

our life 2024

living our best life at every age!

Thursday, April 25, 2024 | 10:00am – 1:30pm
Courtyard by Marriott - Edina-Bloomington

ourlifemn.com

EXHIBITOR INFORMATION

brought to
you by:

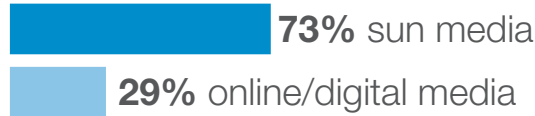


our life 2024

attendance demographics

73%

of respondents heard about Our Life from their community newspaper!



94%

of respondents said they will attend Our Life again!

94%

of respondents said they **would recommend** Our Life to their friends and family!

66%

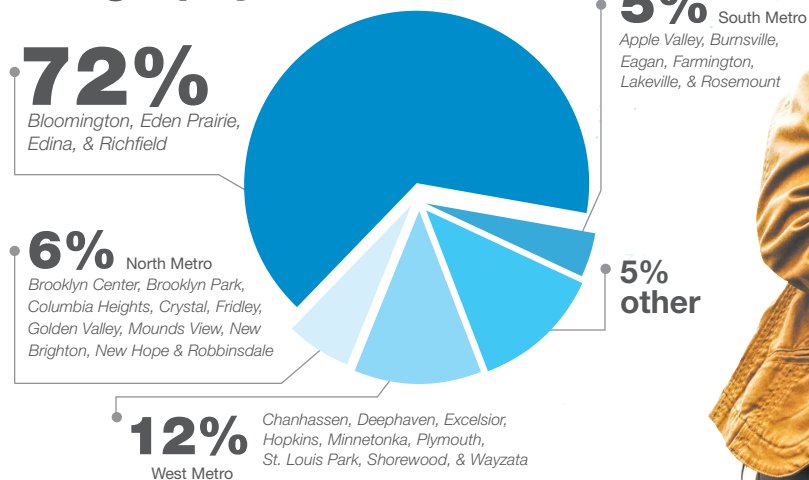
of respondents who said they did not purchase anything at Our Life said they **would likely purchase** from an exhibitor in the future.

68%

of attendees were between 55 and 74 years!

- 2% < 44 yrs
- 5% 45 yrs - 54 yrs
- 25% 55 yrs - 64 yrs
- 38% 65 yrs - 74 yrs
- 30% 75+ yrs

Attendance by Geography



source: Our Life 2023 attendee survey

ourlifemn.com





FREQUENTLY ASKED QUESTIONS

When and where is ourLife?

Thursday, April 25, 2024 – 10:00am – 1:30pm

Courtyard by Marriott, Edina

4460 W 78th Circle, Bloomington

What activities are at ourLife?

- Exhibitor Booths
- Breakout Seminars
- Screenings
- Random Drawings

Who is your target audience?

The expo is geared toward active adults 55 and over.

What are the demographics of the audience you are promoting to?

Median Household Income of Primary Market Area is \$81,600

28% of Adults in Primary Market Area are ages 45-64

15% of Adults in Primary Market Area are 65+

96% of recipients read our newspapers on a regular basis.

80% of our readers purchase products and services they see in our paper.

Sources: U.S. Census Bureau, factfinder2.census.gov, Sun Media delivery and readership verification survey through Certified Audits of Circulation 2023.

How will I benefit from ourLife?

(1) ourLife gives you an opportunity to meet and interact with your customers and community residents in a more personal way. We encourage all exhibitors to make their booth interactive. Have a drawing, play a game, give out samples.

(2) In addition, your full color ad in the ourLife special section will be distributed to 37,500 homes and businesses the week prior to the expo. This gives you the added benefit to promote your business to a vast audience, reaching even beyond the event attendees.

Exhibitor Feedback

92% felt the marketing benefits they received were equal to their investment.

89% of exhibitors said the event met their expectations.

87% of respondents said they plan to return for future events.

Source: ourLife 2023 exhibitor survey

PREVIOUS EXHIBITORS

ADT Medical Alert

Align Neuropathy

Allina Health Aetna

Arrowwood Resort &
Conference Center

Aurora on France

Avidor Edina

Better Business Bureau

Blue Cross/Blue Shield

CareAparent

Chmiebell Tours & Funtime
Polka Band

Choice Connections

Cremation Society

Eden Prairie Senior Living

Farmers Insurance –
David Freeland

Gold Leaf Insurance

HealthPartners

Heart of the North Tours

Herself Health

Home Video Studio

Humana

Integrated Ins. Agency

LeafFilter

Minnesota Hospice

Minnesota Masonic Homes

My Credit Union

Nicholas Krueger Realty

Park Dental

Prairie Bluffs Senior Living

Provision Law

Senior Blue Book

Seniors Helping Seniors

Sholom

Suite Living Senior Care

Summit Place

Ted Field – Edina Senior
Services

The Catholic Cemeteries

The Glenn

The Pines

The Tach Team

The Waters Senior Living

Twin Cities Pain Clinic

UCare

Village Shores

Washburn McReavy

Woodstone Senior Living

our life 2024

ONE STOP SHOP!

You may purchase items for your ourLife booth from APG Promotional Products Division. Below is a small sampling of items available. We can help you with everything from banners and shirts to displays and novelty handouts!



PENS

FIRST AID KIT



BAG CLIPS



BEVERAGE HOLDERS



CLIP-ON HAND SANITIZER

SUGAR-FREE MINTS



PILL BOXES



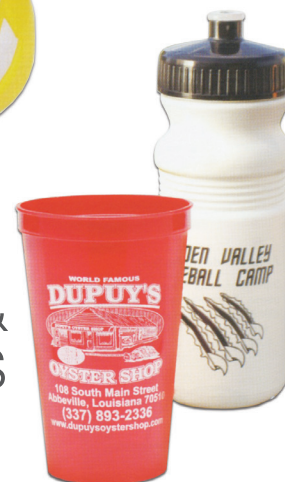
STRESS BALLS



WORKOUT BANDS



STADIUM CUPS & WATER BOTTLES



*Prices may change. Listed prices based on 2022 prices.

For more information, please contact **Laura Seward** at **(763) 712-3595** or **laura.seward@apgecm.com**



Thursday, April 25, 2024 10:00 a.m. to 1:30 p.m. Courtyard by Marriott, Edina 4460 W. 78th Street Cir., Bloomington, MN 55435	Co-Presenting Sponsor \$5,000 (2 Available)	Seminar Sponsor \$2,500 (5 Available)	Silver Sponsor \$1,000	Bag Sponsor \$795	Double Booth \$1,300	Single Booth \$650
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Exhibitor and Sponsorship Opportunities

Booth Size	20 x 6	10 x 6	10 x 6	10 x 6	20 x 6	10 x 6
8' Skirted Tables/Chairs*	2 / 4	1 / 2	1 / 2	1 / 2	2 / 2	1 / 2
Booth Location	Choice	Choice	Choice	Choice	Random	Random
Electricity Charge (perimeter booths only) ²	Free	Free	Free	Free	\$25	\$25
Full Color Ad in Special Section (April 18)	Full Page	½ Page	¼ Page	¼ Page	1/8 Page	1/8 Page
Logo on Exhibitor Page on ourlifemn.com	x	x	x	x	x	x
OURLIFE Special Sections to distribute (week prior)	20	15	10	10		
Name mentioned in pre-event articles	x	x	x	x		
Logo on 11x17 posters (deadline February 15)	x	x	x	x		
Logo on Primary Market Advertising (January - April)	x	x	x	x		
Article in Special Section (April 18)	Full Page	½ Page	¼ Page	¼ Page		
Opportunity to host a 20-minute seminar	x	x				
Opportunity to place item in each bag (sponsor provides item)	x					
(Logo) presents OURLIFE 2024 on ads/poster/cover	x					

*2 person limit per table. \$50 per additional person.

1. Bag Sponsor Requirements: Bag sponsor must provide a minimum of 400 bags, to be handed out at the entrance to OURLIFE. The bags must be gusseted and have over-the-shoulder straps. The bag does not need to have OURLIFE logo on it; however, logo can be provided if you choose to include it. Sun Media will return any undistributed bags to sponsor after expo. Bags must be delivered to our Eden Prairie office no later than 10 business days prior to OURLIFE. If bags are not delivered, bag sponsor will be invoiced for replacement bags ordered by Sun Media, including rush charges.

2. Electricity only available on perimeter walls.