

2026 EXHIBITOR PROSPECTUS

INSTITUTE & EXPO

Feb. 11-12 • St. Paul

LeadingAge[®]
Minnesota



WE ARE CHANGEMAKERS

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:

- 157 free-standing care centers
- 36 hospital-attached care centers
- 664 senior housing providers
- 139 corporate members owning or managing two or more senior communities
- 34 adult day centers
- 33 home and community-based service providers
- 214 business partners
- 26 honorary members
- 62 associate member companies
- 234 individual members
- Represents over 15,300 care center beds and more than 38,400 senior housing units

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

Listen to What Past Exhibitors are Saying About Us

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

“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!”

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

10x10 and 8x10 Booth Fees

LeadingAge Minnesota Member

Early Bird: \$1,900 (by 8-31-25)

Regular Rate: \$2,000 (on or after 9-1-25)

Prospective Member

Early Bird: \$2,700 (by 8-31-25)

Regular Rate: \$2,800 (on or after 9-1-25)

Become a Business Partner member and save \$800 on your 2026 booth fee!

In addition to saving \$800 on your 2026 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. 11: 11 a.m. - 3 p.m.

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

Set-Up Hours

Tuesday, Feb. 10: 1 - 5:30 p.m.

Wednesday, Feb. 11: 7 - 10 a.m.

Teardown Hours

Thursday, Feb. 12: 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, and 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, Event Manager
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. 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

If assigned space is canceled or reduced by the exhibitor on or before Oct. 31, 2025, 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, 2025, 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.

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. 11, 2026, 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. 10, 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. 11, 2026.

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, 2026. 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. 12. 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. 12.

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 Hurlley at MH Culinary Group at 651.726.8804 or julia.hurlley@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. 11-12, 2026 in St. Paul.

2025 INSTITUTE EXHIBITORS

Stay a step ahead of your competition by signing up for 2026!

A&E Pharmacy
 AB/CD Cleaning Services
 Acadia Pharmaceuticals
 Accelerated Care Solutions
 Accushield
 Adara Home Health
 Advanced Comfort Health
 Advanced Health Institute
 Aegis Therapies
 AlixaRx
 Aon
 Apollo Corporation
 ARKRAY USA
 Arvig
 Aufderworld Corporation
 Ban-Koe Companies
 Bauer Design Build
 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 Inc.
 CCL Hospitality Group
 CFS Interiors & Flooring
 Christensen Group Insurance
 CLA
 Clean Response
 Colliers Securities
 Community Living Solutions
 Consonus Pharmacy
 Corner Home Medical
 Custom Medical Solutions
 DBS Group
 DHS - Deaf, DeafBlind and Hard of Hearing
 State Services Division
 Direct Supply
 DispatchHealth Imaging
 Donlar Construction
 DTB Systems
 ECP Assisted Living Software
 ECSI
 Ecumen
 EduCare & OnTrack
 Eide Bailly LLP
 Eldermark
 Elim Preferred Services
 eMenuChoice
 ESHYFT
 Essity
 Essity-Tork Professional Hygiene
 EverCare Aging Services Consulting
 EZ Way Inc.
 First Quality Products, LLC
 Forefront
 FOX Rehab
 Genevive
 Geritom Medical
 Girard's Business Solutions Inc.
 Graham-Field
 Great Lakes Management
 Greenlight Energy Conservation

Greystone Construction Company
 Guardian Pharmacy Minnesota
 Hamilton CapTel
 Handi Medical Supply
 Health Dimensions Group
 HealthCare Interactive
 Healthcare Purchasing Connection
 Healthcare Services Group
 Healthcare Specialty Onsite Services
 HealthPartners Community Senior Care
 Herzing University
 HJ Sims
 Hoffman Weber Construction
 Hoglund Bus Company
 Homestyle Direct
 HUR USA
 Impact Medical
 In-House Senior Services
 Insight Restoration
 intellicents
 Interim HealthCare Staffing
 I-State Truck Centers
 Jodi Baglien Aromatherapy/Quella Essential Oils
 Kraus-Anderson
 Kycera Document Solutions America Inc.
 Larson Building
 Legacy Restoration LLC
 Lotus Pharmacy
 M3 Insurance
 Marcus Construction
 Marsh McLennan Agency
 Martin Bros. Distributing
 MatrixCare
 McKesson Medical-Surgical
 MDS Solutions
 Medica
 Medline
 Med-Mizer
 Miller Architects & Builders
 Minnesota Association of Nutrition &
 Foodservice Professionals (MNANFP)
 Minnesota Directors of Nursing Administration
 (MN-DONA)
 Minnesota Exteriors Commercial
 Minnesota Eye Associates
 Minnesota Statewide Activity Professionals
 (MN SWAP)
 Minnesota Valley Testing Laboratories
 Moments Hospice
 Mom's Meals
 New Horizon Foods
 NEXDINE Hospitality
 Next Day Access
 Niuz Corporation
 North Central Bus & Equipment
 North Star Mobile X-Ray
 Northland Securities
 Northwest Respiratory Services
 Notify
 Nura Pain Clinics
 Odom Rehab
 Omnicare
 OpenEye
 Optima Products Inc.
 Ovitsky Vision Care
 Passion for Dining and Nutrition
 Pathway Health

Paul Davis Restoration of Greater MSP
 Paychex
 Penner Bathing
 Performance Foodservice
 Peterson Senior Health Consulting
 PharMerica
 Pioneer Critical Power
 Piper Sandler & Co.
 PointClickCare
 Pope & Conner Consulting Inc.
 Pope Design Group
 Procure HR
 ProCare Senior Consulting
 Quality Rehab Management (QRM)
 Radius Living Rx
 Ranchers US OP LLC dba Rancher's Legacy
 REHAU
 Reliable Medical
 ResiDex Software
 River Oaks of Minnesota
 RND Softech
 RobotLAB
 Saint Therese - Ascend Rehab
 Schwickert's Tecta America LLC
 Select Rehabilitation
 Senior Care Solutions
 Senior LinkAge Line
 SeniorComm
 Servpro of Minnetonka
 slashBlue
 Smartlinx
 Span America
 St. Catherine University
 St. Croix Hospice
 STAR Services
 Star Tribune Media Company
 Sterling Long Term Care Pharmacy
 Stratis Health
 Symmetry Hand Hygiene
 Synchrony Health Services
 Sysco North Central Region
 Temp Social Work
 Textile Care Services
 Thrifty White Pharmacy
 TridentCare
 TRU Healthcare
 Twin Cities Physicians
 UCare
 UKG
 UMN College of Continuing and Professional
 Studies
 United Bus Sales
 Upper Lakes Foods
 US Foods
 Value First
 VC3
 Viconic Health
 Vikor Scientific
 Visiting Angels West Metro
 Viventium
 Vivie
 VRI
 Warm Rain Corporation
 Wold Architects and Engineers
 Woodside Industries Inc.
 Ziegler