

INTERNATIONAL
COUNCIL ON
ACTIVE AGING



20
19

MEDIA KIT



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ICAA – your direct channel to success

If you believe in the importance of marketing, you know that today's dizzying array of options – from social media and content marketing to trade shows and advertising – make budgeting for success tougher than ever. Luckily, the principle is as simple as ever: reaching your largest audience in the most cost-effective way.

Since 2001, ICAA's push to build today's active aging industry has helped millions of older adults around the world enjoy richer, fuller lives. Our efforts to unlock the untapped potential of the older adult market have also created new, laser-focused channels of communication between you and your future customers.

This year the demand for active aging and wellness goods and services continues to multiply exponentially, spawning entirely new industries and occupying an increasing portion of the economic spectrum. The technology component alone of the active aging sector is \$24.4 billion in size. Senior living and senior centers account for close to \$179 billion, and the worldwide wellness industry overall is approaching \$4.2 trillion¹.

With rapid growth comes rapid change, and this year the shifts are especially apparent. ICAA's 2018 Active-Aging industry Trends report – a survey of over 700 stakeholders from many segments of businesses providing service to older adults – revealed a number of important trends, including the following examples.

Older adults are becoming more health-conscious. Our survey found a growing percentage of facility owners – 57% – believe wellness should be a 'must-have.'

Older adults are becoming more wellness focused. There is a shift taking place that, instead of being care based communities with wellness options (41%), senior living communities will be the opposite: wellness-focused with care secondary (59%).

More services for the younger crowd. Respondents chorused a need to create more programs, facilities and services for baby-boomers (aged 50-75).

While sales opportunities are expanding, access to them is as easy as ever. Through ICAA, you can reach your market in direct, powerful and sustainable ways, whether partnering with our respected publications, sponsoring one of our webinars or displaying your products or services at our annual conference.

Your investment in the active-aging and wellness markets through ICAA begins with a read through this brochure to explore those options, followed by a phone call to discuss where you want to be and how we can help you get there.

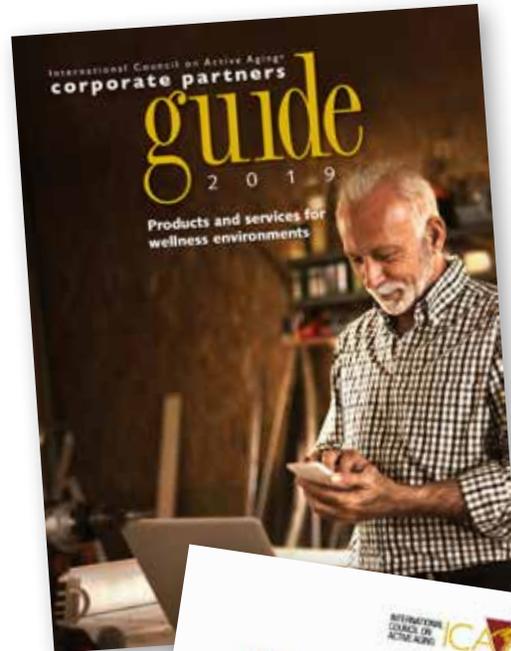
We look forward to the chat.

We'll make it worth your while.

¹ source: Global Wellness Institute, 2017

Making Partner has its benefits

Corporate partner guide



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.
- Corporate Partners receive annually 80 qualified sales leads to companies not only needing products, but actually intending to buy them.

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.

\$2,550 per year



ICAA Reports

Personally, you'll be really hard to ignore

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 2019

The ICAA Conference and Trade Show 2019 takes place in Orlando, Florida. This year's theme "Shaping the future of wellness" deals with the \$4.2 trillion worldwide wellness industry that's changing the way everyone – especially older adults – lives and works. Our 2019 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 2019 puts you in an environment conducive to networking and relationship building and the opportunity to come away with key prospects and customers.

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 2019 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

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.

\$15,695 (limited number available)

The traditional option: put it in writing

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

\$2,495 Full page

\$1,999 1/2 page horizontal

\$1,695 1/3 page vertical

Issue dates: Jan/Feb, Mar/Apr, May/June, 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+.

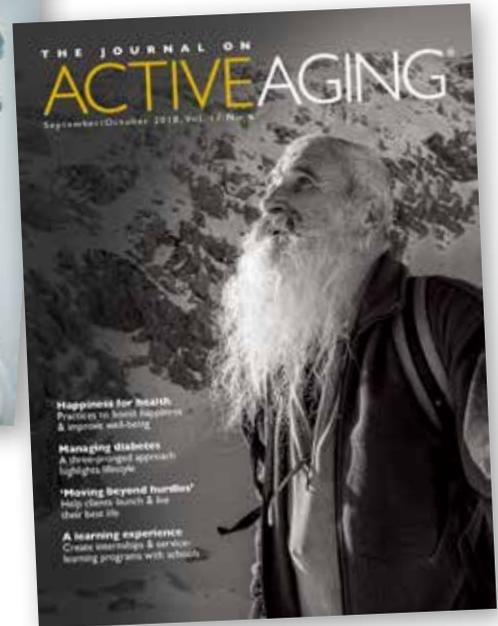
\$4,175 Outside back cover

\$3,750 Inside front cover

\$3,350 Inside back cover



Journal on Active Aging®



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
- \$2,495 Full page

Additional opportunities to get your message out

Outserts

\$3,200, includes postage and handling on brochures (up to a maximum of 8 pages).

Tip-ins

\$3,400 (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, 2018 - November 30, 2019

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 e-mail. 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.

\$2,650

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: \$375 per issue, 600 w x 300 h, 72 dpi

For your video or banner ad, there's no place like our home page.

Sometimes the best way to tell people about your products and services is to *show* them. Your three-minute video or banner ad will be instantly visible to each of a quarter million visitors (page views) we get a year. Because of their premium position, these two options are available only a first-come, first-served basis, and for only one company at a time per month. Whichever you choose, you'll have a lot of eyes and ears paying attention. Quite possibly belonging to future clients.

Banner ad: \$1,550 per month, 570 x 320 pixels, 72 dpi

Video ad: \$1,550 per month for three-minute video

Sponsorships

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

Our live and on-demand webinars are tuned into by 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.

\$2,100 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.

\$1,550 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.

\$1,995 each



www.icaa.cc

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.

\$545 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.

\$1,295 sponsorship per webinar

Rates effective from December 1, 2018 - November 30, 2019

Other initiatives

Active Aging Week lasts a week. Sponsoring it lasts 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.

\$7,945

Rates effective from December 1, 2018 - November 30, 2019



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

Your media buy	Number of buying leads	Cost of buyer
\$5,040	15 a month, 180 a year	\$28
\$9,360	30 a month, 360 a year	\$26
\$11,520	40 a month, 480 a year	\$24
\$15,840	60 a month, 720 a year	\$22
\$19,200	80 a month, 960 a year*	\$20

ROI from leads conversion (examples)

Number of leads/year	Your investment	Your average sale	Your average closing %	Your ROI
180	\$5,040	\$10,000	30	\$540,000
360	\$9,360	\$10,000	30	\$1,080,000
480	\$11,520	\$10,000	30	\$1,440,000
720	\$15,840	\$10,000	30	\$2,160,000
960	\$19,200	\$10,000	30	\$2,880,000

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"

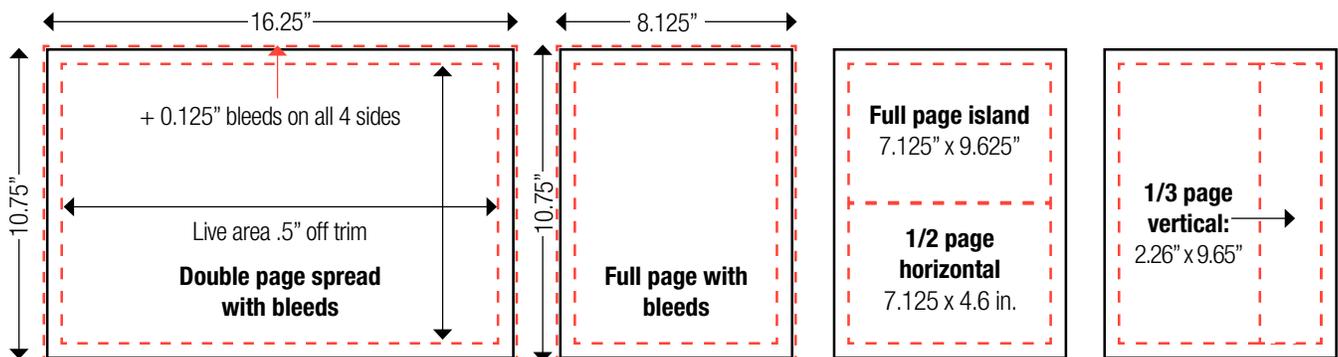
or

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 video or banner ad

Size: 570 x 320 pixels, 72 ppi

All video files must be in QuickTime format, and a maximum of 60 seconds in length.

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 300 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:

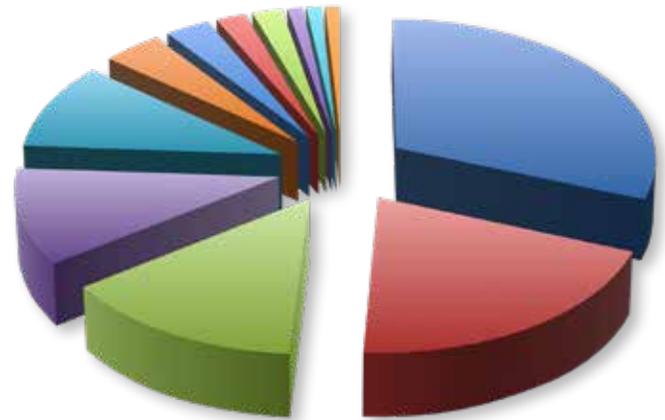
- Brain fitness games and computer programs
- Clubs and crafts groups
- Dances, dinners, parties
- Physical and occupational therapy
- Disease management classes and groups
- Exercise classes
- Fall prevention screenings, workshops or programs
- Health assessments, screenings
- Educational lectures on 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.

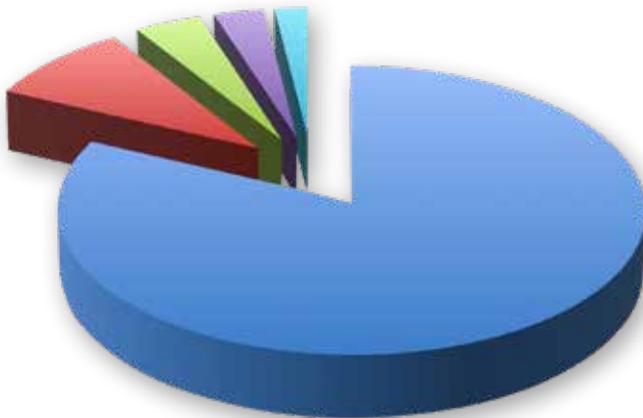
Member profile: the people you'll be reaching

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 position

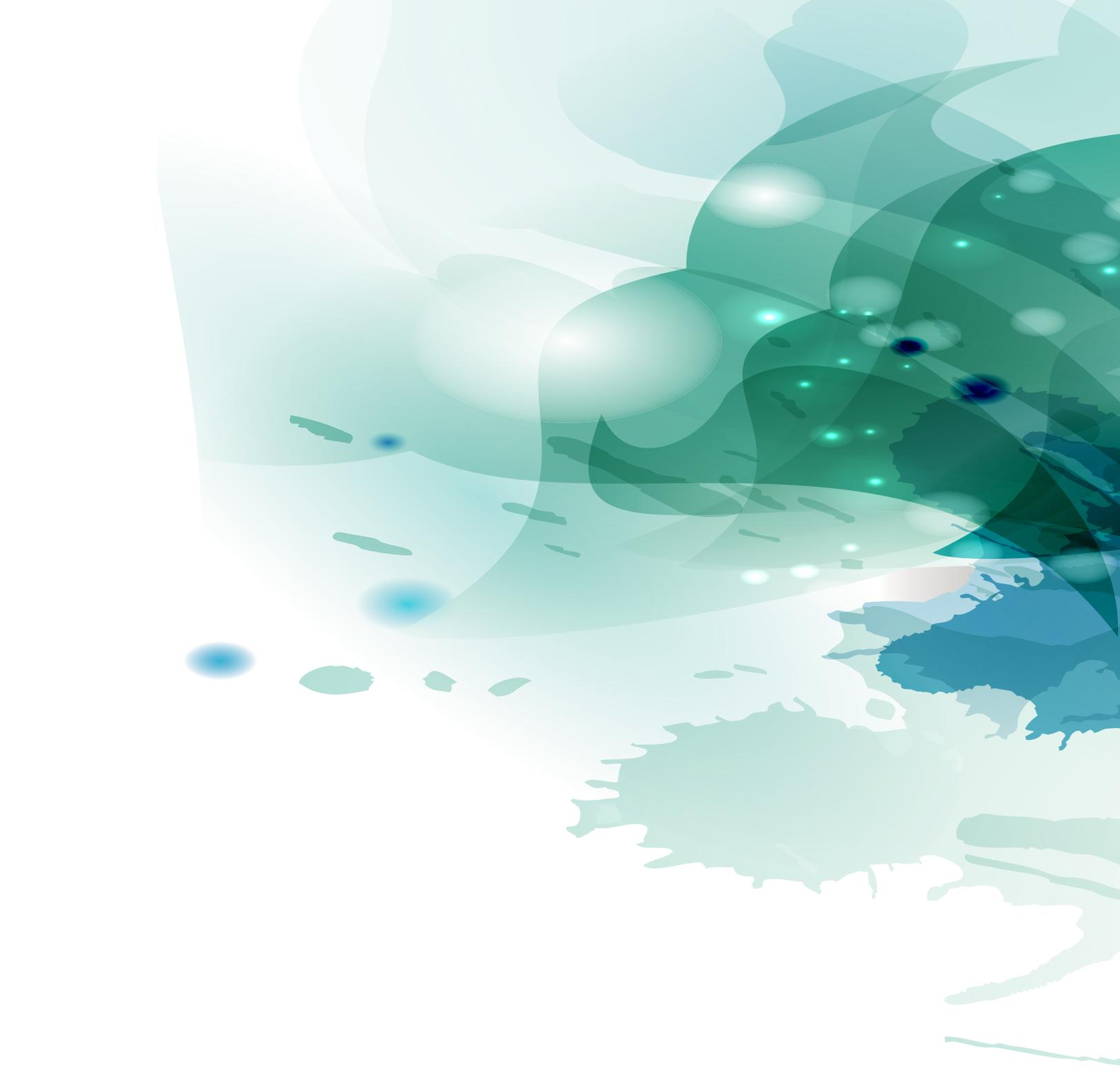


ICAA members by property type



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

- 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



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