

**get some  
new 55+  
tools**



Housing, Retiree Relocation,  
Marketing/Advertising, Services



**Isn't It Time to Fill Your Business Toolbox with Ideas  
to Capitalize on America's Most Affluent and Fastest Growing Consumer Market?**

**Come Re-Define Your 55+ Strategy Blueprint! Re-Energize your Plans and Ideas at the  
11<sup>th</sup> Annual National Active Retirement Association (NARA) Business Conference**

**NARA**  
**power tools**

**11<sup>th</sup> ANNUAL BUSINESS CONFERENCE  
OCTOBER 20-22, 2010  
COLUMBIA, SC CONVENTION CENTER**

As a NARA Conference Sponsor, you will gain valuable exposure to a large group of business professionals interested in forming valuable relationships with others in the fast-growing 55+ Housing, Marketing and Services Industry. You will gain outstanding exposure through several high-profile events.

NARA has been a trusted leader in providing vital information and networking for over 10 years. NARA attendees rave about the annual conference meetings which have attracted participants and speakers from across the United States and as far as Mexico.

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Why Should You Sponsor?



Businesses across America are learning more each day about the dramatic opportunity presented by the "Boomer and Beyond" generation. The oldest boomer is turning 65 in 2011 and there are approximately 78 million more boomers rapidly aging from the post-WWII Baby Boom.

More builders are focusing on designing, developing and building for people 50+. More towns, cities and states are seeing the value of attracting retirees to come live and spend their wealth. More marketers and service providers are seeing gold in grey as America becomes older as a nation than it's ever been.

In just a few short years, the number of Americans aged 65+ will outnumber those American children aged 5 and younger for the first time in history. In the next 20 years, the number of people aged 65+ will actually double in America. And, currently, those over aged 50 still control over 77 percent of all the financial wealth in America. The

numbers are clear: building for, attracting, marketing to and serving the 55+ age segment promises to be the fastest-growing segment of American business.

In the past 10 years, NARA has not only hosted 10 Annual Conferences for Members and Retirement Industry Professionals, the organization has fostered a number of business relationships and contacts. NARA has been quoted by many regional newspapers, including the *Charlotte Observer*, *The State*, the *Dallas Morning News*, and the *Atlanta Constitution*, but also national media outlets like *USA Today*, *Forbes* magazine, *Money* magazine and Fox Broadcasting's popular *Fox and Friends* morning program.

Being a member and a sponsor of NARA means you are associated with a quality organization that assists bringing businesspeople together who are committed to doing more business with Americans aged 55+.

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## Sponsor Benefit Packets



### **Diamond Level Sponsorship: \$7,500 (1 Sponsor)**

This level includes:

- Top Level Sponsorship of Entire Conference.
- Top Billing on All Signage and Promotional Material for Conference, Including Brochures, Website, Banners.
- Top Billing on Emails/Newsletters Sent to NARA Members, Prospects.
- Top Billing on Signage at all Locations Throughout the Conference.
- 10' x 10' Booth at Conference Trade Show.
- Five Complimentary Registrations to Annual Conference.
- Five Complimentary Memberships to NARA.
- Insertion of Organization Brochure into Membership Packets.
- Logo on Conference Bag.
- Multiple Recognition Mentions from Podium.

### **Gold Level Sponsorships: \$5,000 (3 Only)**

This level includes:

- Second Tier "Headliner" Sponsorship of Entire Conference.
- Second Tier "Headliner" Billing on All Signage and Promotional Material for Conference, Including Brochures, Website, Banners.
- Second Tier "Headliner" Billing on Emails/ Newsletters Sent to NARA Members and Prospects.
- Second Tier "Headliner" Billing on Signage at all Locations Throughout the Conference.
- 10' x 10' Booth at Conference Trade Show.
- Two Complimentary Registrations to Annual Conference.
- Discounts on Additional Registrations to Annual Conference.
- Two Complimentary Memberships to NARA.
- Logo on Conference Tote Bags
- Sponsorship Recognition from the Podium.

### **Silver Sponsorships: \$2,500 (3 Only)**

This level includes:

- Recognition on a Secondary Level on all Conference Material.
- Secondary recognition in all Pre-Conference Emails/Newsletters and Materials.
- Recognition from the Podium.
- One Complimentary Registration to the Annual Conference.
- Discounts on Additional Registrations.

### **Other Sponsorships:**

**Bronze Lunch Sponsorship: \$1,500 (1)**

Recognition in materials and from podium during lunch.

**Ruby Reception Sponsorship: \$750 (1)**

Signage and recognition.

**Emerald Conference Tote Bags: \$900 (1)**

Your company logo on exclusively on one side of conference tote bags. Additional recognition.

**Sapphire Breakfast Sponsorships (2): \$475 Each**

Either Thurs. or Friday available.

Signage and Recognition.

*Sponsorship Conditions: NARA will recognize its sponsors for their support as outlined in merchandising benefits and in other activities as determined by NARA. Sponsors are encouraged to promote their involvement with NARA and invite business prospects and associates to the NARA Annual Business Conference. NARA reserves all rights and decision making authority over all aspects of the sponsorship elements, but not limited to, selection of sponsors, identification of appropriate sponsorships, recognition of sponsors and any and all other terms, conditions and fees. All sponsors receive the first right of refusal to sponsor the same opportunity next year. Food and beverage selections for all events are determined by NARA. All sponsor listings for printed or electronic recognition benefits are contingent upon receipt of sponsor's signed contract, payment by the specified deadlines and appropriate marketing materials.*

---NARA "Boomer and Beyond Power Tools" 2010 Conference Program

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# What

are you waiting for?



We invite you to reach the country's most powerful, influential leaders in the growing 55+ housing industry—the best of the best. These town, city and state retirement officials, builders, developers, architects, interior design professionals, housing, financial services and 55+ service providers, market researchers, sales training consultants, marketers, landscape designers, real estate professionals and others need to know your company, products and services.

The NARA Sponsorship program offers comprehensive benefits and focused exposure. As a NARA "Power Tools" 2010 Conference Sponsor, you'll get great exposure to the industry's leaders.

Get affiliated with the industry's best by supporting the NARA "Power Tools" 2010 Conference.

The sooner you sponsor, the more exposure you'll get! To sign up or for questions, please email us or call us toll free.

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