



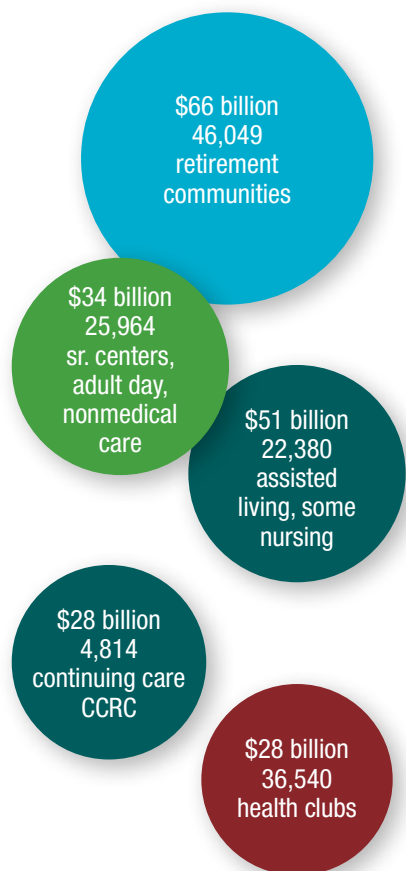
ICAA 2019: Shaping the future of wellness

EXPO PROSPECTUS

October 10–12, 2019
Gaylord Palms Resort and
Convention Center
Orlando, Florida

Are you ready to profit from the ‘Well Economy’?

Wellness and fitness industries for older adults United States



International Council on Active Aging, based on US federal industry data

The “Well Economy” has permeated the developed world from the United States to Australia, China, Japan and Thailand, according to a report by market intelligence firm J. Walter Thompson. Across workplaces and industries such as traditional healthcare, food, pharmaceuticals, hospitality and other business sectors, consumers and organizations are moving towards healthier, more active service models. Nowhere is this trend more visible than within the International Council on Active Aging membership.

In a 2018 ICAA survey, nearly three in four responding organizations (72%) consider lifestyle/wellness a high or essential priority, while roughly two in three senior living respondents (64%) say their leadership views wellness across all dimensions as a “must-have.” And a clear majority of senior living staff and managers—59%—forecast that by 2023 their business model will be based on a wellness lifestyle with care options, rather than care with options for wellness.

The question is: Are you ready to profit from this shift?

Change drives opportunity

Some economic sectors may face uncertain futures, but not wellness. Already USD\$4.2 trillion¹ in size and in large part fueled by the older-adult demographic, the global wellness industry is expanding by 6.4%² annually and becoming healthier all the time. The reasons for the industry’s growth are easy to understand: Among other trends, new scientific discoveries, longer life spans and greater knowledge-sharing are converging to change the face of wellness.

As an association serving more than 10,000 organizations with a shared active-aging vision and wellness commitment, ICAA provides opportunities for you to benefit from this shift. “ICAA 2019: Shaping the future of wellness” is a premier opportunity for your organization to connect with your ideal customers in the active-aging industry.

The ICAA Conference, Summit and Expo will take place this year at the elegant Gaylord Palms Resort and Convention Center in Orlando, Florida. This annual business-to-business



gathering draws organizations from across the industry's sectors and represents a unique opportunity to showcase your offerings and build your relationships with leaders. Because while they're in Orlando to attend presentations and discussions at ICAA's Conference and Leadership Summit, they'll also comb the booths and displays at the ICAA Expo for ways to improve their services and bottom line.

Wellness is a booming industry with a promising future. Through smart planning, effort and strategies, you can harvest these ripe opportunities and reap their benefits.

Why not book your spot now at the ICAA 2019 Expo? And help ensure a bright future for your business.

1 source: Global Wellness Institute, 2017

2 source: Global Wellness Institute, 2017

Will you be there to meet them face to face?

Attendees profile

- 900+** attendees
- 71%** senior living (44% CCRCs)
- 7%** senior's centers
- 7%** parks and recreation centers
- 5%** hospitals and therapy clinics
- 10%** other

Attendee's by position

- 30%** owner or executive, division or department manager
- 18%** fitness director/coordinator

- 16%** wellness director/coordinator
- 13%** other
- 8%** activities or recreation or lifestyle director/coordinator
- 7%** program manager
- 5%** personal trainer or group instructor
- 3%** professor, educator, researcher

Attendee's feedback on conference

- 91%** rated the conference excellent or very good

- 92%** are likely to recommend this conference
- 98%** very satisfied or satisfied with educational session

Attendee's feedback on a show

- 79%** found products and services they can use
- 49%** will recommend or purchase a product/service I learned about
- 46%** I learned about new products and service

Showcase your products and services

By being part of the ICAA Conference, Summit and Expo 2019, you will enjoy new opportunities and locations to **meet and network with 900+ industry partners in person** (*based on 2018 attendee numbers*). You will also gain market research and make valuable business connections—all in one place.

Bring yourself. Bring your team. Gain the information, research and contacts to shape your organization's future and the future of wellness.

Special pre-event workshop

Start your ICAA experience by hearing from buyers about their needs and challenges. Sessions will feature key industry leaders from across the senior living spectrum (i.e., active-adult, independent living, life plan/continuing care, assisted living and long-term care/therapy communities). Gain a "road map" that helps you reach buyers more effectively.

The registration fee to attend the one-day workshop is USD\$500 per person. Exhibitors at the ICAA Expo will receive a 25% discount on this fee if they register for the workshop before June 1.

Exhibit fees

USD\$1,995 per 10' x 10' booth space. Each corner booth is an additional USD\$100.

When you book a booth space for the ICAA Expo, you will access the following at no extra charge:

educational seminars • reception • general sessions • online conference handouts

To book your booth space or to learn about additional marketing opportunities, please email info@icaa.cc or call toll-free 866-335-9777 or 604-734-4466.

Additional marketing opportunities

Preconference sponsorship

\$2,000

Keynote speaker

\$20,000

Associate your brand with world-renowned leaders in health and wellness.

Conference partners

Sapphire: \$5,000

Crystal: \$3,500

Swag bag

\$3,500

Provide literature or product samples to go in the backpack that each attendee receives.

Lanyards

\$3,200

Have your logo and branding on every attendee's lanyard.

All prices are in US Dollars.



Pre- and post-conference marketing package

Package fee: \$4,000

Place your advertising on the ICAA Conference app, plus enjoy a full-page ad space in a summer issue of the *Journal on Active Aging*, banner ads in three issues of *ICAA News & Views on Active Aging* (published twice monthly) and a full-page ad in the on-site conference handbook. (The value of this package is over \$7,000.)

About ICAA

The 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 improving the quality of life of older adults benefits both the people they reach and the organizations themselves, ICAA shares its vision with 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, the US Administration on Aging, the National Institute on Aging (one of the US National Institutes of Health), the Special Senate Committee on Aging (Canada), the Scottish National Health Services, and the Vancouver Olympic Committee.

Partial list of attendees for 2018

Aegis Therapies	Flagship Rehabilitation	Prestige Care, Inc.
Allegro	Franciscan Ministries	Prestige Senior Living
American House Senior Living Communities	Front Porch	Prime Time Living
American Senior Communities	GEF Senior Housing	Seasons Retirement Communities
Americare Senior Living	Generations, LLC	Senior Lifestyle Corporation
Asbury	Good Samaritan Society	Senior Neighbors
ASH Fitness	Hawthorn Retirement Group, LLC	Senior Rehab Solutions
BAYADA Senior Living Solutions	Highgate Senior Living	Senior Resource Group
Beach Cities Health District	Holiday Retirement	Singh Senior Living
Benchmark Senior Living	Infinity Rehab	Southminster
Blue Harbor Senior Living	Integrace	Springpoint Senior Living
BPM Real Estate Group	Jewish Community Housing for the Ederly	Sunrise Senior Living
Brickstone Companies	Kaiser Permanente	Tealwood Senior Living
Buckner Retirement Services	Kisco Senior Living	The Arbor Company
Canyon Ranch Institute	Life Care Services	The Overlook
Carefield Living	LifeSpace Communities	Touchmark
Carilion Wellness	Masterpiece Living	Ultimate Care Management
Cascade Group	Merrill Gardens	United Active Living
Centrex Rehab	Milestone Retirement	United Senior Services
CERTUS Senior Living	Milken Institute	Vesta Properties
Chartwell Retirement Residences	Moorings Park	Vi
Covenant Retirement Communities	Nascentia Health	Watermark Retirement Communities
Dominion Senior Living	National Council on Aging	Wesley Homes
EHM Senior Solutions	National Senior Campuses	Wesley Life
Elevation Corporate Health	Oakmont Senior Living	Western Home Communities
Elim Care	Oakwood Lutheran Senior Ministries	White Oak Management
Envision Senior Solutions, Inc.	Parsons Group, Inc.	Willow Valley Communities
Era Living	Presbyterian Communities of South Carolina	
First Service Residential	Presbyterian Homes	
Fit for Life		

ICAA 2018 attendee comments



"I have been attending ICAA conferences for more than 12 years. A lot has changed in the industry in that time, but ICAA not only keeps up with the changes, but remains on the cutting-edge of education, presenting the newest and best practices."

Denise Heimlich

Director of Wellness, Still Hopes Episcopal Retirement Community

"The ICAA conference is about so much more than listening to keynote speakers and getting [continuing education units]. Each session provided a new and innovative approach to engagement, leadership, and personal and professional growth. I walked away from the conference inspired not only by the session leaders, but also by the other attendees. I will be back next year and hope to one day lead my own session."

Amber McDaniel

Engagement Director, The Arbor Company

"The ICAA is a 'must attend' conference. It [excels] in education, newest trends in active aging, and provides opportunities to network with others to gain and share 'best practices.' I wouldn't miss it!"

Laurie Lesoon

Director of Lifestyle Engagement, Longwood at Oakmont

"I highly recommend that those who work with older adults participate in ICAA. I have learned a lot of information that I can use and help train our staff to be aware of upcoming trends, improve our engagement with our patrons, and be ready for our increasing older-adult population."

Leslie Richter

Senior Recreation Director II, City of Los Angeles, Department of Recreation and Parks

"Come ignite your wellness culture by attending the next ICAA Conference. You'll meet some amazing, influential speakers and business professionals involved in this diverse and growing active-aging industry. Vesta Property Services will be well-represented next year in Orlando. Hope to see you there!"

Pamela Jacks

Vice President, SE Region Amenities Division,
Vesta Property Services





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