



Connect with the
Senior Market
in Central Florida.

- Retail-level Exposure • Preferred Provider Referrals
- Professional Networking • Online Marketing Exposure
- Special Event Participation

One Senior Place is a one-stop marketplace for senior information and resources. Consumers come to us for a **FREE** consultation with our Care Manager who will refer them to the appropriate services — *maybe your business!*

One Senior Place offers you effective, targeted exposure to seniors, adult children and baby boomers from your office or showroom. Display advertising opportunities in our Senior Resource Library and Living Options Showroom are also available.

Call today to learn how you can become a One Senior Place affiliate.



Two locations to serve you.

8085 Spyglass Hill Road, Viera, FL 32940 • **321.751.6771**

715 Douglas Avenue, Altamonte Springs, FL 32714 • **407.949.6733**

OneSeniorPlace.com



Marketing Opportunities

One Senior Place offers businesses effective, targeted exposure to seniors, adult children, and those approaching retirement. Resident Business affiliates lease office space or advertise at One Senior Place and are promoted in many ways including:

- Retail-level exposure to qualified seniors and family caregivers who are actively shopping for care, services and products.
- Referrals to your business from our in-house Care Manager consultations.
- Complimentary use of 100+ person capacity auditorium and two conference rooms with state-of-the art AV equipment for hosting meetings, presentations, and events.
- Your business listed in the One Senior Place print directory and website directory, including a dedicated webpage with your logo, featured images, company description, website link, videos, and direct contact information.
- Your brochures displayed in the Senior Resource Library as well as the opportunity to display additional branded educational tools and resources.
- Networking, referral and partnership opportunities with other Resident Business affiliates, including invitations to regular Resident Business Council meetings.
- Affiliation with the trusted One Senior Place brand and permission to use the One Senior Place logo on your marketing materials and website.
- Your sponsored events hosted at One Senior Place included on monthly print calendar.
- Your sponsored events included in One Senior Place consumer and professional email blasts and website calendar.
- Assistance creating flyers for your One Senior Place events.
- Complimentary vendor table and participation at One Senior Place Special Events.
- Custom signage on business directory behind reception desk in front lobby.
- Opportunities to contribute to our blog, Facebook page and more – see *Online Marketing Opportunities* insert.

Optional Marketing Opportunities

- Special Event Sponsorships are also available and include premium exposure to consumers as well as additional print and online promotional coverage.
- Cooperative advertising opportunities in some of the print publications we advertise in may also be available.



Online Marketing Opportunities

OneSeniorPlace.com

- Your business listed in the One Senior Place website directory and a dedicated webpage with your logo, featured images, company description, website link, videos, and direct contact information.
- Events you host at One Senior Place included on the Events calendar on our website.
- Use of the One Senior Place logo and links to OneSeniorPlace.com on your website.
- Your community and professional networking events included on the Events calendar on our website.
- Articles, blog posts, and videos provided by you posted to Articles & News page on our website.

Facebook & Social Media

- One Senior Place engagement (sharing, tagging, and liking) of your Facebook posts.
- Links to articles you submit to our One Senior Place Articles page shared on our Facebook page.
- One Senior Place will like/follow you on Facebook.
- Follow us on Twitter: @oneseniorplace
- Follow us on Instagram: @oneseniorplace
- Follow One Senior Place on YouTube

Email Newsletter

- Your sponsored consumer events included in our weekly email blast.
- Your sponsored professional events included in our monthly email blast.



Consumer Traffic Overview

Targeted Traffic

- Consistently over 1,500 visitors each month
- Approximately 100 senior events each month at One Senior Place

Care Manager Consultations & Referrals

- Approximately 50 (+/-) Care Manager consultations each month
- Approximately 80 (+/-) referrals to affiliates each month
- Top 10 Categories Referred to by Care Manager
 1. Senior Living Options
 2. Private Duty Home Care
 3. Elder Law Attorney
 4. MCD/SS/Financial Assistance
 5. Medicare/Health Insurance
 6. Transportation/Driving Issues
 7. Adult Day Care
 8. Physician/Dentist
 9. Medical Equipment
 10. Financial Planner

Referrals to One Senior Place

Top 5 Referral Sources

- Word of Mouth
- Drive By
- Professional Referral
- Events at One Senior Place
- Internet



Affiliate Testimonials

Testimonials from Resident Business Affiliates

“After being a Resident Business at One Senior Place for a full year I can honestly say that our relationship has exceeded all of my expectations! The concept of One Senior Place is one that truly inspires me every day; I now have relationships with and resources of some of the top professionals in Orlando—all under one roof.... Going forward I see a bright future for my agency and One Senior Place. The senior market we work in is growing at a rapid pace, and the needs for our services have never been greater. I am looking forward to many years of helping our community here at One Senior Place.”

- *Joseph Santiago, Medicare Plan Options*

“I wanted to express my appreciation for all that you and your excellent staff did to make the first event of the season a great success. I was able to make on site sales as well as fill my schedule for appointments for the next couple weeks. The level of professionalism and the quality of the program was second to none. It is a pleasure to be associated as a resident business in One Senior Place with a group of professionals so interested in helping others and benefiting the community. I also want to acknowledge the extra efforts of Kathi, Audrey, Renee and Barb that each went out of their way to make this event a success. Thanks to all!”

- *Mike Kowalchuk, Viera Insurance Professionals*

“Great event! Kathi, I would give you the feedback that it was the best one yet! I got 12 new leads that gave me their information and asked for a call back. That is the most ever! Thank you for all the hard work, organization and creativity.”

- *Bridget McNally, The Fountains of Melbourne*

“...The event brought over 50 people to enjoy three hours of tasting fine cuisine, learning about our beautiful community and meeting members of our executive staff and marketing. Twenty-six guests that attended this event have made reservations for a lunch tour. This event was a huge success and helps the community learn about Independent Living and all it has to offer.”

- *Joanne McKruit, Courtenay Springs Village*

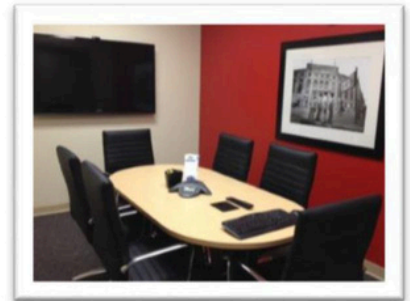
Visit [oneseniorplace.com/all-reviews](https://www.oneseniorplace.com/all-reviews) to read great reviews from our consumers.



Meeting & Event Space Overview

Small Conference Room

- Seats 4-6 people
- Conference phone
- Large flat screen TV with HDMI connection for mirroring or extending your laptop screen
- Laptop available upon request for connecting to TV for PowerPoint and other presentations



Large Conference Room

- Seats 12-14 people
- Conference phone
- 70-inch flat screen TV
- Web cam access for virtual meetings and presentations
- Large flat screen TV with HDMI connection for mirroring or extending your laptop screen
- Laptop available upon request for connecting to TV for PowerPoint and other presentation



VITAS Auditorium & Conference Center

- 140 person capacity
- Podium laptop pre-connected to projector
- Laptop connected to internet and compatible with USB flash drives
- Blu-ray/DVD player (or play DVDs on the podium laptop)
- 14-foot electric projection screen
- Sound system with two microphones – separate volume control zones for auditorium, café area, and hallways
- Wireless presenter with laser pointer



Additional Available Equipment & Meeting Space

- 140 folding chairs
- 26 6-ft & 15 5-ft folding tables
- 6 6-ft seminar tables
- 6 round high-top bistro tables
- 7 square card tables
- Breakroom (shared space) is available as catering/staging area with access to refrigerator, freezer, microwave, ice maker and two dishwashers.

Inquire in advance to ensure availability of equipment.

ONE SENIOR place

The Experts in Aging



What we do.

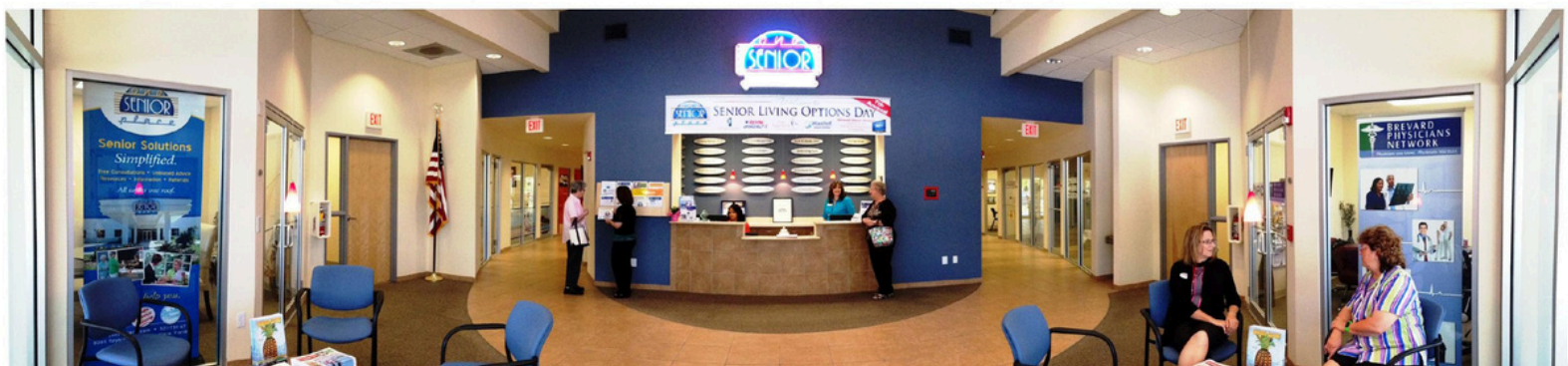
One Senior Place is a one-stop resource for information, advice, care, and services for seniors, caregivers, and those approaching retirement. When you walk through our doors you will find a wide variety of senior focused businesses, plus a calendar packed with educational presentations, seminars, and special events. We also offer a complimentary 30-minute consultation with an Aging Services Expert who will help you and your family identify and connect with the services you need.

How we can help.

Think of us as your go-to resource for all things related to retirement and aging. Whether you, a parent, or a friend needs advice, care, or a referral One Senior Place can help. We have a team of experts waiting to assist you with questions like, *"Will I have enough money to retire?"*, *"What type of insurance is the best for my situation?"*, *"My loved one needs help in their home, what are my options?"*, and much more.

Give us a call.

Call 407-949-6733 to schedule a complimentary consultation with our Aging Services Expert or visit our beautiful location and see how One Senior Place can help you find the answers to the questions that matter most.





Lightbox Advertising Agreement

Business Name of Advertiser: _____

Contact Person & Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Advertiser agrees to commit to the following Advertisement: One Senior Place Lightbox No.: _____

Advertising Fees: Advertiser shall pay to One Senior Place 2, LLC (OSP2), located at 715 Douglas Avenue, Altamonte Springs, FL 32714, monthly advertising fees in the amount of \$_____ in advance on the first day of each calendar month.

Term: This Advertising Agreement shall be for two (2) years commencing on _____. The term of this Advertising Agreement shall automatically renew for successive one-year periods unless either party gives written notice to the other at least sixty (60) days prior to the expiration of the then current term of this Agreement of such party's intention not to renew this Agreement.

Content and Design: OSP2 shall provide Advertiser with artwork specifications. Advertiser shall submit camera-ready samples to OSP2 for its review and approval. OSP2 reserves the right to alter or reject any advertising. OSP2 shall bear all costs of printing and installing the initial transparency for the lightbox advertisement. If during the term of this Agreement, Advertiser desires to make changes to the transparency, Advertiser shall pay to OSP2 \$150 for each Standard size transparency and \$190 for each Premium size transparency printed.

Use: Advertiser shall solely advertise and promote the Advertiser's services and/or products and not advertise or promote any other services and/or products without the prior written consent of OSP2.

Additional Services: Advertising fees also include additional OSP2 marketing benefits such as use of the auditorium and conference rooms to host events; vendor participation in OSP2 Special Events; inclusion in select advertising, email campaigns, and social media; brochure space; website and print directory listings and more.

Code of Ethics: Advertiser shall comply with OSP2's Code of Ethics.

Advertiser Signature: _____ Date: _____

OSP2 Signature: _____ Date: _____

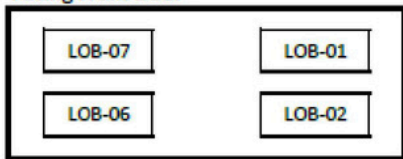
Termination: OSP2 reserves the right to terminate this Agreement at any time upon the failure of Advertiser to pay the Advertising Fees or in the event that Advertiser violates any of the terms and conditions in this Agreement. OSP2 shall give Advertiser written notice of termination not less than five (5) days before such termination is to be effective.

Late Fees: If any installment of the Advertising Fees is not received by OSP2 within five (5) days after such amount is due, Advertiser shall pay to OSP2 a late charge equal to five percent (5%) of such overdue amount, plus interest on such overdue amount at the rate of eighteen percent (18%) per annum from its due date.

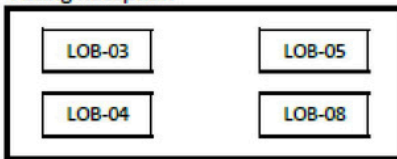
Attorneys' Fees: In any litigation arising under this Agreement, the prevailing party shall be entitled to recover its attorneys' fees and costs incurred, including attorneys' fees and costs incurred in appellate proceedings.

Lightbox Elevations:

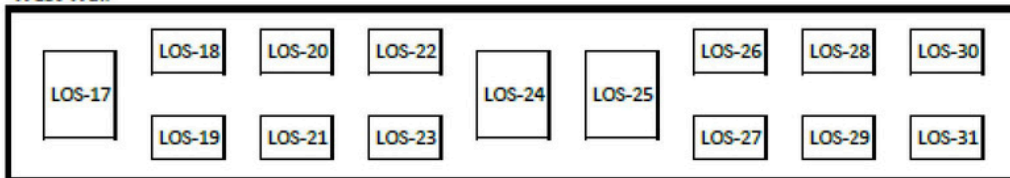
Lobby
Facing Front Door



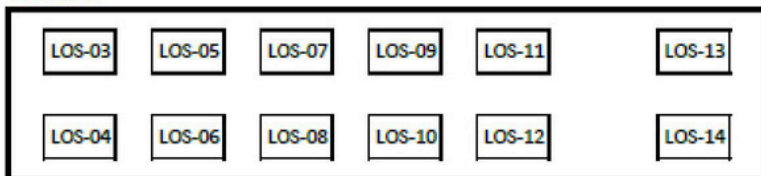
Lobby
Facing Reception



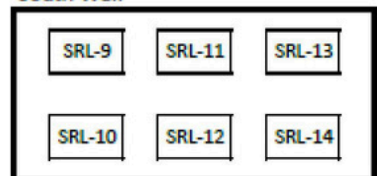
Living Options Showroom
West Wall



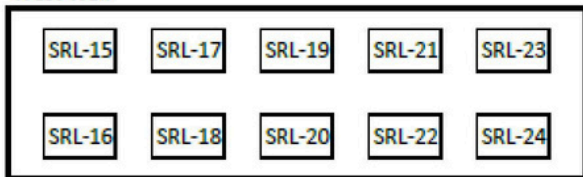
Living Options Showroom
East Wall



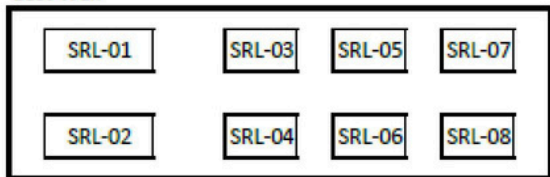
Senior Resource Library
South Wall



Senior Resource Library
West Wall



Senior Resource Library
East Wall



Lightbox Specifications: Email PDF, 300 dpi (file size 8 megabytes or less) to Michelle@OneSeniorPlace.com.

Standard 24x18 (Library or Living Options Showroom):

Trim Size: 24 1/4" W x 18 1/2" H; Visible Area: 23 1/2" W x 17 1/2" H

Premium 24x36 (Lobby):

Trim Size: 36 3/8" W x 24 3/8" H; Visible Area: 35 1/2" W x 23 1/2" H

Premium 36x24 (Living Options Showroom):

Trim Size: 24 3/8" W x 36 3/8" H; Visible Area: 23 1/2" W x 35 1/2" H



Lightbox Advertisement Rates

Front Lobby		Monthly
Premium	36" x 24"	\$700
Senior Resource Library		Monthly
Premium	36" x 24"	\$650
Standard	24" x 18"	\$500
Living Options Showroom		Monthly
Premium	24" x 36"	\$550
Standard	24" x 18"	\$400

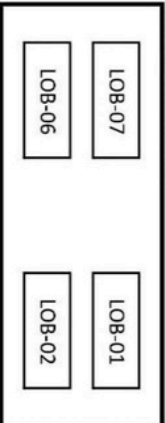
Rates are based on two-year agreements.



Lightbox Advertisement Elevations

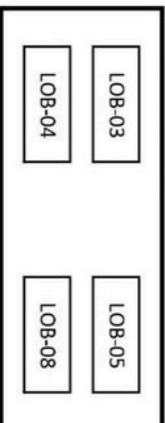
Lobby

Facing Front Door



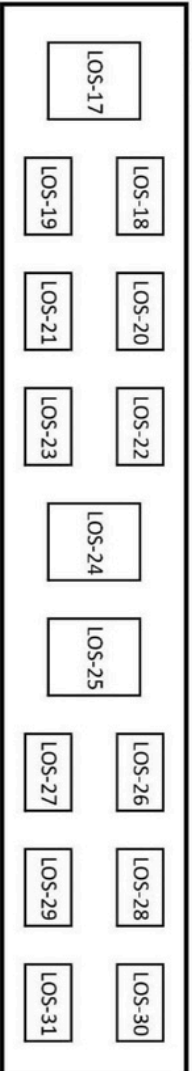
Lobby

Facing Reception



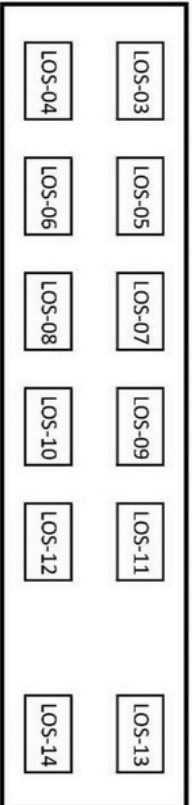
Living Options Showroom

West Wall



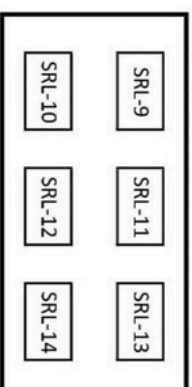
Living Options Showroom

East Wall



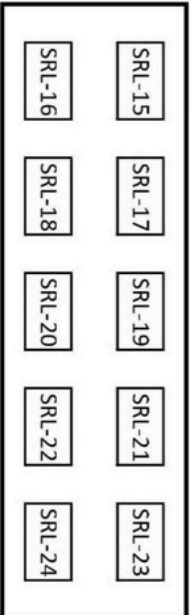
Senior Resource Library

South Wall



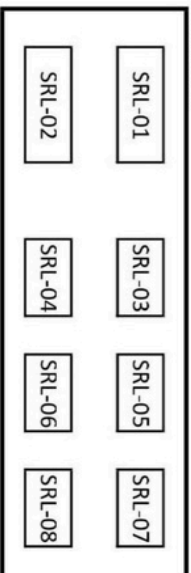
Senior Resource Library

West Wall



Senior Resource Library

East Wall



One Senior Place Greater Orlando Floor Plan

