



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.



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

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



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 321-751-6771 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 auditorium 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 monthly Resident Business Council meetings.
- Complimentary vendor table and participation at One Senior Place Special Events.
- Custom signage on business directory behind reception desk in front lobby.
- 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.
- 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 Foot Traffic

- Over 18,000 annual visitors; over 1,500 monthly visitors
- Approximately 25-30 senior events each month at One Senior Place

Care Manager Consultations & Referrals

- Average of 120 consultations each month
- Average of 174 referrals (categories) each month
- Top Categories Referred to by Care Manager
 1. Senior Living Options
 2. In-Home Care
 3. Alzheimer's/Dementia Resources
 4. Elder Law Attorney
 5. Financial Planning
 6. Medicare/Health Insurance
 7. Physician/Dentist
 8. Transportation

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.



Lightbox Advertisement Rates

Front Lobby

Monthly

Standard	36" x 24" LOB	\$700
Deluxe	42" x 34" XLOB	\$800
Premium	67" x 34" XXLOB	\$850

Living Option Showroom

Monthly

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

Senior Resource Library

Monthly

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

Monthly

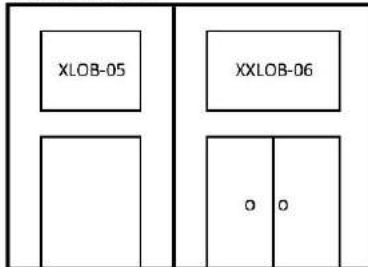
Standard	24" x 18"	\$500
Premium	36" x 24"	\$600

Sizes are approximate. Rates are based on two-year agreements. Lightbox advertising displays in the Memory Resource Center do not include Resident Business affiliate benefits.

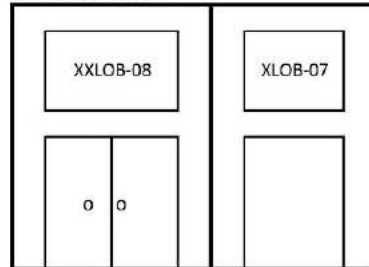
Lightbox Advertisement Elevations

Lobby

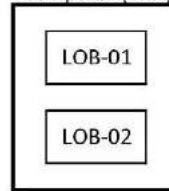
Northeast Wall



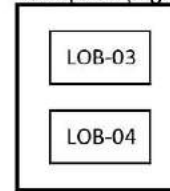
Northwest Wall



Reception (Left)

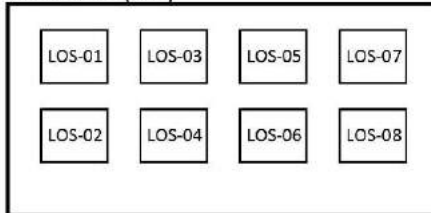


Reception (Right)

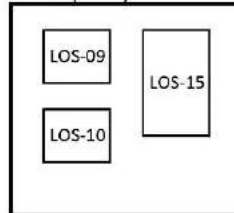


Living Options Showroom

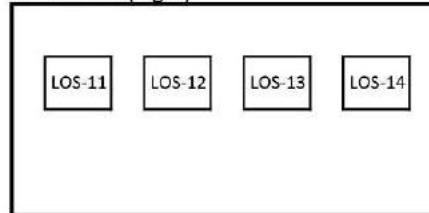
South Wall (Left)



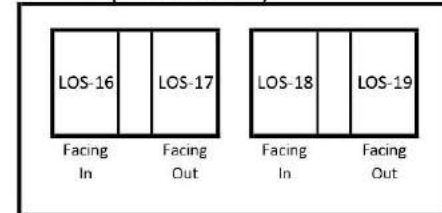
West (Back)



North Wall (Right)

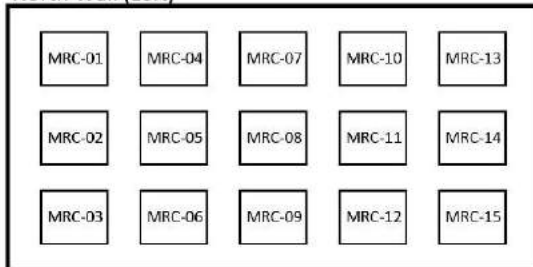


Window (South to North)

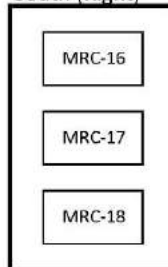


Memory Resource Center

North Wall (Left)

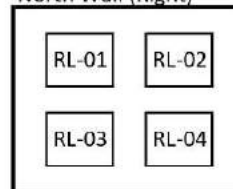


South (Right)

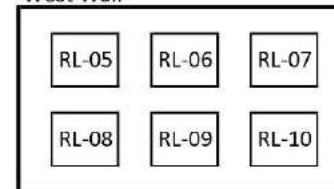


Senior Resource Library

North Wall (Right)



West Wall



One Senior Place Brevard/Space Coast Floor Plan

