





What is Active Aging?

Active aging is a holistic approach that helps a person optimize their physical, mental and social health. It encourages active engagement in one's community, and provides programs to improve quality of life.

Research shows that an active lifestyle can lessen the challenges associated with aging and enhance happiness. Our vision is to provide more choices and opportunities for older adults to fully engage in and live their best lives.



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This is NOT your typical trade show!

Who says that getting old means that it's time to stop enjoying life? Not Capri Communities, which is why we are bringing to Southeast Wisconsin the first annual Enjoy Life Active Aging Symposium for older adults. This symposium will address with humor and optimism ways for older adults to live life to the fullest, try new things, make new friends, and enjoy life — whatever that means to them.

To make this vision become a reality, we are looking for vendors of all types who are interested in celebrating active aging with our audience through interactive and educational exhibits. Vendors will be placed in one of four central element areas: Health & Wellness, Learning, Adventure and Community.

Whether you're an expert on salsa dancing, hiking, speed dating, finances, essential oils, cooking or travel — WE WANT YOU to join us on June 21, 2023 to share information and interact in positive, fun ways with Southeast Wisconsin's older adults.

This inaugural event will be held at the Brookfield Conference Center, where we will be using 32,000 square feet filled with exhibits showcasing all things possible, fun and positive for seniors.

Who Attends?

Older adults 55+ from throughout Southeast Wisconsin along with their adult children will attend the Enjoy Life Active Aging Symposium. They will laugh and learn from engaging vendors and dynamic speakers including our Emmy Award Winning Keynote, a man who knows plenty about enjoying life, John McGivern.

So whether someone is interested in Health & Wellness, Learning, Adventure or getting involved in their Community — the Enjoy Life Active Aging Symposium will have something for them!

KEY DETAILS:

- Over 50 vendors representing the gamut of products and services to enhance your quality of life
- 8 dynamic speakers sharing stories and advice about enjoying life and embracing active aging
- Opportunities to join clubs, meet new friends, get connected and engage with others who are interested in making the most out of life

More than Just a booth!

As the presenting sponsor, Capri Communities is available to consult and brainstorm with you to help deliver positive results for your business. Our team will provide a toolkit to aid in promoting your business to our audience at all stages of the Symposium.

Let's put the *live* in senior living!



Why Exhibit?

You will have the opportunity to engage and interact with hundreds of older adults and children of older adults who are looking for programs, products, services and activities for themselves or their parents. The face-to-face interaction the Symposium provides is ideal for developing contacts and leads more than any phone conversation or email exchange would do.

KEY DETAILS:

- Demonstrate and create interactive experiences that showcase your product
- Secure leads and sell products and services on-site
- Obtain emails and contact information to build your marketing list
- Book appointments on-site

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The Core Elements of Enjoy Life

HEALTH & WELLNESS: Experts in the fields of healthy and active living will provide information on achieving maximum health in all areas of life. Think fitness, supplements, mindfulness, spirituality, finances, yoga and much, much more.

LEARNING: Feed your brain with opportunities to learn about the world around you or perhaps satisfy just an intellectual itch that you've always wanted to scratch. Whether the arts, finances or traditional education, vendors in this element will have you asking for more.

COMMUNITY: The best way to help yourself is often to get involved and help others. Join that club, help that non-profit, reach out and get engaged in the community around you. If you have an opportunity to help engage older adults in the broader community around them, this element is for you.

ADVENTURE: Seize the day with vendors ranging from travel experts to wellness treatments that will have you stretching the boundaries of what you thought was possible.

Why Participate as a B2B Sponsor?

If you are interested in supporting Capri Communities and the mission of the Enjoy Life Symposium but do not have a need for an exhibitor booth or any of our other sponsorship levels, our B2B Sponsorship is the perfect opportunity to participate in the Symposium in a meaningful way.

B2B sponsors will headline our post-event, private reception that will take place in the outdoor courtyard of the Brookfield Conference Center immediately following the public event, from 2 to 3 pm. The reception presents a unique opportunity to connect with other sponsors, speakers and exhibitors as we celebrate what is sure to be a fantastic event filled with positive messaging and opportunity for older adults.

Wine, beer, non-alcoholic beverages and light hors d'oeuvres will be served while enjoying live music provided by Depot Express.

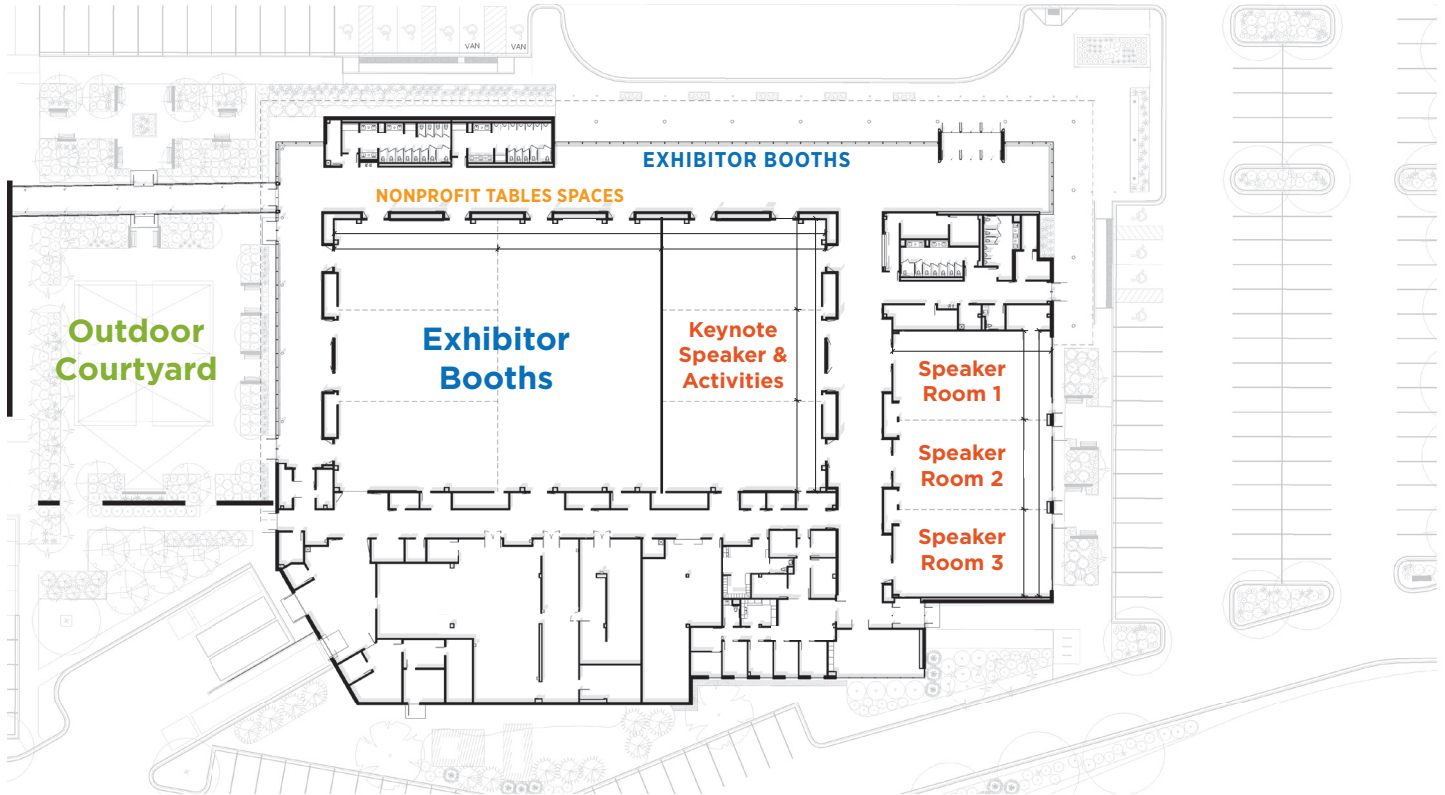
ABOUT OUR KEYNOTE SPEAKER

We are excited to announce that we have secured John McGivern as our Keynote Speaker.

John McGivern is best known for his Emmy-award winning work on PBS, *Around the Corner with John McGivern* and now *John McGivern's Main Streets*. He shares personal stories in only the way he can — with humor and insight that reminds all of us to enjoy life to its fullest.



B2B SPONSORSHIP



B2B Sponsorship Levels

Producing this inaugural year of the Enjoy Life Active Aging Symposium is a tremendous undertaking as we work to reach and engage older adults throughout Southeast Wisconsin. Capri Communities welcomes the support of our partners and friends. Thank you for your consideration.

PARTNER LEVEL

\$2,500

FRIEND LEVEL

\$1,000

B2B Sponsors will receive:

- Prominent combined signage with logo recognition at the post-event, private reception
- Acknowledgement by Capri Communities' senior leadership team from the stage at the reception
- Combined full page ad with logo recognition in the Enjoy Life Active Aging Symposium program

Contact Kim Irwin to reserve your spot!

414-687-0077 | kirwin@capricommunities.com

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enjoy life with us!

You won't want to miss the inaugural Enjoy Life Active Aging Symposium presented by Capri Communities. This first-of-its kind event is the perfect place to promote your business to older adults who are interested in learning about ways to embrace active aging and live life to the fullest! Our purpose is to recognize the growing population of older adults in our community and bring them together to inspire, educate and encourage each other to realize what is possible and enjoy life — whatever that means to them.

Capri Communities is a Wisconsin-based, award-winning senior living company with eighteen communities located throughout Southeast Wisconsin. Featuring Independent Living, Assisted Living and Memory Care apartments, Capri is committed to enriching the lives of older adults and believes in the importance of enjoying life at every age. All Capri Communities feature month-to-month rent with no endowment fees. This, along with our signature *enjoy life* resident lifestyle enrichment activities, Enjoy Life Adventure Series and Blu Grotto Memory Care Programming, is the Capri difference.



Capri's company mission is to enrich the lives of our residents through service and commitment to family and community. Our CARES values guide us in fulfilling our mission:

COMMITTED TO THE RESIDENT EXPERIENCE

ATTENTIVE TO INDIVIDUAL NEEDS

RESPECTFUL TO ALL

ENGAGED IN OUR LOCAL COMMUNITY

SERVE WITH INTEGRITY



Capri Communities manages the Chiara Communities Foundation, a non-profit organization. It was founded in 2018 to be an industry leader by owning housing developments that provide programming, cutting-edge services and support to the individuals that live and work in our communities while also giving back philanthropically. The Chiara portfolio currently includes nine Capri campuses.



Fun Facts About Older Adults

- The number of Americans ages 65 and older is projected to nearly double from 52 million in 2018 to 95 million by 2026 and the 65-and-older age group's share of the total population will rise from 16% to 23%. *(US Census Bureau – Population Projections)*
- 46% of the US adult population is age 50 plus. *(AARP)*
- People over age 50 are responsible for more than half of consumer spending in the United States. *(AARP 2021)*
- Baby Boomers born between 1946 and 1964 spend the most of any demographic group, more than half a trillion dollars a year. *(Epsilon study)*
- People 65+ control around 70% of disposable income worldwide, spending more than \$15 trillion in 2021. *(Founder Institute)*
- In 2020 the number of people aged 60 years and older outnumbered children younger than 5 years. *(World Health Organization 10/22)*
- The number of persons aged 80 years or older is expected to triple between 2020 and 2050 to reach 426 million. *(WHO)*

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