

# ICAA CONFERENCE AND EXPO 2024

Raleigh Convention Center  
Raleigh, North Carolina  
November 19–21, 2024

**SAVE**  
when you  
register  
early!

**Strengthen bonds,  
transform perspectives**

**Conference partners**



**MATRIX**

# GROW YOUR IMPACT

*"This was my first ICAA conference, and I wasn't sure what to expect. The conference was wonderful! A great variety of speakers and topics to choose from, and the networking capabilities were rewarding. The expo was wonderful as well! I have already discussed some ideas with the CEO of our company. I will definitely be back next year."*

**Heidi M. Elich**

*Vice President Consulting,  
Assisted Living & Independent  
Living, DiningRD*

Join us at the ICAA Conference and Expo 2024 to enhance your professional acumen. Immerse yourself in enlightening educational sessions designed to advance you and/or your team's expertise and grasp up-to-date insights, research, and breakthroughs in fostering a thriving wellness environment. Delve into a wide array of topics, from the latest in technology and program creation and implementation, to the seamless blending of wellness practices with healthcare, and much more.

Prepare for an invigorating educational journey. Our program will include carefully chosen sessions from a pool of numerous submissions to ensure a rich, transformative learning experience that rejuvenates your approach to wellness.

Experience a specialized expo and explore the latest in technologies, equipment and services that cater to enhancing wellness and quality of life in every aspect for the population you love to serve.

What else can you anticipate at this year's gathering?

**A close-knit atmosphere.** Enjoy a smaller, more intimate conference setting that encourages in-depth discussions, community, robust networking and the cultivation of lasting professional relationships.

## **A spectrum of interactive opportunities.**

Take advantage of the latest, diverse hands-on experiences available in specific sessions and during the ICAA Expo, where you can embed yourself in innovation.

## **A chance to optimize your investment.**

Maximize the benefits from wide-ranging educational sessions. Our conference offers a plethora of learning opportunities suitable for staff members at various stages of their careers and with different responsibilities. Engage with renowned leaders in the industry. Craft unforgettable experiences that will motivate and energize you and your team at this year's conference and expo.

**Learn more or register at <https://icaaconference.icaa.cc/>. Also see posts and videos at [Facebook.com/icaahome](https://Facebook.com/icaahome)**

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## **Continuing education program**

Enroll for CEUs/CECs for \$75 before November 1, 2024, or \$100 on-site (fee covers costs from certifying agencies). Check site to get updates about participating organizations, at <https://icaaconference.icaa.cc/>

## **Propel your play and productivity at the Raleigh Convention Center**

Experience the full vibrancy of the ICAA Conference and Expo by staying at the Raleigh Marriott City Center, which is a short walk to the convention center. Seize the opportunity to share learning spaces with other professionals who understand your pain points. Immerse yourself in the excitement, the creative sessions and the enjoyment. Reserve your room now!



# AGENDA AT A GLANCE

## Raleigh Convention Center

500 South Salisbury Street, Raleigh, NC 27601

### Monday, November 18

3:00 p.m.–6:00 p.m.	Registration
8:00 a.m.–5:00 p.m.	Preconference
6:30 p.m.–7:00 p.m.	ICAA Conference prelude

Preconference details to come.

### Tuesday, November 19

6:30 a.m.–3:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Education session: Conference warm-up
8:15 a.m.–9:15 a.m.	Education sessions
9:30 a.m.–10:30 a.m.	The Main Stage
10:45 a.m.–11:30 a.m.	Creative Exchange
11:45 a.m.–12:45 p.m.	Lunch & Learn
12:45 p.m.–3:30 p.m.	Expo Grand Opening
3:45 p.m.–4:45 p.m.	Education sessions
4:45 p.m.–5:15 p.m.	Class of 2024 Photo and happy hour (cash bar)

*"I leave ICAA feeling energized and more prepared to support my community, both staff and members, in moving forward with successful longevity plans."*

#### Kate Yates

*ForeverWell Program Director,  
YMCA of the Fox Cities*

### Wednesday, November 20

6:30 a.m.–11:00 a.m.	Registration
7:00 a.m.–8:00 a.m.	Education sessions
8:15 a.m.–9:15 a.m.	Education sessions
9:30 a.m.–10:30 a.m.	Education sessions
10:45 a.m.–11:30 a.m.	Creative Exchange
11:45 a.m.–12:45 p.m.	Lunch & Learn
12:45 p.m.–3:30 p.m.	Expo
3:45 p.m.–4:45 p.m.	Education sessions
5:00 p.m.–5:30 p.m.	Regenerate and restore

### Thursday, November 21

7:00 a.m.–8:00 a.m.	Education sessions
8:15 a.m.–9:15 a.m.	Education sessions
9:30 a.m.–10:30 a.m.	Education sessions
10:35 a.m.–11:00 a.m.	That's a Wrap! closing gathering

*Subject to change.*



# ICAA EXPO: STAY RELEVANT

*“Attending the conference lit a fire of inspiration in me! I was able to collect resources and meet other leaders in the industry that will ultimately help me build the wellness program in my community.”*

## DeEtte Dalrymple

*Fitness Program Manager, St. James Place, Baton Rouge, LA*

The ICAA Expo, set to take place November 19–20, 2024, is a must for anyone committed to the field of active aging. Whether you’re an advocate for healthy aging, wellness professional, fitness enthusiast, or community or facility owner or manager, this expo is your gateway to a world of innovative ideas and products designed to enhance the quality of life for your residents or members.

As an industry professional, staying abreast of the latest trends and developments is crucial. By attending the ICAA Expo, you position yourself at the forefront of the industry, gaining insights into new research, products and services that can significantly enhance your career. Keeping up with these advancements not only helps you remain relevant but also equips you with the tools and knowledge to provide exceptional wellness offerings and guidance to your residents or members.

The ICAA Expo is a fantastic opportunity for networking. Connect with like-minded professionals, industry leaders, and innovators who share your passion for active aging. These connections can lead to collaborations, new perspectives and valuable resources that can invigorate your professional journey.

Mark your calendars for the ICAA Expo and get ready to uncover new ways to live better longer. Your participation in this event is more than just an educational opportunity; it’s a commitment to your professional growth and a testament to your dedication to improving lives. Join us in shaping the future of active aging and elevate your career to new heights.

### Become an exhibitor

Are you in search of a platform to showcase your offerings? Propel your business further at the ICAA Expo, where attendees actively seek products, services and technology to enhance the well-being of residents, members or citizens. Learn more: <https://icaaconference.icaa.cc/request.php>

## Your conference community

### Positions attending

- CEOs, CFOs, presidents, vice presidents and owners
- Executive directors, administrators and board members
- Wellness/program/activities directors and managers
- Sales and marketing personnel
- Developers and architects
- Resident life executives
- Resident services personnel
- Dining services directors and staff
- Fitness instructors, personal trainers and health educators
- Social workers and chaplains
- Physicians, nutritionists/dietitians and therapists
- Researchers, educators and professors
- Resident Advisory Council members and committee members

### Organizations represented

- Senior living (independent living, assisted living, memory care)
- Continuing care/life plan communities
- Fitness centers/gyms, studios, YMCAs
- Active-adult real estate development
- Community centers, seniors centers





# FREQUENTLY ASKED QUESTIONS

*"I am so glad I was able to attend the 2023 ICAA conference. I came away with a great deal of information that I can immediately put to use, as well as a great sense of purpose and inspiration to excel in the services my team and I provide to our residents."*

**Natalie Wilcox McCann**  
Director of Hospitality, Judson  
Park Retirement Community,  
A HumanGood Community

**Q. Where is ICAA 2024 held?**

A. This year's ICAA Conference and Expo takes place November 19–21 at the Raleigh Convention Center, Raleigh, North Carolina.

**Q. Why attend ICAA's event?**

A. Connect, learn and recharge with the ICAA community through this learning experience and expo. Develop your team's knowledge with the latest information, research and innovations to build your wellness culture.

**Q. What is included in the ICAA Conference fee?**

A. Your registration fee includes Main Stage session, educational seminars, hand-outs and entry to the Expo. Two meals (Lunch & Learn) are included.

**Q. Do I need to register for my session choices ahead of time?**

A. No. You may attend any educational seminar or Main Stage presentation without registering.

**Q. How do I earn continuing education units for the sessions I attend?**

A. You can earn credits by signing up for the CEU program. To cover costs, there is a USD\$75 fee when you enroll by November 1, 2024; \$100 on-site.

**Q. What will I find at the ICAA Expo?**

A. Discover new technologies, equipment and services from providers committed to meeting the industry's evolving needs. Exhibitors are there to demonstrate products, respond to questions and build relationships with you.

**Q. How do I become an ICAA member?**

A. You can join ICAA and save on your conference fee when you register. Fill out the optional membership section when you register online at <https://icaaconference.icaa.cc/register.php>. Learn about member benefits at [www.icaa.cc/membership.htm](http://www.icaa.cc/membership.htm)





**Q. We're enrolling several people. How do we register?**

A. For a group discount, you must all register at the same time and make one payment for the total fees. Visit <https://icaaconference.icaa.cc/register.php> to complete one online application form per person, then pay by PayPal. Alternatively, download a registration form to copy and complete for each person. Then fax all forms together to 604-708-4464 and note payment by check or credit card. Or, call toll-free 866-335-9777 to register by phone.

**Q. Can I register now and pay later?**

A. Yes. You can register online or by fax or phone, then call us later with your credit card information or mail a check. If payment does not arrive within 30 days, your registration will be cancelled. To pay by check after October 28, indicate this payment method on your registration form and fax a copy of the check to 604-708-

4464. Payment must be received before or at the event for your registration to remain valid.

**Q. I don't have a formal job title but the form states "required." What should I do?**

A. Please use a description of your job if you don't have a formal title. For example, executive director, wellness director, personal trainer or administrator.

**Q. When will ICAA confirm my registration?**

A. You'll receive email confirmation within one week of ICAA's receipt of your registration. Please contact us if you do not hear anything within an appropriate period.

**Q. Can I cancel a registration?**

A. Yes. You may cancel your registration until September 18, 2024, by sending a request in writing to [info@icaa.cc](mailto:info@icaa.cc). A per-person administrative fee will apply on

refunds. See <https://icaaconference.icaa.cc/register.php> for full cancellation and substitution policies.

**Q. Is there a dress code for ICAA's event?**

A. Dress is casual. We recommend you wear comfortable walking shoes and bring a sweater or jacket. Meeting rooms are air-conditioned and often chilly.

**Q. Will healthy food options be available on-site?**

A. The Raleigh Marriott City Center and Raleigh Convention Center offer food choices, and there are more within walking distance. Two "Lunch & Learn" options are available to those registered. You may choose to bring healthy snacks or purchase items from a local store. Note: ICAA has no control over food options available on-site.

Other questions? Please email [info@icaa.cc](mailto:info@icaa.cc) or call 866-335-9777 for information.



# HOTEL

## Grab a meal: breakfast, lunch and dinner options

Two meals (Lunch & Learn) will be included in your conference registration fee. There are many wonderful dining options near the convention center and the Raleigh Marriott City Center, for your convenience. You may also choose to bring healthy snacks or purchase items from a local store as well. Note: ICAA has no control over food options available on-site.

## Accommodations

As the official conference hotel, the Raleigh Marriott City Center will host attendees to the ICAA Conference and Expo 2024. The hotel is located at 500 Fayetteville Street, Raleigh, NC 27601.

Discover unparalleled luxury and convenience in the accommodations, which feature signature plush bedding, complimentary Wi-Fi, and modern workspaces.

## Fees

### Room rates

\$229 (plus taxes and fees)

*All fees are in US dollars.*

## Reservations

Book and confirm your accommodations for the ICAA Conference and Expo at <https://icaaconference.icaa.cc/hotel.php>

One night's room plus tax is a required deposit to guarantee your reservation. This de-

posit is refundable for a cancellation two (2) days/48 hours prior to check-in date.

## Cancellations

Raleigh Marriott City Center requires notice of cancellations at least 2 days/48 hours prior to arrival.

No busing service or designated housing provider is available. For alternative accommodation or a block of rooms at the Raleigh Marriott City Center, contact ICAA at 866-335-9777 (toll-free) or [info@icaa.cc](mailto:info@icaa.cc)

## Health and safety at Raleigh Marriott City Center

Raleigh Marriott City Center offers mobile or web check-in, a mobile key and other low contact services. Review room preferences/check in ahead of arrival with the Marriott Bonvoy App. Gain a mobile key to your room for your smartphone (available to single guests who are Marriott Bonvoy members).





# REGISTRATION



ICAA Conference and Expo 2024	On or before July 9	On or before September 17	After September 17
<b>ICAA members</b>			
1st registrant	\$399	\$519	\$619
2nd and 3rd registrants	\$349 each	\$469 each	\$559 each
4th and more registrants	\$259 each	\$299 each	\$379 each
<b>Nonmembers</b>			
1st registrant	\$469	\$549	\$639
2nd and 3rd registrants	\$419 each	\$499 each	\$579 each
4th and more registrants	\$299 each	\$319 each	\$409 each

*Note: All registration fees are in US dollars.*

## To register

Call toll-free 866-335-9777.

Visit [www.icaa.cc](http://www.icaa.cc)

Register early to **SAVE!**

## All access pass to the ICAA Conference and Expo includes:

- Main Stage events
- educational seminars
- online handouts
- entry to the exhibit hall
- Lunch & Learn

Additional fees are required for continuing education unit registration (**\$75 before November 1, \$100 on-site**) and preconference sessions.

**Group discount:** To qualify for this discount, you must all register at the same time and pay with one check or credit card. You can add an attendee to your registered group by calling ICAA at 866-335-9777 or 604-734-4466.

**Dress code:** Conference dress is casual. For your comfort, bring walking shoes and a **sweater or jacket**. Meeting rooms are air-conditioned.

**Waivers:** To attend the ICAA Conference and Expo, you will need to complete waivers for liability and for use of your image (voice, photo, video, etc.) in promotional and educational materials. These waivers are included as part of the registration form.

**Register today! Call toll-free 866-335-9777 (North America only) or 604-734-4466.** Or go to <https://icaaconference.icaa.cc/register.php> to register online or download forms to complete and return via fax or mail.

**Note:** To pay by check after October 28, indicate this payment method on your registration form and then fax a copy of the check to 604-708-4464. Payment must be received before or at the event for your registration to remain valid.

**For cancellation information, see "Frequently asked questions." Visit <https://icaaconference.icaa.cc/register.php> for full cancellation and substitution policies.**

*All conference details are subject to change.*



603-1112 West Pender Street  
Vancouver, BC, V6E 2S1  
Toll-free: 866-335-9777  
Tel: 604-734-4466  
**[www.icaa.cc](http://www.icaa.cc)**

## ICAA's COVID-19 protocols

ICAA is committed to the health and safety of all members of our conference community as well as their families, colleagues and constituents. To protect against COVID-19 spreading at our event, we will follow best practice guidelines from the US Centers for Disease Control and Prevention and the State of North Carolina in fall 2024.