



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*

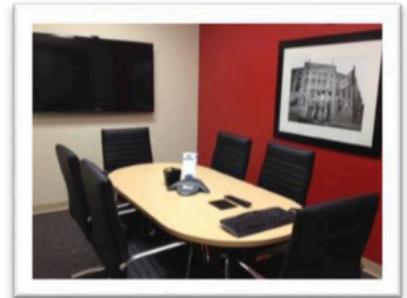
Visit [oneseniorplace.com/all-reviews](https://www.oneseniorplace.com/all-reviews) to read great reviews from our consumers.



## 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 Advertisement Rates

### Front Lobby

Monthly

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Premium	36" x 24"	\$750
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### Senior Resource Library

Monthly

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Premium	36" x 24"	\$650
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Standard	24" x 18"	\$500
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### Living Options Showroom

Monthly

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Premium 24" x 36"	\$550
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Standard 24" x 18"	\$500
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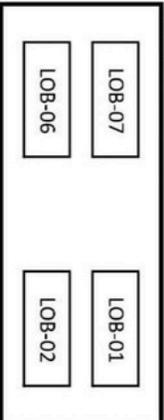
*Rates are based on two-year agreements.*



# Lightbox Advertisement Elevations

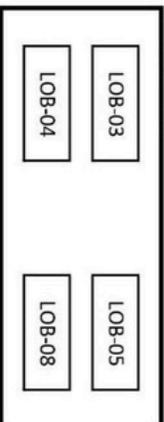
## Lobby

Facing Front Door



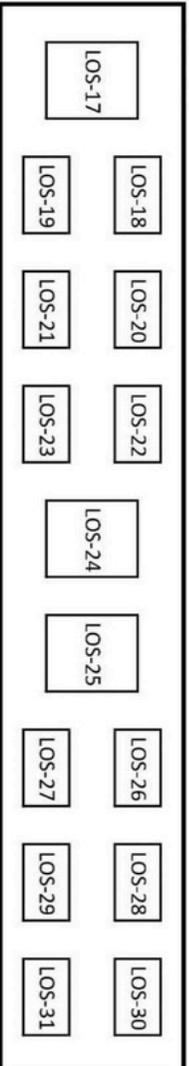
## Lobby

Facing Reception



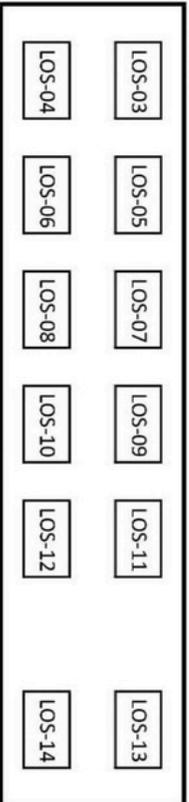
## Living Options Showroom

West Wall



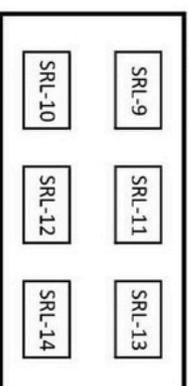
## Living Options Showroom

East Wall



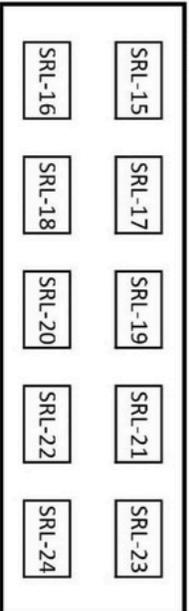
## Senior Resource Library

South Wall



## Senior Resource Library

West Wall



## Senior Resource Library

East Wall

