

Spring 2011 50+ PrimeTime Living Expo™ ***Impressions Made Through Publicity, Advertising & Marketing***

Below is a recap of our publicity and advertising campaign for the 8th annual Spring 50+ PrimeTime Living Expo™. We are proud that this event once again garnered tremendous media coverage. We hope to welcome you as a sponsor or exhibitor in one or more of our future expos.

Publicity

Media Relations, Inc., a sister company of Mid-America Events & Expos, Inc., began its publicity efforts for the Spring 50+ PrimeTime Living Expo™ several months before the event. As a result of the media professionals' personal contact with reporters, editors and producers, an impressive mix of local and regional print, radio and television coverage was attained.

Print: **More than 619,000 impressions**
Radio: **More than 362,000 impressions**
Internet: **More than 3.6 million impressions**

Advertising

Advertising was placed in a number of key print and TV venues in the weeks leading up to the Expo. TV included such shows as 5 Eyewitness News, Twin Cities Live, and The View. In addition to the commercial spots, radio and TV included promotional ticket giveaways, as well as presence on the stations' Web sites.

Print: **More than 1.4 million impressions**
Television: **More than 1.2 million impressions**
Radio: **More than 175,000 impressions**
Internet: **More than 2.6 million impressions**

Additional strategic promotions including magazines, tickets, and e-mails

As part of the above advertising and publicity efforts, this show was promoted in the Spring Issues of the *Best of Times*, *Minnesota Good Age*, and *Natural Solutions Magazine*. Tens of thousands of Minnesotans received Expo information and ticket offers through targeted e-mails and postcards. Websites such as Eventstetter.com, zvents.com, and eventsync.com were also used to generate more recognition to online users. 5 Eyewitness News promoted the show with ticket giveaways and contests. KLBB also did remote broadcasts at the event itself, and Mystic Lake placed signage throughout the Casino to guide more attendees to the show and free admission was given to all Mystic Lake Card Club holders.

Total Impressions for the 2011 Spring 50+ PrimeTime Living Expo™: 10,070,996

2011 50+ Spring PrimeTime Living Expo™ Paid Advertising

<u>Publication/Station</u>	<u>Dates</u>	<u>Total Estimated Impressions</u>
<u>TELEVISION</u>		
<u>KSTP</u>		
5 Eyewitness News at 6am	April 12, 2011	43,200
5 Eyewitness News at 4:30am	April 13, 2011	27,200
5 Eyewitness News at 6am	April 13, 2011	74,500
5 Eyewitness News at 11pm	April 13, 2011	57,400
5 Eyewitness Midday News	April 14, 2011	53,200
5 Eyewitness 4:30pm News	April 14, 2011	31,300
5 Eyewitness News at 11pm	April 14, 2011	46,600
5 Eyewitness News at 4:30am	April 15, 2011	25,700
5 Eyewitness News at 6am	April 15, 2011	72,000
The View	April 15, 2011	34,900
Twin Cities Live	April 15, 2011	38,900
5 Eyewitness News at 5:30pm	April 17, 2011	69,400
5 Eyewitness 10pm News	April 17, 2011	98,500
5 Eyewitness 10pm News	April 17, 2011	92,000
5 Eyewitness 11pm News	April 17, 2011	41,100
5 Eyewitness News at 4:30am	April 18, 2011	32,100
5 Eyewitness News at 6am	April 18, 2011	82,200
5 Eyewitness Midday News	April 18, 2011	55,800
Twin Cities Live	April 18, 2011	42,800
5 Eyewitness 10pm News	April 18, 2011	144,300
5 Eyewitness News at 11pm	April 18, 2011	51,600
5 Eyewitness News at 4:30am	April 19, 2011	32,800
<u>Subtotal Estimated Impressions (23 spots)</u>	March 22-April 5, 2010	1,247,500
<u>Print</u>		
Minnesota Good Age	March issue 2011	70,000
Minnesota Good Age	April Issue 2011	70,000
The Edge Magazine	January 2011	14,000
The Edge Magazine Online	January 2011	16,000
The Edge Magazine	February 2011	14,000
The Edge Magazine Online	February 2011	16,000
Minnesota Women's Press	March 2011	75,000
Care Options Network Newsletter	March 14, 2011	3,360
Care Options Network Newsletter	March 28, 2010	3,360
Star Tribune Seniors Showcase	October 2010	300,000

Print Continued

Mystic Lake April Magazine	April Issue 2011	130,712
Star Tribune The Good Life	March 2011	300,000
Star Tribune The Good Life	April 2011	300,000
Best of Times	Winter Issue 2010	55,000
Letters to Local Senior Centers	February 2011	350

Subtotal Estimated Impressions **1,367,782**

Radio

KLBB AM 1220 Radio Pageant Call Outs	March 2011	50,000
KLBB AM 1220 Radio (115 Spots)	April 2011	125,000
*Including Remote Broadcasts During Drive Time Tuesday, April 19 at Expo		

Subtotal Estimated Impressions **175,000**

Marketing

Logo Recognition on VIP tickets for other expos:		
Seniors Expo Fall 2010	Summer 2010-Fall 2010	20,000
Girlfriends VIP tickets	Summer 2010-Fall 2010	20,000
Body Mind Life Expo VIP Tickets	November-March 2011	18,000
Senior Spring Show VIP Tickets	January-April 2010	20,000
MERSC emails	May 2010-April 2011	1,600
VIP e-mails to past attendees	January 2011-April 2011	17,080
101Expos.com Website	May 2010-April 2011	63,771
Mid-America Events & Expos Online Newsletter	May 2010-April 2011	18,496
VIP Postcard Mailing	July 2010 & January 2011	33,600
Target Market Postcards	January 2011	3,000
Hands of Freedom E-mail blast	April 2011	150
KSTP.com Website / Giveaway Contests	March/April 2011	Unavailable
Mystic Lake Hotel & Casino Website	Spring 2011	Unavailable
Mystic Lake Hotel & Casino Email Campaigns	Spring 2011	67,804
Signage at Mystic Lake 50+ Breakfast Bingo	March-April 2011	3,200
MERSC Events	Fall 2010-Spring 2011	1,500
Natural Solutions Email Blast	March 29, 2011	5,000
Natural Solutions Email Blast	April 11, 2011	5,000
Natural Solutions e-newsletter	February 2011	36,000
Natural Solutions e-newsletter	March 2011	36,000
Natural Solutions e-newsletter	March 31, 2011	36,000

Marketing Continued

Other Website Mentions and Links

Star Tribune Senior Showcase	October 2010 Link	89,000
Star Tribune Senior Showcase	March 2011 Link	89,000
Minnesota Womens Press	March 2011	2,000
Minnesota Seniors Online	May 2010-April 2011	2,108,192

Subtotal Estimated Impressions **2,694,393**

TOTAL ESTIMATED IMPRESSIONS **5,484,675**

2011 Spring 50+ PrimeTime Living Expo Publicity Placements

Air Date	Station/Publication	Media Type	Estimated Impressions
01/10/2011	Minnesota Sun Current	Web cal feat	34,000
01/13/2011	KBEM-FM	Local Radio	45,000
01/18/2011	KCUE-AM	Local Radio	12,000
01/19/2011	This Week Lakeville	Online Feature	Unavailable
01/20/2011	Sun Current Bloomington	Print Feature Article	28,050
01/21/2011	Sun Current Bloomington	Online Feature	42,000
01/21/2011	KDHL AM/KQCL FM	Local Radio	80,000
01/21/2011	This Week Burnsville	Print Feature Article	10,600
01/21/2011	This Week Burnsville	Online Feature	Unavailable
01/25/2011	Hutchinson Leader	Print Feature Article	4,430
01/26/2011	Hutchinson Leader	Online Feature	7,300
01/26/2011	Minnesota Sun Publications	Print Feature Article	294,719
01/26/2011	Grand Rapids Herald Review	Print Feature Article	21,000
01/26/2011	Sartell Newleader	Online Coverage	16,000
01/27/2011	Sun Current Richfield	Print Feature Article	12,000
02/01/2011	Rochester Post-Bulletin	Print Feature Article	47,500
02/01/2011	Rochester Post-Bulletin	Online	109,444
02/04/2011	KDUZ-AM-KARP-FM	Local Radio	13,800
02/07/2011	Wadena County Review Messenger	Online Coverage	2,400
02/14/2011	St Joseph Newsleader	Online Coverage	4,300
02/23/2011	Faribault Daily News	Online Coverage	25,600
02/25/2011	Richfield Sun Current	Print Feature Article	12,000
03/25/2011	Thisweek Lakeville	Print Feature Article	14,560
03/30/2011	Thisweek Lakeville	Online	Unavailable
03/30/2011	WIXK-AM	Local Radio	36,000
04/01/2011	Minnesota Sun Publications	Print Feature Article	18,600
04/10/2011	WIXK-AM 2nd airing	Local Radio	36,000
04/13/2011	Rochester Post Bulletin	Print Feature Article	42,000
04/13/2011	Rochester Post Bulletin	Online	109,444
04/18/2011	WCTS-AM AP Network	Local Radio	70,000
04/18/2011	WCTS-AM AP Network 7:00 PM	Local Radio	70,000
04/20/2011	Rochester Post Bulletin	Print Feature Article	47,500
04/19/2011	Rochester Post Bulletin	Online	109,444
4/27/2011	Bluff County Reader	Online	24,300
4/27/2011	Senior Moment with Barry ZeVan	Online Coverage	Unavailable
05/07/2011	Rochester Post Bulletin	Print Feature Article	49,550
05/07/2011	Rochester Post Bulletin	Online Feature	109,444
5/2/2011	Bluff County Reader	Print Feature Article	17,136
5/2/2011	Bluff County Reader	Online Feature	24,300

Online Calendar Mentions

Expo	tsnn.com	Online Coverage	18,000
Expo	expopromoter.com	Online Coverage	27,000
Expo	Eventful.com	Online Coverage	414,000
Expo	Eventsetter.com	Online Coverage	30,000
Expo	Minnesotamonthly.com	Online Coverage	300,000
Expo	tsnn.com	Online Coverage	18,000
Expo	Upcoming.com	Online Coverage	30,000
Expo	yelp.com	Online Coverage	660,000
Expo	zvents.com	Online Coverage	Unavailable
Expo	KSTP-Mankato Area events	Online Coverage	1,200
Pageant	Eventful.com	Online Coverage	414,000
Pageant	Eventsetter.com	Online Coverage	30,000
Pageant	Minnesotamonthly.com	Online Coverage	300,000
Pageant	tsnn.com	Online Coverage	18,000
Pageant	Upcoming.com	Online Coverage	30,000
Pageant	yelp.com	Online Coverage	660,000
Pageant	zvents.com	Online Coverage	Unavailable
Pageant	KSTP-Mankato Area events	Online Coverage	1,200
Pageant	Cash Generators.com	Online Coverage	Unavailable
Pageant	Upcoming.com (Mankato area)	Online Coverage	30,000
Pageant	events.Twincities.com	Online Coverage	4,500

Total Estimated Impressions:

4,586,321