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 3,000 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 3,000 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.
EXHIBIT AGENDA

Show Hours:
Wednesday, February 9: 11 a.m. - 3 p.m.
Thursday, February 10: 9 a.m. - 1 p.m.
Friday, February 11: No exhibits

Set-Up Hours:
Tuesday, February 8: 1 - 5:30 p.m.
Wednesday, February 9: 7 - 10 a.m.

Teardown Hours:
Thursday, February 11: 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.

10x10 and 8x10 Booth Fees
LeadingAge Minnesota Member:
Early Bird: $1,710 (by 7-31-21)
Regular Rate: $1,810 (after 7-31-21)

Prospective Member:
Early Bird: $2,510 (by 7-31-21)
Regular Rate: $2,610 (after 7-31-21)

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 7-31-21)
Regular Rate: $3,620 (after 7-31-21)

Prospective Member:
Early Bird: $5,020 (by 7-31-21)
Regular Rate: $5,220 (after 7-31-21)

Become a Business Partner member and save $800 on your 2022 booth fee!
In addition to saving $800 on your 2022 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 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.

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
Web site: www.leadingagemn.org
Contact: Jenny Prosser, Vice President of Conferences and Sales
Email: 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
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 October 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 October 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 #4072.

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, February 9, 2022, 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, February 8, 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, February 9, 2022.

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 will have access to the display 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 January 10, 2022. 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 exhibit 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, February 10. 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. on Thursday, February 10.

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 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 booths. 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 his employees, servants, agents, licensees or contractors. he exhibitor agrees to and shall indemnify and hold harmless LeadingAge Minnesota from and against any and all liability, claims or demands that may arise in consequence of losses or damages that may arise in consequence of negligence of LeadingAge Minnesota, its service contractors or the management of the RiverCentre.

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 of 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, 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 Alsbach at MHC Culinary Group at 651.726.8807 or 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 to reserve your booth at LeadingAge Minnesota’s Institute & Expo February 9 - 11, 2022 in St. Paul.
2020 Institute Exhibitors
Stay a step ahead of your competition by signing up for 2022!

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
AliRx
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
Auferworld Corporation
Ayers
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
Computer Financial
Computer Integration Technologies Inc. (CIT)
Corner Home Medical
Cottageham & Butler Inc.
Cunningham Group Architecture Inc.
Cura Hospitality (formerly AViands)
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
ECPI
ECRI
Edcumen 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
Geriton Medical Inc.
GLT Architects
GlynnDevis
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
Karlburger 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 Be Healthy
Lotus Pharmacy
Marsh & McLennan Agency
Martin Bros. Distributing
MatrixCare
MCI Carpet One
McKesson Medical Surgical
Medical Disposal Systems
Medline
Mer-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
Motor's Meals NourishCare
Morrison Living
Mount Olivet Campus
myCNAjobs
Nebbit 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
Reinhardt 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
Stratus Health
Studio 78 Platinum Design
Symmetry Hand Hygiene - Buckeye
Sysco Minnesota
Telten 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