

OUR *life*

nw metro 2022

October 5, 2022 | green haven golf course, anoka
living our best life at every age!

EXHIBITOR INFORMATION

brought to
you by:



ourLife

nw metro 2022

ourLife nw metro attendance demographics

72%

of respondents heard about ourLife from their community newspaper!



72% ECM/APG Community Newspapers

28% other media

90% of respondents said they **would recommend** ourLife to their friends and family!

68% of respondents who said they did not purchase anything at ourLife said they **would likely purchase** from an exhibitor in the future.

67% of attendees were between 55 and 74 years!

- 3% < 44 yrs
- 3% 45 yrs - 54 yrs
- 28% 55 yrs - 64 yrs
- 39% 65 yrs - 74 yrs
- 31 % 75+ yrs

90%

of respondents said they will attend ourLife 2022!





FREQUENTLY ASKED QUESTIONS

When and where is ourLife nw metro?

Wednesday, October 5, Noon - 3:30pm

Green Haven Golf Course

2800 Greenhaven Road, Anoka

What activities are at ourLife nw metro?

- Exhibitor Booths
- Breakout Seminars
- Screenings
- Random Drawings

Who is your target audience?

How many attendees will be at the event?

The expo is geared toward active adults 55 and over.

The 2021 ourLife nw metro attendance was approximately 500 people.

How will I benefit from ourLife nw metro?

(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 over 75,000 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.

Attendee Feedback

I thought it was one of the best I have attended because it was easy to walk along the tables. People really made way for others to pass if they wanted to stay and talk to the people at certain tables. And it seemed to be just the right amount of information. Signing up for drawings once was a terrific idea and was probably why people moved along so well. The point of going is to get the information.

My friend and I thought giving people a ride in the golf carts to and from their cars was a wonderful thoughtful thing to do. I also thought Green Haven was the perfect place because enough parking space was available. Also, the smaller event made it possible to get around in an hour or two so you didn't have to stay the whole afternoon. Congratulations on an excellent event.

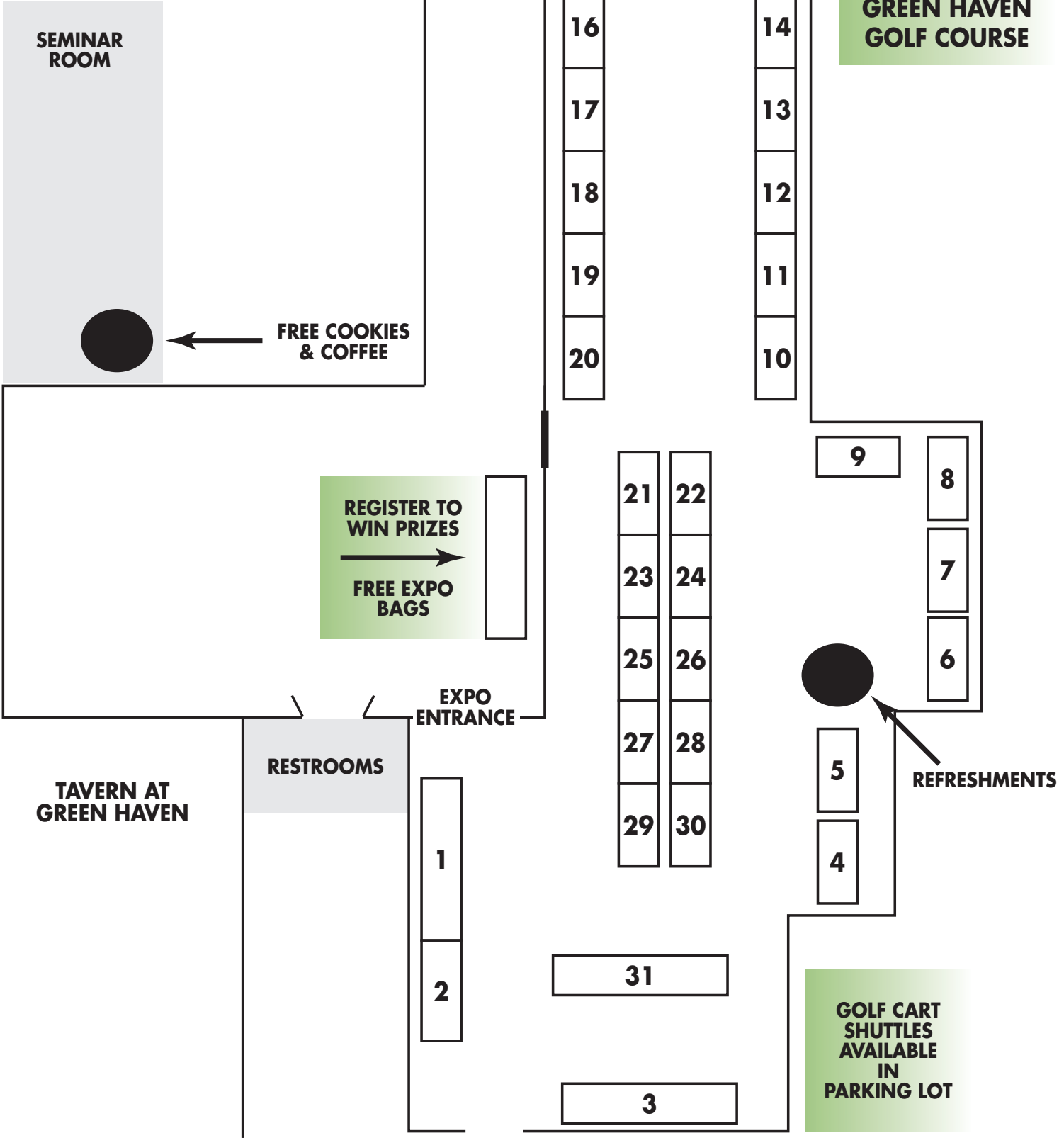
-Sharon

Previous ourLife nw metro exhibitors

- Amramp
- Beltone
- BridgeWater at Hanover
- Brighton Home Health & Hospice
- CapTel
- Connexus Energy
- Cremation Society
- Crest View Senior Communities
- Edina Realty-Kathy Tadych
- Elder Law Services, PLLC
- Elk River Senior Housing
- Emmer for Congress
- EXIT Lakes Realty Premier-The Harrington Team
- EXIT REALTY NEXUS
Melissa Gootee & Stephanie Beckstrand
- Gateway Financial Strategies
- Greenhaven Marketing
- Guardian Angels
- HealthPartners
- Home Service Hearing Aid, Inc.
- Humana
- Impact Services
- Insurance Brokers of Minnesota
- Kemper Drug
- Legends of Spring Lake Park
- Mary Kay Cosmetics-Sheryl Carlson
- Metropolitan Heart and Vascular Institute
- Minneapolis Vascular Physicians/
- Minneapolis Vein Center
- Mn Shower & Bath
- Monarch Healthcare Management
- North Central Insurance
- North Suburban Eye Specialists
- Oasis Senior Advisors
- Pella Windows & Doors
- Physical Therapy Consultants
- Renewal by Andersen
- Saint Therese at Oxbow Lake
- SoundGate Hearing Clinic
- Stoney River Senior Living
- Tealwood Senior Living
- The Goodman Group
- The Homestead at Anoka
- Touching Hearts at Home
- UCare
- Walker Methodist
- Washburn-McReavy Chapels
- Wellness Radio
- Zemke Travel

GREEN HAVEN PARKING LOT

Wednesday,
October 5, 2022
Noon - 3:30pm
**GREEN HAVEN
GOLF COURSE**





Wednesday, October 5, 2022 Noon to 3:30pm Green Haven Golf Course, Anoka	Co-Presenting Sponsors \$5,000	Seminar Sponsor \$2,500	Silver Sponsor \$1,000	Bag¹ Sponsor \$695	Double Booth \$895	Single Booth \$495
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Exhibitor and Sponsorship Opportunities

	16 x 6	16 x 6	8 x 6	8 x 6	16 x 6	8 x 6
Booth Size	16 x 6	16 x 6	8 x 6	8 x 6	16 x 6	8 x 6
8' Skirted Tables/Chairs	2 / 4	2 / 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 (September 28)	Full Page	½ Page	¼ Page	¼ Page	1/8 Page	1/8 Page
Link on Exhibitor Page on ourlifennwmetro.com	x	x	x	x	x	x
OURLIFE Special Sections to distribute (week prior)	20	15	10	10		
Category Exclusivity at Sponsor Level	x	x	x	x		
Name mentioned in pre-event articles	x	x	x	x		
Logo on 11x17 posters (deadline August 15)	x	x	x	x		
Logo on Primary Market Advertising (August-October)	x	x	x	x		
Article in Special Section (September 28)	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 2022 on ads/poster/cover	x					

1. Bag Sponsor Requirements: Bag sponsor must provide a minimum of 500 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. ECM Publishers will return any undistributed bags to sponsor after expo. Bags must be delivered to our Coon Rapids 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 ECM Publishers, including rush charges.

2. Electricity only available on perimeter walls.

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ONE STOP SHOP!

You may purchase items for your ourLife booth from ECM Publishers 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
starting at
¢.32

FIRST AID KIT
starting at \$1.89



BAG CLIPS
starting at ¢.64



BEVERAGE HOLDERS
starting at ¢.50



MINTS
starting at ¢.87



CLIP-ON HAND SANITIZER
starting at \$1.00

PILL BOXES
starting at ¢.81

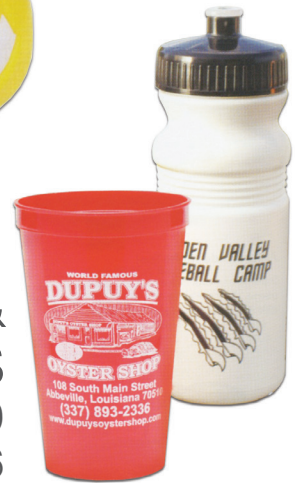


STRESS BALLS
starting at ¢.87



WORKOUT BANDS
starting at \$1.25

STADIUM CUPS & WATER BOTTLES
cups starting at ¢.39
bottles starting at ¢.76



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