

# EXPERIENCE FESTIVAL

## *EXHIBITOR PROSPECTUS*



LeadingAge<sup>®</sup>  
Minnesota

# 2021 INSTITUTE & EXPO

May 19-21  
RiverCentre  
St. Paul

## Who is LeadingAge Minnesota?

LeadingAge Minnesota is driven to transform and enhance the experience of aging.

As the state's largest association of organizations serving Minnesota seniors, we work collectively with our members, caregivers, advocates and consumers to shape the future of aging services and ensure older adults in every community live with dignity, meaning and purpose.

Together with 60,000 caregivers, our members serve 70,000 older adults every day in all the places they call home including independent senior housing, assisted living communities, in-home care, adult day centers and skilled nursing facilities.

## LeadingAge Minnesota Membership:

- 180 free-standing care centers
- 43 hospital-attached care centers
- 630 senior housing providers
- 153 corporate members owning or managing two or more senior communities
- 98 adult day centers
- 30 home and community based service providers
- 187 business partners
- 35 honorary members
- 31 associate member companies
- 159 individual members
- Represents over 17,900 care center beds and more than 38,500 senior housing units

## Listen to What Past Exhibitors are Saying About Us

*"The LeadingAge Minnesota Institute is a great way to be in contact with the majority of our long-term care clients, all in one place!"*

*"It was great! We really liked the venue. Everything was very professional and well-run."*

*"First time at the Institute and had a very positive experience. Great traffic and conversation!"*

*"Great experience! We had more traffic by our booth than expected. Great interaction with the attendees."*

## Who Will You Meet?

Past LeadingAge Minnesota Institutes have attracted close to 1,000 provider decision-makers out of an average overall attendance of approximately 3,500 total attendees. The Institute attracts all disciplines within the long-term care and senior housing profession. This three-day event features over 100 educational programs and a two-day expo.

## Why Should My Company Exhibit?

- Put your name in front of LeadingAge Minnesota member organizations that spend over \$1 billion on human resources, goods and services to care for older adults.
- The Institute expands your exposure to key aging services leaders.
- Representing over 1,000 care centers, senior housing residences, adult day centers and community-based services organizations, the LeadingAge Minnesota Institute is the largest show of its kind in the country. You'll connect with more than 3,500 providers.
- Because the LeadingAge Minnesota's Institute is designed specifically for management-level professionals, you will be able to effectively market your products and services directly to your target audience.
- In just two days, you can meet more than 1,000 decision-makers in the long-term care and senior living arena.
- You can choose to attend quality education programs offered to enhance your knowledge of older adult services for no additional cost.

## If you want to ...

- cross-market your services to all facets of the senior and aging services continuum
- create brand awareness and enhance your company's image
- generate new sales leads
- meet with customers to build loyalty
- introduce new products and services
- assess the competition
- conduct pre-market evaluations

**... then you must exhibit at LeadingAge Minnesota Institute in St. Paul.**



## 10x10 and 8x10 Booth Fees

### LeadingAge Minnesota Member:

Early Bird: \$1,710 (by 9-30-20)

Regular Rate: \$1,810 (after 9-30-20)

### Prospective Member:

Early Bird: \$2,510 (by 9-30-20)

Regular Rate: \$2,610 (after 9-30-20)

## NEW!! 20x20 Experience Booths and Experience Alley Fees

Exhibitor agrees to work with LeadingAge Minnesota staff to create an exciting and fun experience in their booth that does not compete with other experience booths.

### LeadingAge Minnesota Member:

Early Bird: \$3,420 (by 9-30-20)

Regular Rate: \$3,620 (after 9-30-20)

### Prospective Member:

Early Bird: \$5,020 (by 9-30-20)

Regular Rate: \$5,220 (after 9-30-20)

## Become a Business Partner member and save \$800 on your 2021 booth fee!

In addition to saving \$800 on your 2021 booth fee, LeadingAge Minnesota's Business Partner membership helps distinguish your company as a part of the LeadingAge Minnesota community and connects you to hundreds of providers throughout the year. Members want to do business with LeadingAge Minnesota Business Partners. Contact Jenny Prosser at 651.603.3548 or [jprosser@leadingagemn.org](mailto:jprosser@leadingagemn.org) today for more information on the benefits and values of Business Partner membership! **NOTE: Membership must be maintained for the exhibit year to get the member booth rate.**

## EXHIBIT AGENDA

### Show Hours:

Wednesday, May 19: 11 a.m. - 3 p.m.

Thursday, May 20: 9 a.m. - 1 p.m.

Friday, May 21: No exhibits

### Set-Up Hours:

Tuesday, May 18: 1 - 5:30 p.m.

Wednesday, May 19: 7 - 10 a.m.

### Teardown Hours:

Thursday, May 20: 1 - 4 p.m.

### Booth rental includes:

- event registration for up to six staff from your organization
- four hours of dedicated exhibit time
- booth identification sign
- directory listing in the Institute Mobile App
- a PDF catalog of names, titles and addresses of all participants at the Institute (provided electronically one week before show)
- Excel formatted pre-show and post-show lists for one-time use
- security during all exhibit show hours
- access to over 1,000 key decision-makers
- the opportunity to attend educational programs and social events for no additional cost

### Booth rental does NOT include:

- tables, chairs or other furniture for your booth – these items can be rented through GES or brought in by your company.
- booth carpeting – order through GES.
- electricity – order through RiverCentre.

## Experience Festival Expo Contract

[Click on this link](#) to submit your booth contract electronically

### Show Sponsor

LeadingAge Minnesota  
2550 University Avenue West, Suite  
350 South

St. Paul, MN 55114-1900

651.603.3548 or 800.462.5368

Fax: 651.645.0002

Web site: [www.leadingagemn.org](http://www.leadingagemn.org)

Contact: Jenny Prosser, Vice President  
of Conferences and Sales

Email: [jprosser@leadingagemn.org](mailto:jprosser@leadingagemn.org)

### Decorator Service

GES  
7000 Lindell Road  
Las Vegas, NV 89118

### Expo Location

Saint Paul RiverCentre  
175 West Kellogg Boulevard  
St. Paul, MN 55102

651.265.4830

Contact: Pat Lealos

Email: [plealos@rivercentre.org](mailto:plealos@rivercentre.org)

# Exhibit Rules and Regulations

## 1. HOSPITALITY SUITES/RECEPTIONS

A signed exhibitor agrees to host hospitality suites and/or receptions at times that do not conflict with LeadingAge Minnesota scheduled education and social events. An exhibitor that violates this clause will be fined 50 percent of booth rental. No signs or invitations are to be posted or sent without prior approval. Please contact Jenny Prosser at LeadingAge Minnesota for suggested times, locations and approval.

## 2. ASSIGNMENT OF BOOTH SPACE

All booth requests will be handled on a first-come, first-served basis determined by the date of receipt of contract and payment. No telephone reservations will be accepted.

The preference given for booth locations is for guidance and is not guaranteed by LeadingAge Minnesota. LeadingAge Minnesota reserves the right to restrict entrance into the Institute of any exhibitor that it deems is not in the best interest of the event as a whole.

## 3. BOOTH FEES AND CANCELLATION POLICY

No booth space will be assigned without deposit or full payment for a booth. If assigned space is canceled or reduced by the exhibitor on or before Jan. 31, 2021, 50 percent of the total cost will be retained by LeadingAge Minnesota. If assigned space is canceled or reduced by the exhibitor after Jan. 31, 2021, all monies paid will be retained by LeadingAge Minnesota. All monies will be retained for weather-related cancellations over show dates. Checks should be made payable to: LeadingAge Minnesota and should be mailed to: 2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900, Attention: Accounting #4071.

In the event of conflicts or conditions beyond its control, LeadingAge Minnesota reserves the right to rearrange the floor plan. Also, LeadingAge Minnesota may relocate any exhibit at any time with the understanding that, if the exhibitor does not agree with such relocation, his/her full payment for exhibit space will be refunded provided the company chooses not to exhibit.

Any space not claimed and occupied for which no special arrangements have been made prior to 10 a.m. on Wednesday, May 19, 2021, may be resold or reassigned by LeadingAge Minnesota without obligation on the part of LeadingAge Minnesota for any refund whatsoever.

## 4. SUBLETTING OF SPACE

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. However, an exhibitor may use equipment or the product of another exhibitor in this booth for the purpose of better product presentation of its own product, but may not give credit to that manufacturer. Any exhibiting company violating this rule will be asked to correct the violation or will forfeit their booth space without any refund of monies paid.

## 5. INSTALLATION OF EXHIBITS

Installation of exhibits at the RiverCentre is Tuesday, May 18, from 1 - 5:30 p.m.

If erection of any exhibit has not started by 5:30 p.m. on Tuesday, LeadingAge Minnesota shall order the exhibit to be erected and the exhibitor billed for all charges incurred. If the exhibitor will be temporarily delayed to setup their booth, he/she must contact LeadingAge Minnesota's staff by phone to make other arrangements. All exhibitors must be fully operational by 10 a.m. on Wednesday, May 19, 2021.

## 6. CONTRACTOR SERVICES

Exhibitor service kits will be emailed approximately eight weeks before the Institute. LeadingAge Minnesota has designated GES as the official show contractor. GES will provide all show services other than supervision. The exhibitor shall provide only owned materials and equipment to be used in the exhibit space. All other items used in the booth are to be provided by GES.

Only employees who appear on the exhibiting company's payroll may staff the exhibit booth. They must be fully identified by wearing the official LeadingAge Minnesota badge for security throughout the event. Each exhibitor is responsible for picking up his/her own badge from the LeadingAge Minnesota registration desk.

All agents/representatives that are performing services at the RiverCentre directly for an exhibitor other than the exhibitor's employees must provide LeadingAge Minnesota with Certificates of Insurance by April 16, 2021. If Certificates of Insurance are not received, LeadingAge Minnesota reserves the right to deny those persons access to the exhibit floor.

GES will receive direct and advance shipments and van loads, handle freight and provide rigging, labor and equipment. All services not ordered in advance must be procured through the GES service desk, which will be maintained in the expo hall at the RiverCentre. LeadingAge Minnesota shall have the right to remove the exhibitor and any unauthorized contractors from the exhibit floor for violation of this rule.

## 7. REMOVAL OF EXHIBITS

All exhibits will close promptly at 1 p.m. Thursday, May 20. For safety reasons as well as maintaining a professional and courteous atmosphere, any exhibitor closing or leaving their booth prior to 1 p.m. will be fined 25 percent of booth rental.

Each exhibitor will complete arrangements for removal of material from the exhibit area in accordance with the instructions provided in the exhibitor service kit. These arrangements can be made at the exhibitor service desk. All exhibits must be dismantled and packed by 4 p.m. Thursday, May 20.

## 8. STORAGE OF CRATES AND BOXES

GES will handle and provide storage space for crates, boxes, etc. during the expo and will return properly marked stored materials at the completion of the show. They will supply tags to be attached to each piece stored. No boards will be accepted for storage unless securely tied into bundles and tagged.

Fire regulations require that wrapping materials such as paper, excelsior, etc. must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be considered refuse.

## 9. BOOTH CONSTRUCTION AND ARRANGEMENT

LeadingAge Minnesota will provide and arrange for the erection of necessary draped backgrounds of uniform style.

All booths will be provided with one 11" by 17" booth sign. Each exhibit must be confined by the spatial limits of its respective booth indicated on the floor plan. Placement of equipment must be done to avoid blocking the visibility of neighboring exhibitors. Exhibitors will be asked to move their exhibit should there be any complaints.

All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or LeadingAge Minnesota. Displays must conform to local building and fire department codes and regulations. LeadingAge Minnesota trusts exhibitors will create a professional atmosphere with their display. GES and LeadingAge Minnesota staff will inspect booth displays to make sure they meet the specified guidelines. Any exhibitor whose booth does not meet booth requirements will be asked to correct the violation immediately.

## 10. CARE OF EXHIBIT SPACE

Exhibitor shall be fully responsible to pay for any and all damages to property owned by LeadingAge Minnesota and/or the RiverCentre, its owners or managers, which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless LeadingAge Minnesota and the RiverCentre, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees that arise from or out of the exhibitor's occupancy and use of the exhibition premises or any part thereof.

## 11. EXHIBITOR'S REPRESENTATIVES

Each exhibitor must provide a representative(s) within the exhibit space during the open hours of the show listed under "Exhibit Agenda." All representatives must appear on the company's official payroll and must wear a badge and be in attendance during scheduled show hours. LeadingAge Minnesota expects all representatives to provide a professional atmosphere, helping participants see and understand the exhibitor's products and/or services. LeadingAge Minnesota allows each exhibitor up to six representatives to staff their booth. Every person over six will incur a \$100 registration fee per person.

## 12. ATTENDANCE

The exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments or who are annual sponsors. Representatives of non-exhibiting firms will not be admitted to the exhibit floor or conference site without payment in full of the non-exhibiting registration fee by their firm.

No admittance will be given to any person who has not been officially registered for the Institute by LeadingAge Minnesota. No guests of exhibiting companies will be admitted on the exhibit floor – no exceptions.

### 13. LIABILITY, SECURITY AND CANCELLATION

Each exhibitor must make provisions for the safeguarding of goods, materials, equipment and display at all times. General overall security service will be provided by LeadingAge Minnesota for the open expo hours, but LeadingAge Minnesota and the security service will not be responsible for loss of any materials by or for any cause. The exhibit hall will be locked all hours not specified in the "Exhibit Agenda" portion of this prospectus.

The exhibitor must surrender space occupied in the same condition it was at the time of occupation. To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall and for any and all claims and demands on account of any injury, death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor or her/his employees, servants, agents, licensees or contractors. The exhibitor agrees to and shall indemnify and hold harmless LeadingAge Minnesota from and against any and all liability, claims or demands that may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither LeadingAge Minnesota, its service contractors, the management of the RiverCentre, their agents, servants, contractors or employees are or shall be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, unless caused by or resulting from negligence of LeadingAge Minnesota, its service contractors or the management of the RiverCentre.

In case any part of the exhibit hall is destroyed or damaged, preventing LeadingAge Minnesota from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God (including weather), national emergency or other cause only for the period space was or could have been occupied by the exhibitor, the exhibitor hereby waives any claim against LeadingAge Minnesota, its directors, officers, agents or employees for losses or damages that may arise in consequence of such liability to occupy assigned space.

### 14. SPECIAL VISUAL AND SOUND EFFECTS

Audiovisual and other sound and attention getting devices and effects will be permitted only in those locations and in such intensity as in the opinion of LeadingAge Minnesota do not interfere with the activities of neighboring exhibitors. Exhibitors are responsible for paying any licensing fees for music played in their booth that is not in the public domain. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

### 15. FOOD & BEVERAGE POLICY

Saint Paul RiverCentre and Roy Wilkins Auditorium retain the exclusive right to provide, control and retail all food and beverage services throughout the facilities. Exhibitors are not permitted to sell, distribute or provide samples of food and beverage products without written permission from Saint Paul RiverCentre in advance of the show. If a waiver is granted, any exhibitors giving away and/or selling food and beverage products must have a permit and all appropriate fees on file with the Minnesota Department of Health. Exhibitors will also be fully responsible for any and all liabilities that may result from the consumption of their products and not Saint Paul RiverCentre, Roy Wilkins Auditorium, MHC Culinary Group, nor the City of Saint Paul. For additional information or to receive written permission to sample product please contact Jillian Alspach at MHC Culinary Group at 651.726.8807 or [jalspach@rivercentrecatering.org](mailto:jalspach@rivercentrecatering.org).

### 16. VIOLATIONS

Violations of any of these regulations on the part of the exhibitor or the employees or agents of the exhibitor shall, at the option of LeadingAge Minnesota, annul the right to occupy space and/or be fined, and such exhibitor shall forfeit to LeadingAge Minnesota all monies paid.

Upon evidence of a violation, LeadingAge Minnesota may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all damages that LeadingAge Minnesota may incur and shall forfeit all monies paid or due LeadingAge Minnesota on account thereof. The exhibitor waives any right to service or written notice of LeadingAge Minnesota's intention to terminate this agreement and repossess space occupied by the exhibitor.

### 17. GENERAL

All matters and questions not covered by the regulations are subject to the decision of LeadingAge Minnesota. These regulations may be amended at any time by LeadingAge Minnesota, and all amendments shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by LeadingAge Minnesota to such exhibitors as may be affected by them.

LeadingAge Minnesota staff will be available throughout the show to answer questions and help where needed.

## HURRY, SPACE SELLS OUT QUICKLY!

Contact Jenny Prosser today at 651.603.3548, 800.462.5368 or [jprosser@leadingagemn.org](mailto:jprosser@leadingagemn.org) to reserve your booth at LeadingAge Minnesota's Institute & Expo May 19 - 21, 2021 in St. Paul.

## 2020 Institute Exhibitors

Stay a step ahead of your competition by signing up for 2021!

ACADIA Pharmaceuticals  
ActivStyle Inc.  
Adara Home Health  
Advanced Health Institute  
Advanced Wireless Communications  
Adventures with VR  
Aegis Therapies  
Ageless Innovation/Joy for All Companion Pets  
Aladtec  
Align  
AlixRx  
All Ability Cycles, LLC  
Allied Generators  
Allina Health Home Care Services  
Alzheimer's Association Minnesota-North Dakota  
American Data  
American Medical Technologies  
Anderson Companies  
Apollo Corporation  
ARKRAY USA Inc.  
Arvig  
Aufderworld Corporation  
Ayres  
Baker Tilly  
Ban-Koe Companies  
Basic American Medical Products  
Bauer Design Build  
Beacon Communications  
Bestbath  
Bethel University  
Big Stone Therapies  
BKV Group  
Bluestone Physician Services  
Bremer Bank  
By the Yard Inc.  
Calmoseptine Inc.  
Cardinal Health  
CBS Construction Services  
Certain Shade of Green LLC  
CFS Interiors & Flooring  
Christensen Group Insurance  
CISCOR  
CliftonLarsonAllen LLP  
ClipDifferent, GBC  
Coborn's Pharmacy Services  
Coco's Dog Heart Rescue  
Community Living Solutions, LLC  
Compeer Financial  
Computer Integration Technologies Inc. (CIT)  
Corner Home Medical  
Cottingham & Butler Inc.  
Cunningham Group Architecture Inc.  
Cura Hospitality (formerly A'viands)  
Custom Medical Solutions  
DAYTA Marketing  
DBS Group  
DermaRite Industries LLC  
Direct Supply  
Ditty + Rehkamp  
Dougherty & Company LLC  
DTB Systems Inc.  
DTN Staffing  
Eagle Building Company  
EarlySense  
EasyShifts  
ECP  
ECSI  
Ecumen Hospice  
EduCare by Mirabelle Management, LLC  
Eide Bailly LLP  
Eldermark Software  
Eldre Solutions Group  
Electronic Design Company  
Elim Preferred Services  
eMenuCHOICE  
Empira  
Encompass Group, LLC  
Essential Decisions Inc. (EDI)  
Essity  
EZ Way Inc.  
FireAvert  
First Quality Products  
Foodservice Express  
Forefront TeleCare Inc.  
Functional Pathways  
Genesis Rehab Services  
Geritom Medical Inc.  
GLT Architects  
GlynnDeVins  
GreatCall  
Greystone Construction  
Guardian Pharmacy  
Hamilton CapTel  
Health Dimensions Group  
Healthcare Purchasing Connection  
Healthcare Services Group Inc.  
HealthDirect Pharmacy Services  
Heartland Hospice  
HeartLegacy, LLC  
Henrik & Co.  
Hillyard  
Hoglund Bus Company  
HUR USA  
Ideacom Mid-America  
Infection Prevention Education and Training  
Infinity Rehab  
In-House Senior Services  
InPro Corporation  
Intalere  
Inviacom  
It's Never 2 Late  
Joerns Healthcare  
JustUs Health  
Karlsruberger Kitchens  
Kraus-Anderson  
Kronos Incorporated  
Lancaster Pollard an ORIX Company  
Larson Building Inc.  
LeadingAge Minnesota  
LeadingAge MN Savings & Solutions Center  
LifeShare Technologies  
Lions Gift of Sight  
Live 2 B Healthy  
Lotus Pharmacy  
Marsh & McLennan Agency  
Martin Bros. Distributing  
MatrixCare  
MCI Carpet One  
McKesson Medical Surgical  
Medical Disposal Systems  
Medline  
Med-Mizer Inc.  
Metropolitan Area Agency on Aging/Senior LinkAge Line  
M-Health Fairview  
Miller Architects & Builders  
Minnesota Association of Nutrition & Foodservice Professionals (MNANFP)  
Minnesota Directors of Nursing Administration (MN-DONA)  
Minnesota Historical Society  
Minnesota Network of Hospice & Palliative Care  
Minnesota State Healthcare Training Network  
Minnesota Valley Testing Laboratories  
Momentum Healthware  
Mom's Meals NourishCare  
Morrison Living  
Mount Olivet Campus  
myCNAjobs  
Nesbit Agencies  
Netsmart  
New Horizon Foods  
North Central Bus & Equipment  
Northland Securities  
Northwest Respiratory Services  
Northwoods Caregivers  
Omcare LLC  
Omnicare, a CVS Health Company  
Optima Products Inc.  
Optum  
Panasonic Corporation  
Paperless Environments LLC  
Passion for Dining and Nutrition  
Pathway Health  
PayActiv  
PharMerica  
Piper Sandler & Co.  
PointClickCare  
Pope & Conner Consulting Inc.  
Pope Architects  
Preferred Podiatry Group, P.C.  
Professional Portable X-ray  
Protocol 46  
Recover Health  
RehabCare  
Reinhart FoodService  
Reliable Medical Supply  
Reliant Rehabilitation  
Renovation Systems  
Reside Admissions  
ResiDex Software  
River Oaks of Minnesota  
Senior Care Solutions  
Senior Communities Guide  
SeniorTV  
SeniorWell  
Shingobee  
Smart-HR  
SMT Health Systems  
Sonus Interiors  
Span-America  
St. Catherine University  
St. Croix Hospice  
Star Tribune Media Company  
Sterling LTC Pharmacy  
Stratis Health  
Studio 78 Platinum Design  
Symmetry Hand Hygiene - Buckeye  
Sysco Minnesota  
Telin Transportation Group  
Temp Social Work  
Textile Care Services  
The Compliance Store  
Three Links Management Services  
Thrifty White Pharmacy  
Towne Nursing  
Trossen Wright Plutowski Architects, PA  
U.S. Census Bureau  
UCare  
Unidine  
United Bus Sales  
University of Minnesota - Crookston  
Upper Lakes Foods  
US Foods  
USI Insurance Services  
Vaaler Insurance  
Value First Inc.  
Vision Loss Resources  
w.d. frederickson, inc.  
Warm Rain Corp.  
Wipfli LLP  
Wold Architects and Engineers  
YHR Partners  
Ziegler