

Wiser Living For 2016

Join us in 2016 and showcase YOUR great services and products to nearly 1.8 million fairgoers!

WHAT is Wiser Living? WISER LIVING is designed to showcase smart solutions for helping us all age well. We might be getting older, but we can also get “wiser” about the many products and services available in our communities to maximize independence, choice & fulfillment as we age and care for ourselves and others.

The exhibit also features the “Front Porch” stage, with daily speakers, demonstrations and entertainment to attract fairgoers and provide additional opportunities for public education and fun. The Minnesota State Fair is a very effective way to reach thousands of potential customers in a short period of time.

GREAT traffic drivers in 2016!

- **TPT Public Television** will exhibit at the fair every day, and shares the Front Porch stage with Wiser Living!
- The Front Porch will feature a **daily main entertainment offering**, that will be listed on the MSF Daily Schedule apps and calendars!
- We will have a **daily giveaway featured** in the Deals, Drawings and Giveaways booklet!
- And we will have a **float in the parade** on special days, which reaches thousands more each day!

WHERE is Wiser Living? Wiser Living is located on the outside of the 4-H Building, right along the trolley and parade routes, on the same bustling street with these ever-popular state fair exhibits: Education Building, Creative Arts, Home Improvement, Fine Arts, and the EcoExperience.

WHEN is Wiser Living? Wiser Living at the Minnesota State Fair will take place August 25 – September 5, 2016. The exhibit is open from 9 a.m. to 9 p.m. each day.

WHY Wiser Living? The “Baby Boom generation” has hit its peak. The population of people age 65 and older will double in Minnesota over the next 15 years (660,000 today to 1.3 million by 2025). More Minnesotans will want and need to “age in place,” often with chronic health conditions, and will benefit from becoming wiser about solutions to age well and more easily care for others.

**MINNESOTA
STATE FAIR**

Presents



TPT at Wiser Living **each day!**



Crowd-pleasing shows **each day!**



Daily float reaches **THOUSANDS!**

More Info & To Register:
mswitte@olderbutwiserliving.com
651-402-3184

MAXIMIZE your marketing dollars by being where the people are!

Visit With & Sell To Potential Customers & Clients



Benefit From Our Front Porch Entertainment Crowds



Join The Fun & Popularity of the Great Minnesota Get Together



More Info & To Register, Contact Michelle Witte - mswitte@olderbutwiserliving.com or 651-402-3184.



2015 OVERVIEW - Wiser Living saw additional traffic gains, estimated close to 70,000 people coming through the exhibit this past year (about 40 people every 5 minutes on average). Thanks to a robust Front Porch Stage, with great performances by senior groups and artists, along with daily presence in the parade, a giveaway on Senior Day, and a partnership with TPT Channel 2, the exhibit grew in both vendor and fairgoer interest!

Since 2013, Wiser Living has hosted the following companies and organizations as exhibitors, partners and/or as Front Porch presenters:

- ACCRA Care
- Aging Services of Minnesota
- Allina Health
- Alive N' Kickin
- Dr. Dale Anderson
- Arthur's Residential Care
- ArtsAge
- BeBloomin
- Beyond Barriers
- CareProviders of Minnesota
- Catholic Eldercare
- Ebenezer
- Episcopal Homes
- Fairview Pharmacy
- Floyd Chmielewski FunTime Polka Band
- Floyd Total Security
- Good Samaritan Society
- Goodman Group
- GrandCare
- HealthSense Care Alliance
- Hearing of America
- HurryCane
- I-Can Wheelchair Lift
- Joe Otto Enterprises
- Kairos Alive!
- Keystone Communities
- Knute Nelson
- LakeShore Players
- The Lutheran Home Association
- Mary T, Inc.
- MedLife Solutions
- Minnesota ReBath
- Next Door Housing
- Newman Long Term Care
- NovoNordisk
- Oak Meadows
- Paul Douglas
- Plymouth Rockers Senior Chorus
- Presbyterian Homes & Services
- Pretty Good Players
- Residential Care Providers Network
- Saint Therese
- Sleep Number Bed
- SummerTime Barbershop Quartet
- SwingScapes LLC
- Tealwood Senior Living
- Thrifty White Pharmacy
- TPT's Next Avenue
- The Waters Senior Living
- Vision Loss Resources
- w d frederickson, inc
- Welcyon Fitness After 50