



# 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 Lobby, 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 Rd, Viera FL 32940 | 321.751.6771**

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

**OneSeniorPlace.com**



## 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.





## 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 our 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
- Follow us on LinkedIn: One Senior Place - Altamonte Springs

## 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

- Over 20,000 annual visitors, mostly seniors and their family caregivers
- Packed calendar of senior events each month at One Senior Place

## Care Manager Consultations & Referrals

- Multiple free consultations each month
- Average of multiple referrals per consultation
- Top 10 Categories Referred to by Care Manager
  1. Senior Living Options
  2. In-Home Senior Care, Home Health Care
  3. Elder Law Attorney
  4. Medicare/Health Insurance
  5. Financial Planning
  6. Clinical Trials
  7. Physicians, Therapists, Medical Services
  8. Alzheimer's/Dementia Resources
  9. Relocation and Real Estate Services
  10. Transportation

## Referrals to One Senior Place

### Top 5 Referral Sources

1. Word of Mouth
2. Events at One Senior Place
3. Internet, Email Blasts and Social Media
4. Print Advertisements
5. Professional Referrals



## Affiliate Testimonials

### Testimonials from Resident Business Affiliates

"I have been an insurance agent for 32 years and one of my best decisions was to partner with One Senior Place. Since my start at OSP in March 2012, soon after it opened, my business revenue has increased over 400%, or an average compounding increase of over 14% a year. From the very beginning, I have consistently had over a 4 to 1 return on the money I spent on OSP. The reason for this success is the incredible relationships with the other businesses, and the amazing marketing efforts of the OSP management and staff. We all help each other by promoting the other businesses of OSP, and we often end up having the same clients. Without OSP I would have still had a good career, but without a doubt OSP has helped me become one of the top agents in Central Florida."

*- 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*

"We have been a proud resident business at One Senior Place for over 3 years. One Senior Place is a wonderful and unique venue that brings together professionals within different backgrounds in healthcare and non- healthcare to come together, network and add value to our local community and its seniors. The management team here at One Senior Place includes Don, and Chris, vision leaders who recognize the tremendous value of bringing resources together, networking, and helping the seniors in our community. The front desk staff to include Katelyn and Vanessa are always courteous, accommodating, and professional while working with resident businesses and all guests that walk in. If you are looking to find resources within our local healthcare community, then you must stop by One Senior Place today!"

*- Ignacio Quiñones, North Star Senior Advisors*

"...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

## Memory Resource Room

- Seats up to 10 people
- Allows for Privacy

## Library

- Seats up to 40 people
- Flat screen TV with HDMI connection for mirroring or extending your laptop screen
- Projector & screen that goes up to 85" with HDMI connection
- Laptop available upon request for connecting to TV for PowerPoint and other presentations



## Auditorium & Conference Center

- 100 person capacity
- Podium
- Laptop pre-connected to projector, connected to internet and compatible with USB flash drives and 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

- 104 folding chairs
- 25 6-ft & 2 folding-tables
- 4 6-ft seminar tables
- 3 round high-top bistro tables
- 8 square card tables
- Breakroom (shared space) is available as catering/staging area with access to refrigerator, freezer, microwave, ice maker and two dishwashers.

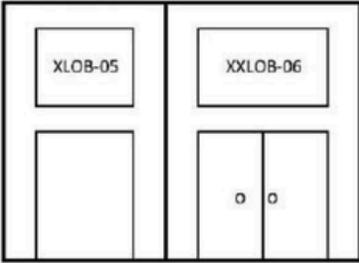
*Inquire in advance to ensure availability of equipment.*



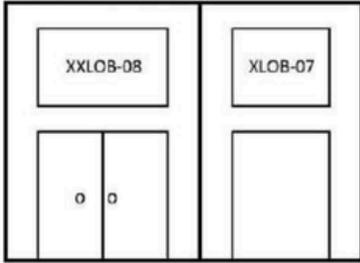
# Choose Your Lightbox

## Lobby

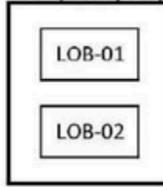
Northeast Wall



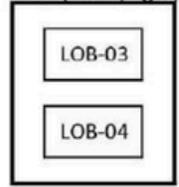
Northwest Wall



Reception (Left)

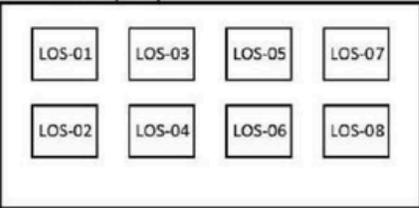


Reception (Right)

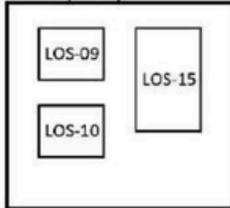


## Living Options Showroom

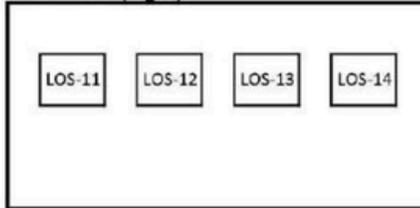
South Wall (Left)



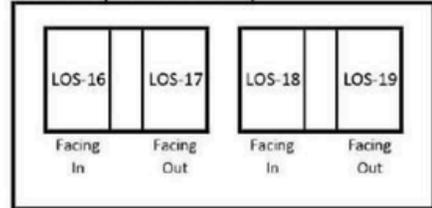
West (Back)



North Wall (Right)

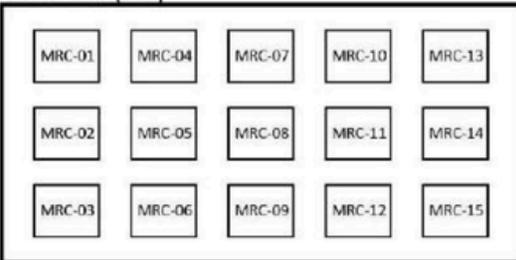


Window (South to North)

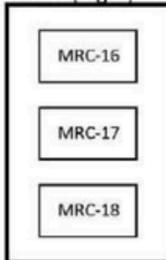


## Memory Resource Center

North Wall (Left)

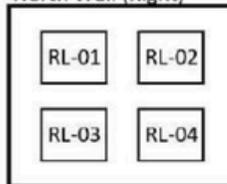


South (Right)

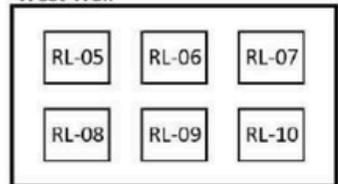


## Senior Resource Library

North Wall (Right)

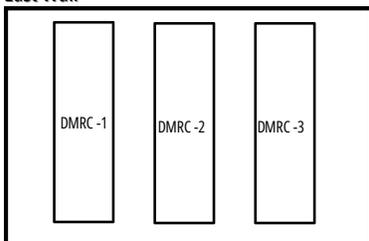


West Wall



## Memory Resource Center

East Wall





## Lightbox Resident Business Rates

### Front Lobby

Monthly

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Standard	36" x 24"	LOB	\$750
Deluxe	42" x 34"	XLOB	\$800
Premium	67" x 34"	XXLOB	\$850

### Living Options Showroom

Monthly

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Standard	24" x 18"		\$600
Deluxe (Facing In)	36" x 24"		\$550
Deluxe (Facing Out)	36" x 24"		\$600
Premium	40" x 27"		\$750

### Senior Resource Library

Monthly

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Standard	24" x 18"		\$500
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### Memory Resource Center

Monthly

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Standard	24" x 18"		\$500
Premium	36" x 24"		\$600
Deluxe	34" x 22"		\$650

*Rates are based on two-year agreements.*