

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