

Information About Our Conference for Affluent Children of Aging Parents

We offer exclusivity in each business category. You will not have any competition if you become a sponsor participant at the event in your area.

The event commences at 5:00 pm and usually finishes between 9:30 pm to 10:00 pm.

We offer complimentary food and beverages during the whole event prepared by the upscale country club or hotel where we hold the event.

Our target audience and purpose of this event are [1] affluent middle-aged children who are making decisions for their parents, financially responsible for their aging parents or are in a position of influence as their parents make decisions on their needs. [2] Our purpose is to provide information and a group of resources/relationships for them to leave the conference with that will prepare them for their parents needs as they go through the aging process.

This is an event about having the ability to have conversations and quality connections between qualified affluent prospects and a mix of businesses, practices and professionals that we curate to provide the attendees a well-rounded group of resources to educate them and assist them.

The event is free to the attendees but they still need to call us to RSVP. This gives us the opportunity to explain about the event, answer their questions and probe them about what needs they might have so that we can connect them to a participating business that can assist them. This also gives us the opportunity to discuss with them that they will have all the critical resources under one roof that day to assist them with current and future needs for their parents.

We limit the participating number of sponsor/exhibitors to about 22 to allow for each attendee to spend quality time with each sponsor to make a real connection. This event is not one of those big “circus” senior events where people just run by and pick up a free pen or key chain and go on their way. This is an intimate event, with affluent attendees in a country club or upscale hotel venue with quality food and atmosphere. An elevated experience for a very targeted group of seniors to create relationships with the sponsor/exhibitors.

We also offer about six speaking slots at each of these events for a business or practice to include in their package if they feel that educating the audience with their expertise will both be a benefit to the attendees but also help the seniors understand more about what they do and how their business can benefit the attendees. Each of these presentations are about 25 minutes in length and we can provide multi-media resources to assist the speaker.

The layout of the event room enhances the exposure of each sponsor/exhibitor. Most event location spaces are rectangle. We place the tables for each exhibitor around the perimeter of the room. In the middle are chairs for the attendees to listen to presentations and rest. In the center back part of the room is the podium and screen for the educational presentations. We have found this layout both enhances the seniors in finding and visiting with each exhibitor but also allows the speakers to command the room when they make their presentations.

Most affluent children of aging parents are unprepared for dealing with the needs of their aging parents. Even though this event targets affluent professionals and others who are successful, we find that they are unprepared for the challenges of dealing with their parents aging process and the needs that occur during this process. This event provides them with the opportunity to speak to businesses, professionals and healthcare practices directly to learn and gain understanding and set up relationships to handle those needs.

We utilize several methods to market this event.

The most expensive but still most effective method to market these events is by personalized direct mail. This is also important to you because the invitation also includes a section describing each sponsor with their contact information. The 4500 recipients of the invitation can learn about you and contact you directly if they have a need you can assist with even if they do not attend the event. Our direct mail is personalized with individualized names printed in each piece. The list we purchase is for individuals who are 45-65 years of age with a property value that reflects affluence and who live within about 25 minutes of the event venue. About half of the new business you gain from participating in this event will come from people who contact you because of this direct mail initiative who do not attend the event.

We also do community outreach through the local churches and country club communities. We provide them with posters, postcards, and email templates to promote the event to their members, patients or residents.

The professional community of doctors, lawyers, CPA's and others with advanced degrees are also great prospects for this event and we market to them as well.

Our promotion of this event also includes Internet ad placement through facebook and Google ads.

These conference events work with about 150 attendees. We have learned through producing this event that the sponsor businesses actually achieve better results and do much better with a formula of about 150 qualified attendees and about 20 vendors. We have found this to be a much better outcome than when we have had over 300 attendees and 40 plus vendors. By limiting the number of attendees and sponsors, the room maintains the right atmosphere and the seniors connect better with the sponsors to form relationships.

Additional Benefits You Receive When You Participate.

- Full page ad in the event guide given to each attendee
- Invitation to place a promotion in the swag bag we give to each attendee
- Contact list for attendees of the senior event.
- Complimentary referral services of children of aging parents who need what you offer from our activities in your market for 90 days after the event.