

50+

Business Summit: Taking Aim at Boomers and Beyond

- Understand Hot New Trends
- Hear Expert Speakers
- Get in Touch with the Boomer and Beyond Marketplace



8th Annual Conference

OCTOBER 17, 18 & 19

Doubletree Guest Suites Atlanta – Galleria • 2780 Windy Ridge, Atlanta (770)980-1900



Take Aim, Come Learn and Network with NARA!

Millions of Empty-Nesters, Baby Boomers and Retirees are entering their 50+ Years. Is your business in tune with this market? Is your housing business in a slump? Are you looking for new methods, tips and approaches? Come hear from some of America's cutting-edge experts on the 50+ market and network with leading professionals. Join us in Atlanta for three days of education and networking.

For eight years, NARA has emerged as a wonderful grass-roots organization dedicated to helping business professionals get more in touch with the greatest demographic shift America has ever seen. Almost 78 million Baby Boomers are rapidly headed toward empty-nester and/or retirement status. To compete for their business, your business must adapt to this vital market segment's wants and needs.

Hundreds of professionals and executives have enjoyed our informative, informal conferences and the thoughts and insights of America's leading 50+ experts. There is lots in store for you in Atlanta Oct. 17-19th. You don't want to miss it!

AN ADDED BONUS on Wednesday, October 17, 1-4 pm:

"Establishing a Retirement Relocation Program for Your Community"

Sponsors/Hosts: Thomas, Warren + Associates, Phoenix, AZ and

Retirement Lifestyles™ magazine (Separate registration from conference)



Who should attend?

- Marketers
- Builders
- Developers
- Designers
- Land Planners
- Advertising Executives
- Non-profit Executives
- University Officials
- Healthcare Executives
- Those who see boomers, empty-nesters and retirees are a crucial target market

TOLL FREE: (888) 742-7362 • www.retirementlivingnews.com

- Establish a Retirement Relocation Program for Your Community
- Explore Marketing/Advertising
- Learn about Building Trends and Universal Design Techniques
- Create a Wonderful Social/Lifestyle Program
- Consider Demographic Trends and Segmentation Strategies
- Learn Useful Internet Strategies
- Hear from Financial/Development Experts
- Better Understand Boomers as a Consumer Force
- The Del Webb Experience
- Active Adult versus Continuing Care (CCRCs): Development, Operation and Marketing

SCHEDULE

Wednesday, October 17th, 2007



- 1 - 4 p.m. **Special Program: "Establishing a Retirement Relocation Program for Your Community."**
 Sponsors/Hosts: Thomas, Warren + Associates of Phoenix, AZ and **Retirement Lifestyles™** magazine
 (Separate Registration From Conference)
- 6 - 8 p.m. Welcoming Reception/Networking
 (Dinner on your own).

Thursday, October 18th, 2007

- 8:30 - 9:30 a.m. **Winning Strategies in the 50+ Business Segment**
 Dick Ambrosius, VP Praxeis, Jacksonville, FL
- 9:30 - 9:40 a.m. Break
- 9:40 - 11 a.m. **Target Marketing to Boomers**
 Helen Foster, JWT Mature Market Group, New Orleans, LA
- 11 - 12 Noon **Breakout Sessions:**
Marketing/Advertising:
Crafting a Message that Hits "Home"
 Bill Borg, NOW, Inc.
 Todd Aaronson, Republic Marketing, San Francisco, CA
Building Trends:
Design/Build for Boomers
 David Vitek, Del Webb's Sun City Peachtree, Atlanta, GA
 Nathan Jameson, Traditions Capital, Radnor, PA
 Ben Brown, New Urbanist Consultant, Franklin, NC
- 12 - 1 p.m. Lunch at Doubletree
- 1 - 2:15 p.m. **Breakout Sessions:**
Marketing/PR/Advertising:
Practical Marketing Tips and Observations
 Rob Adams, Brooks Adams Research/SB&A Marketing, Richmond, VA
 Joe Snowden, Pres., McRae Communications, Atlanta, GA
 Jennifer Kalita, The Kalita Group, Washington, DC
Building Trends Workshop:
Designing for a 50+ Clientele
 Nancy Borum, ID Collaborative, Greensboro, NC
 Janice Ehlers, The Ehlers Group, Fort Lauderdale, FL
 Tom Low, Duany Plater-Zyberk (DPZ), Charlotte, NC
- 2:15 - 2:30 a.m. Break

- 2:30 - 3:45 p.m. **Breakout Sessions:**
Building Trends:
Understanding the Boomer and Beyond Lifestyle
 Sharon Metz, Centex Homes, Myrtle Beach, SC
 Jan Bowman, Coastal Carolina University
Building Trends:
New Concepts in Building for Retirees
 Ronnie Gilley, Ronnie Gilley Properties, Enterprise, AL
 Bob Kosco, Cary, NC
- 3:45 - 4 p.m. Break
- 4 - 4:45 p.m. **Special Session:**
Making Every Lead COUNT!
 Liquid Advertising
 Atlanta, GA
- 6 - 8 p.m. Reception/NARA Awards, Doubletree Hotel
 (Dinner on your own).

Friday, October 19th, 2007

- 8:30 - 8:45 a.m. Introductions/Announcements
- 8:45 - 10:00 a.m. **Successful Marketing to a Segmented, Targeted Audience**
 Robert Snyder, Stonetrust Partners, Canton, CT
- 10:00 - 10:15 a.m. Break
- 10:15 - 11:30 a.m. **Breakout Sessions:**
Marketing and Advertising Techniques
 Adriane Berg, Morristown, NJ
Retirement Attraction to Your Community
 Greg Dietterick, City Administrator, Seneca, SC
 Don Sims, Thomasville, GA
 Chamber of Commerce
- 11:30 - 12:30 p.m. *Speaker Roundtable/Final Thoughts*
- 12:30 p.m. Adjournment of Conference/
 Tours of Area Communities

Saturday, October 20th, 2007



Doors open at
 8:30 a.m.

Discovery Weekend
 Consumer Expo

Lobby of Doubletree Hotel
 For More Information on Exhibiting:
www.retirementlivingnews.com
 Call Dan Owens TOLL FREE (888)742-7362

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Sponsorship Opportunities

DEADLINE For Sponsorship Opportunities: September 15, 2007



The National Active Retirement Association brings together various business people and professionals involved in aging, active retirement, development and real estate targeted to the 55+ age group. NARA (previously known as CARA) has held seven conferences and hosted speakers from around the United States.

Business people have learned that a NARA conference is professionally managed and provides a wealth of information for attendees. The key element of these conferences is networking and education.

Depending on your level of participation, your sponsorship can offer you a major acknowledgement and recognition before and during the October 17-19 annual NARA conference. Sponsorship offers you the opportunity to be associated with an excellent cutting edge organization, promote yourself and your company to a great group of prospects in the boomer, empty-nester and retirement business sector by helping sponsoring this event.

Gold Sponsor: \$7,500 or above

This level includes:

- Independent "Headliner" logo on Banner behind Speaker Podium during conference.
- "Headliner" sponsorship with logo on all conference material.
- Prominent recognition in all pre-conference emails and materials.
- Up to four complimentary registrations to the Annual Conference.
- Complimentary Exhibit Table at Annual Conference and Discovery Weekend Expo.
- Insert of your organization brochure or material in conference package.
- Sponsorship recognition from the podium during conference.
- Prominent signage with logo at conference.

Silver Sponsor: \$5,000 or above

This level includes:

- Secondary logo on Banner behind Speaker Podium during conference.
- Recognition on a secondary level on all conference material.
- Secondary recognition in all pre-conference emails and materials.
- Up to two complimentary registrations to the Annual Conference.
- Complimentary Exhibit Table at Annual Conference.
- Insert of your organization brochure or material in conference package.

Other Sponsorships:

- Lunch Sponsorship: \$1,500
Recognition in materials and from podium during lunch.
- Reception Sponsorship: \$600
Signage and recognition.
- Conference Tote Bags: \$400
Your company logo on conference tote bags. Additional recognition.
- Breakfast Sponsorship (2): \$375
Either day available. Signage and Recognition.



To sign up for a sponsorship, please call Dan Owens at (704) 641-1469

Registration Form

- I would like to register _____ people to the 2007 NARA Conference, **"Taking Aim at Boomers and Beyond,"** on October 18-19, at the Doubletree Hotel, Atlanta, GA.
- I would also like to register _____ people to the **Retiree Relocation Summit, "Establishing a Retirement Relocation Program for Your Community,"** on October 17, at the Doubletree Hotel.
- I agree to pay for the **CONFERENCE ONLY:**
- \$225 per person "Earlybird Special" on or before September 15, 2007
 - \$300 per person after September 15 or onsite
- I agree to pay for the **CONFERENCE AND SUMMIT:**
- \$350 per person "Earlybird Special" on or before September 15, 2007
 - \$400 per person after September 15 or onsite

A total of \$_____ will be charged to my Visa Mastercard American Express

Card Number _____ Expiration Date _____

Three Digit Code on Back of Card _____ Name on Card _____

Check for \$_____ is enclosed.

Registration Information (to be used for nametags and conference directory)

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Online or Fax/Mail Form

Fax to: (704) 631-4629 • EMail to: isalema@carolina.rr.com or mail to NARA Conference Registration • P.O. Box 11968, Charlotte, NC 28220



(888) 742-7362

HOTEL ARRANGEMENTS: Blocks of discounted rooms has been reserved for a limited time under "NARA" at the host DOUBLETREE HOTEL (\$119/night) and the nearby Sheraton Suites Galleria Hotel (\$139/night). Please contact them directly to secure these discounted rates:

- Doubletree Guest Suites Atlanta - Galleria, 2780 Windy Ridge, Atlanta, GA
PHONE: (770) 980-1900.
- Sheraton Suites Galleria Hotel Atlanta, 2844 Cobb Parkway S.E. Atlanta, GA
PHONE: (770) 955-3900.