

Seniors Network Membership Program

When you join the Seniors Network, you have access to six different activities during your six-month membership.

1] A Full-Page Ad in Our Seniors Resource Directory

This directory is mailed to 10,000 homes valued over \$400,000 where at least one senior between the ages of 65-80 years old resides. You will receive a full page ad in the directory that is mailed in your market. Your ad will appear in two editions (two separate mailings three months apart).

2] Participate in Two Senior Expo & Education Day Events

You will receive a booth at two of these one-day events in your area which are targeted to affluent seniors.

Here is additional information:

Senior Education Day and Expo

We produce a senior education day & expo event that targets affluent seniors and their families. As an educational event format we can connect seniors with businesses and professionals all under one roof who can assist them with current or future needs. This event is free to seniors and their families. We hold these events in upscale facilities that are conveniently located to the affluent senior population in each market.

As a participating exhibitor you will have a booth space.

Your business will have an exclusivity for your business category participating at this event.

The event commences at 9:00 am and ends at 2:00 pm

We promote the event through advertising, social media, community outreach and direct mail.

The direct mail brochure is sent to about eight thousand seniors aged 65-78 years of age who live in the homes or condos with this highest property values. This is the best way of determining if the senior has the highest value net worth and assets.

Your section in the brochure will include a description of your business and your direct contact information so even if the senior does not attend the event, they can contact you directly if they have a current need that you can assist them with. This provides you with an additional marketing initiative to connect to 8,000 affluent seniors to gain new business even if they do not attend the event.

There are also a few speaker slots available if you would like to make a presentation to the audience. Your presentation can be 25-30 minutes in length and we can provide any multi-media support that you need [microphone, screen, podium]. Your speaking appearance will also be promoted in the event marketing material. We have found through trial, error and mistakes by having too many speakers, that 5 speakers spread out during the day is the right number.

Here is some additional information about the event:

We expect about 200 senior attendees and that is the right number to keep the event personal and intimate. You will be among about 30 sponsor exhibitors. By limiting the number of exhibitors, this allows the attendee enough time to spend with each exhibitor to have quality conversations. When we had 40-50 vendors it was just too much for the seniors. Not only did it exhaust them, they also ended up spending much less time at each table and the quality of the new relationships being established with the exhibitor suffered.

Typically, the make-up of exhibitors include:

- * Senior Communities
- * Home Healthcare Agencies
- * Financial Professionals
- * Elder Law
- * Health and Long Term Care insurance
- * Senior Services
- * Senior Care Managers
- * Health Care (optical, hearing, foot, back, heart, acupuncture, radiology)
- * Senior Services and Consultants
- * Rehabilitation
- * Aging In Place and Mobility Businesses
- * Senior Transition-Related Businesses {movers, placement advisors, estate sales, senior specialist realtors}
- * Bathroom Remodeling and Home Modification
- * Reverse Mortgage

Even though the event is free for the seniors to attend, we still require them to RSVP with us by telephone. When they contact us to register for the event, we preach to them that they do not know what they do not know and that if they take the time to attend the event, that they should visit with each vendor because they will no doubt learn new information that might be helpful to them. If they are looking for specific assistance that one of our vendors can assist

with, our staff offers to connect them with that business presently so that they do not have to wait for the event.

We also use an incentive technique to encourage attendees to visit each vendor table. When the seniors register when they arrive, our staff gives them a card with the name of each vendor [in the order of the vendor table location]. If they visit each table and have the vendor put in their unique vendor ID number with each table visit, and they have all these spaces filled in by the vendor, they turn these in when they leave and receive a free swag bag filled with gift certificates from both participating vendors and outside businesses such as restaurants, salons, etc. This has proven to be a great incentive to have seniors visit with each vendor.

We will have staff on hand to assist you in setting up your booth space.

Exhibitor package includes:

- * Exhibitor booth table (tablecloth, chairs, electric and WIFI)
- * Full-page ad in event guide publication
- * Contact information of attendees for your own follow-up
- * Food and beverages for you and two associates

There will be two of these events scheduled for you to participate in during your six month membership.

3] Three Referrals of Seniors Who Are in the Market for What Your Offer

Through our free referral service for seniors and their families we continually generate leads from them for a current or upcoming need. As part of your member set-up process with us when you join as a member, you provide us with details of your criteria and characteristics for what type of client or patient that you want.

When our referral service has a senior (or family member) who is looking for what you offer and meets the criteria that you provided to us, we will refer them to you. We guarantee a minimum of three of these referrals to you, and will continue to refer people to you even after that number is met during your membership.

4] Referral Relationships Set Up for You

We will introduce you and set up referral relationships with you and other members of our Seniors Network in your area so that you and the other parties can refer your clients to each other.

When you enroll as a member of the Seniors Network, we ask you to fill out a profile survey that provides us with insight into your business and what other types of businesses and professionals that serve the same type of clients or patients.

Our group contacts other businesses and professionals who are in a position to refer their clients or patients to you and arranges a three-way introductory call between you, them and us. This is an on-going process with any other business that meets the same client/patient criteria as long as you are a member.

5] Marketing Seminars and Advisory Services

You can participate in our regularly scheduled virtual marketing seminars (via Zoom) for the affluent senior industry plus you will have your own dedicated marketing advisor to help you with any marketing and business development advice and assistance that you want.

We schedule these marketing seminars about every six weeks and each one covers a different aspect of how to market to the affluent senior market. Each session usually lasts about an hour.

You are also assigned to a marketing advisor who is always available to help you with any strategies, teach you any techniques or offer advice and feedback for any questions that you might have with your own marketing and business development activities.

6] Your Own Page on Our New Resource Web Site

We are developing a website for each of our 45 markets that offers local resources and information for seniors in each market web site. The site will offer articles, activities, educational videos, virtual events, interviews and other information to make it a go-to place for seniors and their families to visit often. You can have your own page on the site with content, images, links to your web site and social media as well as your contact information. You can also imbed any videos on your web page. Your business will be featured on the home page with its own description and link to go directly to your page on the site.

*** Each Seniors Network membership enrollment period is six months in length. You have the option of continuing your membership after that time.