Active Aging
Where models appear, older models are strongly recommended.

A stock image must be licensed for third-party publication.

Signed releases must be on file for models in in-house images.

ICAA will ask you to make changes to images that do not meet the above specs.

Questions? Email us at advertising@icaa.cc.

**Online and video**

**Home page banner ad**
Size: 302 wide x 250 high pixels, 72 ppi

**Home page video**
Size is 565 wide x 318 high pixels.

All video files must be in QuickTime format, and a maximum of 60 seconds in length, and sent to ICAA via www.yousendit.com

**Banner specifications for ICAA News and ICAA Research Review**
Banner advertisements must be submitted as a low-resolution jpeg file (72 ppi), 600 pixels wide x 200 pixels high. Materials may be submitted by email.

**Showroom e-mail**
Logo format: 300 pixels wide (300 ppi) .jpg, .tif or .eps

Image size: 600 pixels wide x 400 pixels high is recommended (300 ppi) .jpg, .tif or .eps

To learn more about partnering with ICAA, call us toll-free 1-866-335-9777 or 604-734-4466 or email us at info@icaa.cc
What is the Active-Aging industry?

The Active-Aging industry provides facilities and programs that are part of a prevention/wellness model focused on quality of life for people who are 50 years and older. It unites a broad spectrum of organizations and individuals, including:

- Retirement communities, including active adult, lifestyle, independent living, assisted living and CCRCs
- Seniors centers; recreation and community centers serving older adults
- Apartment buildings, condominiums and developments targeted to adults over 60
- Medical fitness centers and hospital-based wellness centers
- Rehabilitation facilities; physical and occupational therapy services
- Health clubs, YMCAs, YWCAs, JCCs and similar organizations with large populations of older adults
- Adult day services
- Home-based services, from therapy to housekeeping to personal training
- Long-term care and nursing facilities
- Workplace wellness
- Research centers, usually based in universities, focused on aspects of the aging population

To deliver Active-Aging opportunities, the industry provides facilities and programs.

Facilities might include:
- Dining rooms and cafes
- Spa services and hair salons
- Wellness and/or fitness centers
- Therapy rooms or centers
- Exercise rooms, activity rooms
- Changing rooms and lockers
- Swimming pools and/or warm water therapy pools
- Crafts shops (e.g., woodworking shop or fine arts studio)
- Business center and computer labs
- Outdoor areas for physical activity
- Walking and biking trails
- Meditation gardens
- Movie theater

Programs can include:
- Brain fitness games and computer programs
- Clubs and crafts groups
- Dances, dinners, parties
- Physical and occupational therapy
- Disease management classes and groups
- Exercise classes
- Fall prevention screenings, workshops or programs
- Health assessments, screenings
- Educational lectures on various topics (travel, finance, computers, etc.)
- Trips to museums, attractions or tourist destinations

Because Active Aging unites many types of organizations and individuals, the reach is both wide and deep. The professionals in these organizations are increasingly fuelled by the now-continual flow of research confirming that active living promotes health and well-being.
**Member profile: the people you’ll be reaching**

**Your target is our membership** – 10,000+ individuals and organizations forming the ICAA network. Together they connect you to retirement communities, active adult communities, assisted living communities, seniors centers, medical wellness centers, and many other wellness-related institutions. The dedicated professionals behind these facilities are mainly industry veterans – wellness and management professionals at the top of their field. They are also the savvy shoppers who choose what products and services their organizations need. Make sure your company is on their list.

**ICAA members by property type**

- Age-Qualified Communities
- Rehabilitation/Hospital
- n4a
- Senior Center
- Cities

**ICAA members by position**

- Executive Director/Manager/Administrator
- Wellness/Program Director
- Vice President/Director Operations/Resident Services/Rehab
- CEO/President/COO/Owner/Chairman
- Wellness/Fitness Coordinator
- Research Director/Professor
- Other
- Activities Director
- Director of Marketing and Sales
- Physical Therapist
- Community Services Rep
- Fitness Specialist/Physical Therapists