

# EXHIBITOR PROSPECTUS



2012 AGING SERVICES OF MINNESOTA INSTITUTE  
February 8-10, 2012 • Hyatt Regency Minneapolis

INSPIRE › SERVE › ADVOCATE



**Aging Services  
of Minnesota**

LEADING CHANGE ■ CHANGING LIVES

## Who is Aging Services of Minnesota?

Aging Services of Minnesota is Minnesota's largest association of aging services organizations. Today our membership encompasses over 1,000 member organizations including 700+ provider member sites. Together, we work with over 50,000 caregivers throughout the state and serve more than 100,000 seniors each year in settings across the continuum from their home to congregate housing to assisted living to care centers. Aging Services members are diverse but share a common focus on person-directed living, missions of service to their communities and choice in older adult services.

## Aging Services of Minnesota Membership:

- 171 free-standing care centers
- 50 hospital-attached care centers
- 484 senior housing providers
- 89 corporate members owning or managing two or more senior communities
- 157 business partners
- 35 honorary members
- 34 associate member companies
- 13 individual members
- 6 student/faculty members
- Represents nearly 20,000 care center beds and more than 28,000 senior housing units

## Listen to What Past Exhibitors are Saying About Us

"The Aging Services of Minnesota Institute is a wonderful way to meet new clients and current customers from across the state. The atmosphere is always positive and energetic ~ a perfect environment for promoting our services."

"We found exhibiting at the Institute to be a good business decision ~ many leads were generated as well as the opportunity to connect with current customers to say thanks and keep us in mind for future purchases."

"Best run state show in the country!"

"We have exhibited our solutions at several conferences and tradeshows over the last year and this was by far the most valuable conference we have attended."

"The Aging Services of Minnesota Institute is THE place for networking and learning for healthcare professionals."

"Excellent traffic ~ Aging Services of Minnesota attendees really work the exhibit hall."

## Who Will You Meet?

Past Aging Services of Minnesota Institutes have attracted close to 1,000 provider decision-makers out of an average overall attendance of approximately 3,000 total participants. The Institute attracts all disciplines within the long-term care and senior housing profession. This three-day event features over 90 educational programs and a two-day expo.

## Why Should My Company Exhibit?

- Put your name in front of Aging Services of Minnesota member organizations that spend over \$1.5 billion on human resources, goods and services to care for older adults.
- The Institute expands your exposure to key aging services leaders.
- Representing over 700 care centers and senior housing organizations, the Aging Services of Minnesota Institute is the largest show of its kind in the country. You'll network with more than 3,000 providers.
- Because the Aging Services' 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 will meet more than 1,000 decision-makers in the long-term care and senior housing 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  
Aging Services of Minnesota  
Institute in Minneapolis.**

## Booth Price *(fees held to 2011 rates)*

### Aging Services of Minnesota Members

- Early Bird  
\$1,395 (by 5/31/11)
- Regular Rate  
\$1,475 (after 5/31/11)

### Prospective Members

- Early Bird  
\$2,195 (by 5/31/11)
- Regular Rate  
\$2,275 (after 5/31/11)

## Become a Business Partner member and save \$800 on your 2012 booth fee!

In addition to saving \$800 on your 2012 booth fee, Aging Services' Business Partner membership helps distinguish your company as a part of the Aging Services of Minnesota community and connects you to hundreds of providers throughout the year. Members want to do business with Aging Services Business Partners, so contact Jenny Prosser at 651.603.3548 or [jprosser@agingservicesmn.org](mailto:jprosser@agingservicesmn.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 rate.**

## Show Sponsor

Aging Services of Minnesota  
2550 University Avenue West , Suite 350 South  
St. Paul MN 55114-1900  
651.603.3548 or 800.462.5368  
Fax: 651.645.0002  
Web site: [www.agingservicesmn.org](http://www.agingservicesmn.org)  
**Contact:** Jenny Prosser, Director of Meetings & Conference Services  
E-mail: [jprosser@agingservicesmn.org](mailto:jprosser@agingservicesmn.org)

## Decorator Service

GES Exposition Services Inc.  
7624 Boone Avenue North  
Minneapolis MN 55428  
763.488.5340  
**Contact:** Danny Wraspir  
E-mail: [DWraspir@ges.com](mailto:DWraspir@ges.com)

## Expo Location

Hyatt Regency Minneapolis  
1300 Nicollet Mall  
Minneapolis MN 55403  
612.370.1234

## EXHIBIT AGENDA

### Show Hours:

- Wednesday, Feb. 8: 10 a.m. - 4 p.m.
- Thursday, Feb. 9: 10 a.m. - 2 p.m. with snacks on the expo floor
- Friday, Feb. 10: No exhibits

### Set-Up Hours:

Tuesday, Feb. 7: 1 - 7 p.m.  
Wednesday, Feb. 8: 7 - 9 a.m. (Pre-approval by Jenny Prosser at Aging Services of Minnesota is required to setup on Wednesday morning.)

### Teardown Hours:

Thursday, Feb. 9: 2 - 5 p.m.

### Booth rental includes:

- event registration for up to six staff from your organization
- four hours of dedicated exhibit time
- the opportunity to schedule personal breakfast or afternoon meetings with customers and potential clients
- standard 8' deep by 10' wide booth with draping
- a 7" by 44" booth identification sign
- listing in the onsite program brochure, which includes a description of the products/services your company represents (deadline is Friday, Dec. 23, 2011)
- listing on Aging Services of Minnesota's online expo directory
- a PDF catalog of names, titles and addresses of all participants at the Institute (provided electronically before show)
- opportunity to purchase a one-time use electronic list of attendee mailing information for a pre-show and/or post-show mailing
- security during all exhibit show hours
- booth carpeting (The Hyatt Regency's expo hall is carpeted. Any specific carpet requests must be ordered through GES.)
- access to over 1,000 key industry 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

# Exhibit Rules and Regulations

## 1. HOSPITALITY SUITES

A signed exhibitor agrees to host hospitality suites at times that do not conflict with Aging Services of Minnesota scheduled education and social events. Aging Services can provide your organization with a complimentary space at the Hyatt during non-compete times. 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 Aging Services 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 Aging Services of Minnesota. Aging Services 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, 2011, 50 percent of the total cost will be retained by Aging Services of Minnesota. If assigned space is canceled or reduced by the exhibitor after Oct. 31, 2011, all monies paid will be retained by Aging Services. All monies will be retained for weather-related cancellations over show dates. Checks should be made payable to: Aging Services of Minnesota and should be mailed to: 2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900, Attention: Accounting #6072.

In the event of conflicts or conditions beyond its control, Aging Services of Minnesota reserves the right to rearrange the floor plan. Also, Aging Services 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 9 a.m. on Wednesday, Feb. 8, 2012, may be resold or reassigned by Aging Services of Minnesota without obligation on the part of Aging Services 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 Hyatt Regency Minneapolis is **Tuesday, Feb. 7, from 1 - 7 p.m.**

If erection of any exhibit has not started by 7 p.m. on Tuesday, Aging Services of 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 Aging Services' staff by phone to make other arrangements. **All exhibitors must be fully operational by 9 a.m. on Wednesday, Feb. 8, 2012.**

## 6. CONTRACTOR SERVICES

Exhibitor service kits will be e-mailed approximately six weeks before the Institute. Aging Services of 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 Aging Services of Minnesota badge for security throughout the event. Each exhibitor is responsible for picking up his/her own badge from the Aging Services exhibitor registration desk.

All agents/representatives that are performing services at the Hyatt Regency Minneapolis directly for an exhibitor other than the exhibitor's employees must provide Aging Services of Minnesota with Certificates of Insurance by Jan. 20, 2012. If Certificates of Insurance are not received, Aging Services 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 next to the Aging Services of Minnesota exhibitor registration desk at the Hyatt Regency Minneapolis. Aging Services 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 2 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 2 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 5 p.m. 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

Aging Services of Minnesota will provide and arrange for the erection of necessary draped back-grounds of uniform style.

All booths will be provided with one 7" by 44" booth sign. Each exhibit must be confined by the spatial limits of its respective booth indicated on the floor plan. No part of any display may be over eight feet in height. **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 Aging Services of Minnesota. Displays must conform to local building and fire department codes and regulations. Aging Services trusts exhibitors will create a professional atmosphere with their display. GES and Aging Services' 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 Aging Services of Minnesota and/or the Hyatt Regency Minneapolis, its owners or managers, which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Aging Services and the Hyatt Regency Minneapolis, 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, the hotel 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. Aging Services of Minnesota expects all representatives to provide a professional atmosphere, helping participants see and understand the exhibitor's

products and/or services. **Aging Services 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 Aging Services of 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 Aging Services of Minnesota for the exhibition period, but Aging Services 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 Aging Services of 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 Aging Services of Minnesota, its service contractors, the management of the Hyatt Regency Minneapolis, 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 Aging Services, its service contractors or the management of the Hyatt Regency Minneapolis.

In case any part of the exhibit hall is destroyed or damaged, preventing Aging Services of 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 Aging Services, 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 Aging Services of 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. OTHER ACTIVITIES**

All activities of each exhibitor must be confined to the exhibitor's allotted space. If food samples are to be distributed, Aging Services of Minnesota asks that you provide "trial" size portions to reduce the possibility of spills and littering in surrounding vendor booths. No liquor is to be served on the exhibit floor by any exhibiting company or representatives.

#### **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 Aging Services of Minnesota, annul the right to occupy space and/or be fined, and such exhibitor shall forfeit to Aging Services all monies paid.

Upon evidence of a violation, Aging Services of 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 Aging Services may incur and shall forfeit all monies paid or due Aging Services on account thereof. The exhibitor waives any right to service or written notice of Aging Services' 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 Aging Services of Minnesota. These regulations may be amended at any time by Aging Services, 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 Aging Services to such exhibitors as may be affected by them.

Aging Services of Minnesota staff will be available on the exhibit floor and at the exhibitor registration desk 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@agingservicesmn.org](mailto:jprosser@agingservicesmn.org)**  
**to reserve your booth at**  
**Aging Services of Minnesota's Institute**  
**Feb. 8 - 12, 2012 in Minneapolis.**

## 2011 Institute Exhibitors

Stay a step ahead of your competition by signing up for 2012!

1st Line Group/Juice Tyme  
Advanced Wireless Communications  
Aegis Therapies  
Aging Services of Minnesota  
Alliance Purchasing  
American HealthTech  
American Medical Alert Corporation  
American Medical Technologies  
Anodyne, Inc.  
Apollo Corporation  
ARKRAY USA, Inc.  
Arrowhead Medical Resources, LLC  
Attainment Company Inc.  
Aufderworld Corporation  
Augustana Therapy Services  
A'viands Food and Services Management  
Barrier Free Access, Inc.  
Basic American Medical Products  
Best Bath Systems  
By the Yard, Inc.  
Calmoseptine, Inc.  
CAREFOAM Chairs  
CareTracker by Resource Systems  
Carmac Corporation  
CBS Construction Services, Inc.  
CFS Interiors  
CMA, an Ideacom Partner  
Coloplast Corporation  
Commercial Flooring Services  
Custom Medical Solutions  
DietMaster Systems, Inc.  
Direct Supply Equipment & Furnishings  
ditty.rehkamp  
Dougherty & Company LLC  
Dynamic Medical Systems, Inc.  
EAPC Architects Engineers  
Ecolab  
EduCare by Mirabelle Management, LLC  
e-Health Data Solutions  
Eide Bailly LLP  
Elim Preferred Services, Inc.  
Encompass Textiles and Interiors  
Evercare  
Extended Care Professional  
EZ Way, Inc.  
First Quality Products, Inc.  
Four Seasons Energy Efficient Roofing,  
Inc.  
Frana Companies Inc.  
Fredrikson & Byron, P.A.  
Frisbie Architects, Inc.  
Gardner & White  
Geritom Medical, Inc.  
GLT Architects  
Gulf South Medical Supply  
Hawkeye Foodservice Distribution, Inc.  
Health Care Insurance Services  
Health Dimensions Group  
Healthcare Purchasing Connection  
HealthEast Medical Laboratory  
HealthMEDX, Inc.  
Healthsense, Inc.  
Heartland Home Health Care, Hospice &  
I.V. Care  
Henricksen  
Hiller Commercial Floors  
Hill-Rom, Inc.  
Hillyard  
Hoglund Bus Company, Inc.  
HomeFree, Inc.  
Horty Elving  
InPro Corporation  
Intereum Inc.  
Interface FLOR, LLC  
InvaCare Continuing Care Group  
It's Never 2 Late  
Joerns Healthcare Inc.  
Keane Care Inc.  
Kraus-Anderson Construction Company  
Kronos Incorporated  
LarsonAllen LLP  
LeadingAge (formerly AAHSA)  
Live 2 B Healthy Senior Fitness, LLC  
M.C. Healthcare Products, Inc.  
Marco  
Martin Brothers Distributing Company,  
Inc.  
McKesson Medical Surgical  
MDI Achieve  
Medcare Products  
Medical Nutrition USA, Inc.  
Medline Industries, Inc.  
Melyx Corporation  
Meru Networks  
Merwin Home Medical  
Merwin LTC Pharmacy  
Miller Architects & Builders Inc.  
Minnesota Board on Aging  
Momentum Healthware  
Multiple Concepts Interiors  
Mutual of America  
My InnerView  
Neace Lukens Insurance Agency  
New Horizon Foods, Inc.  
Nor-Son, Inc.  
North Central Bus Sales  
Northland Securities, Inc.  
Northwest Respiratory Services, LLC  
Nova Communications, Inc.  
Novo Nordisk Inc.  
NuStep, Inc.  
Omnicare Minnesota  
ONR, Inc.  
Optima Products, Inc.  
OTT, Inc.  
PalatinumCare LLC  
Pathway Health Services, Inc.  
PharMerica  
Piper Jaffray & Company  
PointClickCare  
Pope Associates, Inc.  
Precision Foods, Inc.  
Premier Diagnostic Imaging, Inc.  
Professional Medical Supply  
Professional Portable X-ray, Inc.  
Red Capital Group  
Rehab Optima ROX  
RehabCare  
RehabVisions  
Reinhart FoodService  
Reliance Business Technologies  
Rivera Architects Inc.  
Saint Jude Hospice  
Sanofi Aventis  
Sara Lee Beverage  
SCA Personal Care  
Select Rehabilitation, Inc.  
Senior Abilities Unlimited, LLC  
Senior Promos, a Division of High Five  
LLC  
SeniorHousingNet, part of MOVE  
SeniorTV  
Sholom Home Care and Hospice  
Silverchair Learning Systems  
SmartLinx Solutions  
SMT Health Systems  
Space Tables, Inc.  
Stahls' Hotronix  
Stanley Healthcare Solutions  
Sterling Long Term Care Pharmacy  
Stratis Health  
Sundance Rehabilitation  
Sysco Minnesota  
Textile Care Services  
The Marlin Company  
Thrifty White Pharmacy Services  
Trossen Wright Plutowski Architects, PA  
U.S. Foodservice Minnesota Division  
UHF Purchasing Services  
University of Minnesota Health Sciences  
Libraries/Health Literacy Partnership  
Upper Lakes Foods, Inc.  
Upstairs Solutions LTC  
Val-u-Care  
Viking Automatic Sprinkler Company  
Voigt, Klegon & Rode, LLC  
WAI Continuum  
WellAWARE Systems  
Welsh Construction/Genesis Architecture  
WhisperGLIDE Swing Company  
Windmill Software  
Wipfli LLP  
YHR Partners  
Ziegler Capital Markets

# 2012 AGING SERVICES OF MINNESOTA INSTITUTE

Feb. 8-9, 2012 • Hyatt Regency Minneapolis

## EXHIBITOR CONTRACT

(Please print or type)

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

All further contact is to be made with \_\_\_\_\_ E-mail \_\_\_\_\_ (required)

### BOOTH ASSIGNMENT

Please indicate your booth choices below. The preferences given are for guidance and are not guaranteed by Aging Services. **All booth assignments are made on a first-come, first-served basis based on the date of receipt of contract and payment.**

First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_ Fourth Choice \_\_\_\_\_

### BOOTH FEES (fees held to 2011 rates!)

#### Aging Services of Minnesota members:

Early Bird: \$1,395 (by 5/31/11)

Regular Rate: \$1,475 (after 5/31/11)

#### Prospective members:

Early Bird: \$2,195 (by 5/31/11)

Regular Rate: \$2,275 (after 5/31/11)

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### Become a Business Partner member and save \$800 on your 2012 booth fee!

In addition to saving \$800 on your 2012 booth fee, Aging Services of Minnesota Business Partner membership helps distinguish your company as a part of the Aging Services community and connects you to hundreds of providers throughout the year. Members want to do business with Aging Services Business Partners, so contact Jenny Prosser at 651.603.3548 or [jprosser@agingservicesmn.org](mailto:jprosser@agingservicesmn.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 rate.**

\*\*\*\*\*

Booth assignments will not be made until both the signed contract and payment are received. Aging Services of Minnesota Business Partners can pay a deposit of \$700 (or in full) to hold a booth. Prospective members must pay in full. Please include an additional \$75 if you need electricity and/or \$50 for each additional category over one.

\_\_\_\_\_

#### FOR AGING SERVICES OF MINNESOTA USE ONLY

Date contract received \_\_\_\_\_

Check Amt. \$ \_\_\_\_\_ Check No. # \_\_\_\_\_

### ELECTRICAL AND SPECIAL SERVICES

Electrical hook-up fee is \$75, which covers both days of the expo. See page 8 to secure electrical service. Water hook-ups are not available, but water will be transported to your booth if you provide containers for that purpose. TV antennas and other services such as these must be ordered through GES. These items incur an additional charge.

**ARE YOU A:**  First Time Aging Services Exhibitor  
 Returning Aging Services Exhibitor

### COMPLETE TO FIGURE AMOUNT DUE

Aging Services Member \$ \_\_\_\_\_

(\$1,395 by 5/31/11 or \$1,475 after 5/31/11)

Prospective Aging Services Member \$ \_\_\_\_\_

(\$2,195 by 5/31/11 or \$2,275 after 5/31/11)

Electricity \$ \_\_\_\_\_

(\$75 that covers both days of expo)

Pre-Show List (\$75) \$ \_\_\_\_\_

Post-Show List (\$75) \$ \_\_\_\_\_

Additional Categories \$ \_\_\_\_\_

(\$50 each)

**Total Amount Due** \$ \_\_\_\_\_

**Aging Services of Minnesota Business Partners:** Deposit of \$700 (or payment in full) to assign a booth.

**Prospective Members:** Booths must be paid in full in advance to be assigned a booth.

Please photocopy both pages of this contract and return original with payment: Aging Services of Minnesota, 2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900, Attn: #6072. If you have any questions, please call Jenny Prosser, Director of Meetings & Conference Services, at 651.603.3548, 800.462.5368 or [jprosser@agingservicesmn.org](mailto:jprosser@agingservicesmn.org). Aging Services of Minnesota's Web site is [www.agingservicesmn.org](http://www.agingservicesmn.org).

### METHOD OF PAYMENT

Visa  MasterCard  AmEx  Check

Card Number \_\_\_\_\_

Ex. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_



**2012 AGING SERVICES OF MINNESOTA INSTITUTE**  
**February 8-10, 2012 • Hyatt Regency Minneapolis**

# **EXHIBITOR PROSPECTUS**

**ACT NOW!**  
**Space sells out quickly!**



2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900  
[www.agingervicesmn.org](http://www.agingervicesmn.org)