

our life 2025

living our best life at every age!

Friday, April 25, 2025 | 10:00am – 1:30pm
Courtyard by Marriott - Edina-Bloomington

ourlifemn.com

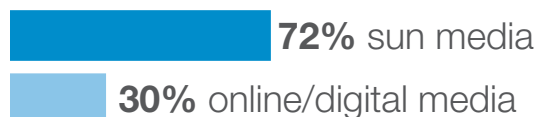
EXHIBITOR INFORMATION

brought to
you by:



72%

of respondents heard about Our Life from their community newspaper!



92%

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.

66% 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

72%

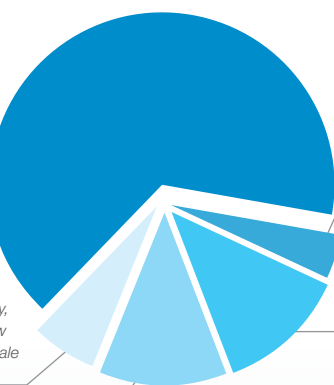
Bloomington, Eden Prairie, Edina, & Richfield

6%

North Metro
Brooklyn Center, Brooklyn Park, Columbia Heights, Crystal, Fridley, Golden Valley, Mounds View, New Brighton, New Hope & Robbinsdale

12%

West Metro



5%

South Metro
Apple Valley, Burnsville, Eagan, Farmington, Lakeville, & Rosemount

5%
other

source: Our Life 2023 attendee survey





FREQUENTLY ASKED QUESTIONS

When and **where** is ourLife?

Friday, April 25, 2025 – 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 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

AAA Minneapolis

ADT Medical Alert

Avidor

Align Neuropathy

Allina

Arrowwood Resort
& Conference Center

Better Business Bureau

Blue Cross/Blue Shield

Cal Financial
Medicare Brokers

CapTel Captioned
Telephones

CareAparent

Cremation Society

Eden Prairie Senior Living

Emergency Nurses
Association

eXp Realty

Farmers Insurance

Founders Ridge

Gold Leaf Insurance

HealthPartners

Heart of the North Tours

Herself Health

Homewell Care Services

Kitchen Wise
& Closet Wise

Legacy Assurance Plans

Minnesota Rusco

MN Masonic Homes

Munkeby Kramer

My Credit Union

Neptune Society

Nicholas Krueger Realty

Park Dental

Prairie Bluffs Senior Living

Provision Law

Seniors Blue Book

Seniors Helping Seniors

Snooze Mattress

Ted Field – Edina Senior
Services

The Catholic Cemeteries

The Glenn Hopkins
& Minnetonka

The Waters Senior Living –
Co- Sponsor

Twin Cities Pain Clinic

Two Dames and Friends

Ucare

United Healthcare/
Integrated Insurance

United Healthcare/Optum



Friday, April 25, 2025 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 (4 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	16 x 6	8 x 6	8 x 6	8 x 6	8 x 6	8 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 17)	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 13)	x	x	x	x		
Logo on Primary Market Advertising (January - April)	x	x	x	x		
Article in Special Section (April 17)	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 2025 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.