

LeadingAge<sup>®</sup>  
Minnesota

# EXHIBITOR PROSPECTUS



**2023 INSTITUTE & EXPO**  
Feb. 8-10 • St. Paul • RiverCentre

## 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:

- 179 free-standing care centers
- 46 hospital-attached care centers
- 775 senior housing providers
- 164 corporate members owning or managing two or more senior communities
- 62 adult day centers
- 39 home and community-based service providers
- 184 business partners
- 37 honorary members
- 24 associate member companies
- 158 individual members
- Represents over 17,900 care center beds and more than 42,700 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 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."*

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.**



## 10x10 and 8x10 Booth Fees

### LeadingAge Minnesota Member:

Early Bird: \$1,800 (by 8-31-22)

Regular Rate: \$1,900 (on or after 9-1-22)

### Prospective Member:

Early Bird: \$2,600 (by 8-31-22)

Regular Rate: \$2,700 (on or after 9-1-22)

## Become a Business Partner member and save \$800 on your 2023 booth fee!

In addition to saving \$800 on your 2023 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 receive the member booth rate.**



## Exhibit Agenda

### Show Hours:

Wednesday, Feb. 8: 11 a.m. - 3 p.m.  
Thursday, Feb. 9: 9 a.m. - 12:30 p.m.  
Friday, Feb. 10: No exhibits

### Set-Up Hours:

Tuesday, Feb. 7: 1 - 5:30 p.m.  
Wednesday, Feb. 8: 7 - 10 a.m.

### Teardown Hours:

Thursday, Feb. 9: 12:30 - 3:30 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.

## 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](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  
763.488.5340  
Contact: Danny Wraspir,  
Senior Client Services  
Manager  
Email: [dwraspir@ges.com](mailto:dwraspir@ges.com)

### 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 Oct. 31, 2022, 50 percent of the total cost will be retained by LeadingAge Minnesota. If assigned space is canceled or reduced by the exhibitor after Oct. 31, 2022, 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 #4073.

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, Feb. 8, 2023, 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, Feb. 7, 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, Feb. 8, 2023.

## 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 Jan. 9, 2023. 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 12:30 p.m. Thursday, Feb. 9. For safety reasons as well as maintaining a professional and courteous atmosphere, any exhibitor closing or leaving their booth prior to 12:30 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 3:30 p.m. on Thursday, Feb. 9.

## 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 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, MH Culinary Group, nor the City of Saint Paul. For additional information or to receive written permission to sample product please contact Julia Hurltley at MH Culinary Group at 651.726.8804 or [julia.hurltley@rivercentrecatering.org](mailto:julia.hurltley@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 Feb. 8-10, 2023 in St. Paul.

## 2022 INSTITUTE EXHIBITORS

Stay a step ahead of your competition by signing up for 2023!

A Place for Mom  
abxtracker by Ecumen Technology Solutions, LLC  
ACADIA Pharmaceuticals  
Accelerated Care Plus  
ActivStyle  
Adara Home Health Inc.  
Advanced Health Institute  
Advanced Wireless Communications  
Aegis Therapies  
AlixarX  
Allina Health Home Care Services  
American Medical Technologies  
Anderson Companies  
Apollo Corporation  
ARKRAY USA  
Aufderworld Corporation  
Ban-Koe Companies  
Basic American Medical Products  
Bauer Design Build  
Bestbath  
Bethel University  
Big Stone Therapies  
Blue Stone Therapy  
Bluestone Physician Services  
Bremer Bank  
Calmoseptine Inc.  
CBS Construction Services  
CFS Interiors & Flooring  
Christensen Group  
CliftonLarsonAllen LLP  
CMP Pharma  
Coborn's Pharmacy Services  
Comfort Keepers  
Community Living Solutions  
Compass Community Living  
Covenant Living Communities & Services, SAIDO Learning  
Cunningham Group Architecture Inc.  
Cura Hospitality  
Custom Medical Solutions  
DAYTA Marketing  
DBS Group  
Direct Supply  
Doran Companies  
EasyShifts  
ECP  
ECSI  
Ecumen Hospice  
EduCare & OnTrack  
Eide Bailly LLP  
Eldermark Software  
Elim Preferred Services  
eMenuCHOICE

Essity  
EZ Way Inc.  
FOX Rehabilitation  
Functional Pathways  
Genesis Rehab Services  
Genevive  
Genoa Healthcare, LLC  
Geritom Medical  
Girard's Business Solutions Inc.  
Grace Hospice  
Greystone Construction  
Guardian Pharmacy Minnesota  
Handi Medical Supply  
Health Dimensions Group  
Healthcare Purchasing Connection (HPC)  
Healthcare Services Group  
HealthConnex Inc.  
HealthDirect Pharmacy Services  
HealthJay Inc.  
HeartLegacy, LLC  
Hillyard  
Hoglund Bus Company  
Homestyle Direct  
Ideacom Mid-America  
Infinity Rehab  
In-House Senior Services  
Institute for Environmental Assessment  
Kent Precision Foods Group  
Kraus-Anderson  
LeadingAge MN Savings & Solutions Center  
Lotus Pharmacy  
Lument  
Mad City Windows and Baths  
Marsh & McLennan Agency  
Martin Brothers Distributing Company Inc.  
MatrixCare  
Medline  
Miller Architects & Builders  
Minnesota Association of Nutrition & Foodservice Professionals (MNANFP)  
Minnesota Board of Executives for Long Term Services and Supports  
Minnesota Valley Testing Laboratories  
Mom's Meals  
New Horizon Foods  
NEXDINE Hospitality  
North Central Bus & Equipment  
Northland Securities  
Northwest Respiratory Services, LLC  
Northwest Technical College  
Notify Nurse Call and Simply Connect  
Odom Rehab

Omnicare, a CVS Health Company  
Onsite Imaging and Speech Services  
OpenEye  
Ovitsky Vision Care  
Parkinson's Foundation  
Passion for Dining and Nutrition  
Pathway Health  
Paymerang  
Penner Bathing  
Performance Foodservice  
PharMerica  
Piper Sandler & Co.  
PointClickCare  
Pope & Conner Consulting Inc.  
Pope Architects  
Prime Time Healthcare  
PROCare HR  
Professional Portable X-ray  
Reliable Medical  
Reliant Rehabilitation  
Rendever  
Renovation Systems  
ResultsPlus Fundraising Software  
Sanvis Health  
Select Rehabilitation  
Senior Care Solutions  
Senior LinkAge Line  
ServiceMaster DSI/SRM  
Sonus Interiors  
St. Catherine University  
St. Croix Hospice  
Steen Engineering  
Sterling Long Term Care Pharmacy  
Superior Health Quality Alliance  
Symmetry Hand Hygiene  
Sysco Minnesota  
Telin Transportation Group  
Temp Social Work  
Textile Care Services  
The Compliance Store  
Thrifty White Pharmacy  
Towne Nursing  
UCare  
University of Minnesota - Crookston  
Upper Lakes Foods  
US Foods  
USI Insurance Services  
Vaaler Insurance, A Marsh & McLennan Agency LLC Company  
Value First  
Western Governors University  
Wold Architects and Engineers  
WorkSiteRight  
Ziegler