



brought to you by:
Faribault Daily News
Northfield News

an expo for
 adults 55 years
 and over!
free admission
free seminars
free screenings
free giveaways



BOOTH & SPONSOR PACKAGES	Title (1) \$1,500	Seminar (3) \$500	Bag (1) \$500	Vendor Package A \$625	Vendor Package B \$450	Vendor Package C \$375	Vendor Package D \$350	Vendor Package E \$250	Vendor Package F \$200
Logo on posters, flyers, signage, digital, social & print advertising	x	x	x						
Ad space in This is Living special section - full color	Full page	1/2 page	1/4 page	Full page	1/2 page	1/3 page	1/4 page	1/8 page	
20,000 digital ad impressions on any combo	x								
Inclusion in pre-event editorial coverage	Can provide quote	Names listed, no quote	Names listed, no quote						
Mention in KYMN radio ad	x								
Logo on website	x	x	x						
Logo on Facebook event page picture and one free post	x								
Two tables & two chairs	x								
One table & one chair		x	x	x	x	x	x	x	x
Premium table location with ability to welcome guests	x								
Twenty minute seminar presentation at event	x	x							
Opportunity to include sponsor logo items in bags for guests	x	x	x	x	x	x	x	x	x
Package Valued At:	\$5,000+	\$1,000+	\$750+	\$750+	\$550+	\$450+	\$400+	\$300+	

1. Bag Sponsor Requirements: Bag sponsor must provide a minimum of 300 bags, to be handed out at the entrance to *This is Living*. The bags must be gusseted and have over-the-shoulder straps. The bag does not need to have *This is Living* logo on it; however, logo can be provided if you choose to include it. Southern Minn Media will return any undistributed bags to sponsor after expo. Bags must be delivered to our Northfield office no later than 10 business days prior to *This is Living*. If bags are not delivered, bag sponsor will be invoiced for replacement bags ordered by Southern Minn Media, including rush charges. **2.** Electricity only available on perimeter walls.