

LeadingAge[®]
Minnesota

EXHIBITOR PROSPECTUS



2025 Institute & Expo

Feb. 12-13 • 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 65,000 employees, our members serve 66,000 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:

- 203 free-standing care centers
- 36 hospital-attached care centers
- 664 senior housing providers
- 146 corporate members owning or managing two or more senior communities
- 36 adult day centers
- 31 home and community-based service providers
- 203 business partners
- 25 honorary members
- 25 associate member companies
- 224 individual members
- Represents over 15,600 care center beds and more than 38,900 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."

Who Will You Meet?

Past LeadingAge Minnesota Institutes have attracted close to 800 provider decision-makers out of an average overall attendance of approximately 2,500 attendees. The Institute attracts all disciplines within the long-term care and senior housing profession. This two-day event features over 70 educational programs and an 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 1,400 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 2,500 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 800 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: \$1,850 (by 8-31-24)

Regular Rate: \$1,950 (on or after 9-1-24)

Prospective Member:

Early Bird: \$2,650 (by 8-31-24)

Regular Rate: \$2,750 (on or after 9-1-24)

Become a Business Partner member and save \$800 on your 2025 booth fee!

In addition to saving \$800 on your 2025 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 receive the member booth rate.



Exhibit Agenda

Show Hours:

Wednesday, Feb. 12: 11 a.m. - 3 p.m.

Thursday, Feb. 13: 9 a.m. - 12:30 p.m.

Set-Up Hours:

Tuesday, Feb. 11: 1 - 5:30 p.m.

Wednesday, Feb. 12: 7 - 10 a.m.

Teardown Hours:

Thursday, Feb. 13: 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
- lead retrieval via conference app
- 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 800 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 Fern or brought in by your company.
- booth carpeting – order through Fern.
- electricity – order through RiverCentre.

EXPO CONTRACT

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

Show Sponsor

LeadingAge Minnesota
3001 Broadway Street NE, Suite 300
Minneapolis, MN 55413
651.603.3548 or 800.462.5368
Web site: www.leadingagemn.org
Contact: Jenny Prosser, Vice President
of Events, Education & Experiences
Email: jprosser@leadingagemn.org

Decorator Service

Fern
645 Linn Street
Cincinnati, Ohio 45203
800.774.1251
Website: www.fernexpo.com
Contact: Jessica Mulheron, Customer
Service Representative
Email: jmulheron@fernexpo.com

Expo Location

Saint Paul RiverCentre
175 West Kellogg Boulevard
St. Paul, MN 55102
651.265.4831
Contact: Tyler Ichella
Email: tyler.ichella@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, 2024, 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, 2024, 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: 3001 Broadway Street NE, Suite 300, Minneapolis, MN 55413, Attention: Accounting #4075.

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. 12, 2025, 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. 11, 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 email to make other arrangements. All exhibitors must be fully operational by 10 a.m. on Wednesday, Feb. 12, 2025.

6. CONTRACTOR SERVICES

Exhibitor service kits will be emailed approximately eight weeks before the Institute. LeadingAge Minnesota has designated Fern as the official show contractor. Fern 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 Fern.

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. 15, 2025. If Certificates of Insurance are not received, LeadingAge Minnesota reserves the right to deny those persons access to the exhibit floor.

Fern 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 Fern 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. 13. 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. 13.

8. STORAGE OF CRATES AND BOXES

Fern 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. Fern 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 \$150 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.

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 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
Feb. 12-13, 2025 in St. Paul.

2024 INSTITUTE EXHIBITORS

Stay a step ahead of your competition by signing up for 2025!

A Place for Mom
AB/CD Cleaning Services
Accelerated Care Solutions
Accushield
Adara Home Health
Advanced Health Institute
Aegis Therapies
Align Senior Care Consulting
AlixaRx
Allina Health Home Care Services
Apollo Corporation
ARKRAY USA
Arvig
Assured Security
Aufderworld Corporation
Ban-Koe Companies
Bauer Design Build
Beacon Communications
Behavioral Care Solutions for Adults and Seniors
Bestbath
Big Stone Therapies
Blue Stone Therapy
Bluestone Physician Services
BluSky Restoration
Boelter Companies
Bremer Bank
Brookdale Senior Living
By the Yard Inc.
Calmoseptine
Carefeed
CCL Hospitality Group
CFS Interiors & Flooring
Christensen Group Insurance
CLA
Clean Response
Colliers Securities | Colliers Mortgage
Community Living Solutions
Consonus Pharmacy
Corner Home Medical
Corpay
Cura Hospitality
Custom Medical Solutions
DBS Group
Direct Supply
DispatchHealth Imaging
Donlar Construction Company
DTB Systems
ECP Assisted Living Software
ECST System Integrators
Ecumen
EduCare & OnTrack
Egan Company
Eide Bailly LLP
Eldermark
Elim Preferred Services
eMenuCHOICE
ESHYFT
Essity
EverCare Aging Services Consulting
EZ Way Inc.
Forefront Healthcare
FOX Rehabilitation
Genevive
Geritom Medical
Girard's Business Solutions Inc.
Graham-Field
Greenlight Energy Conservation
Greystone Construction
Guardian Pharmacy Minnesota
Guldman Inc.
Hamilton CapTel
Handi Medical Supply
Health Dimensions Group
Healthcare Purchasing Connection
Healthcare Services Group
HealthConnex
HealthPartners Community Senior Care
Herzing University
HJ Sims
Hoglund Bus Company
Homestyle Direct
Horizon Equipment
Icon
Impact Medical
In-House Senior Services
InPro Corporation
intellicents
Kent Precision Foods Group
Knutte Nelson
Kraus-Anderson
Larson Building
LeadingAge Minnesota Solutions
Legacy Restoration LLC
Lotus Pharmacy
Marcus Construction
Marsh McLennan Agency
Martin Brothers Distributing Company Inc.
MatrixCare by ResMed
McKesson Medical-Surgical
MDS Solutions
Medline
Med-Mizer
Midwest IT Systems Inc.
Miller Architects & Builders
Minnesota Association of Nutrition and Foodservice Professionals (MNANFP)
Minnesota Directors of Nursing Administration (MN-DONA)
Minnesota Statewide Activity Professionals (MN SWAP)
Minnesota Valley Testing Laboratories
Moments Hospice
Mom's Meals
Nesbit Agencies
New Horizon Foods
NEXDINE Hospitality
Nor-Son Construction
Northland Securities
Northwest Respiratory Services
Nura Pain Clinics
Odom Rehab
Omicare
OpenEye
Optima Products
Ovitsky Vision Care
Parachute Health
Parasol Alliance
Passion for Dining and Nutrition
Pathway Health
Paychex
Paycor
Penner Patient Care
Performance Foodservice
Peterson Senior Health Consulting
PharMerica
Pioneer Critical Power
Piper Sandler & Co.
PointClickCare
Pope & Conner Consulting Inc.
Pope Design Group
Powerback Rehabilitation
Premier Aquarium Service Inc.
Procure HR
Q3 Enterprises LLC
Radius Living Rx
Rainbow Health
RAM Construction Services
Ranchers US OP LLC
Reliable Medical
ResiDex Software
River Oaks of Minnesota
Schwickert's Tecta America LLC
Select Rehabilitation
Senior Care Solutions
Servpro of Minnetonka
ShiftKey
SimplyConnect
Solaris Diagnostics
Span, a Division of Savaria Patient Care
St. Catherine University
St. Croix Hospice
STAR Services
Sterling Long Term Care Pharmacy
Stratis Health
Suite Living Senior Care
Symmetry Hand Hygiene
Synchrony Health Services
Synergy Care Inc.
Sysco
Tapestry Health
Tarkett
Temp Social Work
Textile Care Services
Thrifty White Pharmacy
Twin Cities Physicians
UCare
UKG
United Bus Sales Inc.
University of Minnesota - Twin Cities
Upper Lakes Foods
US Foods
Value First
Vikor Scientific
Virteva
Visiting Angels West Metro
VRI
Warm Rain Corporation
Wipfli LLP
Wold Architects and Engineers
YHR Partners
Ziegler