



MINNESOTA  
GERONTOLOGICAL  
SOCIETY

Dear Colleague,

The Minnesota Gerontological Society (MGS) invites your organization to be an exhibitor at the 41<sup>st</sup> Annual Conference on Friday, April 28, 2017. This is an opportunity to introduce your organization, products, and services to 500+ professionals from aging services, healthcare, academics, research and government. **Last year the Exhibit Hall sold out** – we encourage you to register ASAP. Last year there was a waiting list and some organizations were not able to exhibit. **The Early Bird prices end on March 31st**. Attached you will find the exhibitor prospectus that outlines prices and what each booth rental includes.

**MGS 41<sup>st</sup> Annual Conference**  
**THE BUSINESS OF AGING: Exploring Partnerships, Possibilities and Priorities**  
**Earle Brown Heritage Center, Brooklyn Center, MN**  
**Friday, April 28<sup>th</sup>, 2017**

MGS is a non-profit organization composed of an eclectic group of social service professionals, healthcare providers, educators and students, researchers, policy analysts, program administrators and older adults. Our common interest is aging and the need to connect research and practice among diverse disciplines. These are a few of MGS' recent accomplishments which can benefit your organization:

- The 2017 Exhibit Hall will be located up front, adjacent to the General Session auditorium, to maximize your exposure and increase participant traffic.
- Our 2016 Conference grew in attendance over 25% and attracted over 480 from across the state! **We expect 500+ in 2017.**
- MGS is celebrating its 41<sup>st</sup> anniversary and will conduct a robust marketing campaign which can feature your logo and links to your services.
- We publish and distribute 2 – 3 monthly MGS eNewsletters and announcements to 6,500 + (and growing) members and professionals through our network.
- MGS offers free monthly state-wide webinars, each averaging over 350 registrants, on topics such as Advance Care Planning, Caring for an Aging Population, Addiction in Older Adults, Living Well – Dying Well, Mindfulness, etc.
- We honor the annual Gerontologist of the Year at the conference.
- We award four scholarships to higher education students pursuing careers in aging.
- Provide support and information to the 400+ and growing MGS membership.

We welcome you to join us for this conference and look forward to the difference we can make together in our aging population today!

[Register to exhibit and pay on-line.](#)

Sincerely,

Paulette Sorenson  
Exhibitor Coordinator  
[paulette@mngero.org](mailto:paulette@mngero.org) (612) 255-6610

For more information about MGS and the conference go to [mngero.org](http://mngero.org)

# Minnesota Gerontological Society Conference

## Non-Profit or For Profit Organizations/Agencies Prospectus

Friday, April 28, 2017  
8:00 AM – 4:00 PM  
Earle Brown Heritage Center  
Brooklyn Center, Minnesota

### Exhibit Agenda

<i>Show Hours:</i> 10:45am - 4:00pm	<i>Set-up</i> 9:00am-10:30am	<i>Tear Down</i> After 4:00pm
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### *Booth rental includes:*

- Event registration for **one staff** member from your organization
- Standard 8' x 2.5' skirted table with two chairs (**Electricity is not included- see below**).
- The opportunity for the event registered staff member to attend educational programs and social events (including lunch) for no additional cost
- One beverage ticket for executive reception

### *Additional charges:*

- **A fee of \$40 will be charged for each additional staff person attending lunch.**
- **Electricity is not included in the exhibit fee and must be arranged directly with the conference center. Contact and pay the fee directly to Earle Brown Conference Center (763-569-6322).**

### *Executive Reception:*

- Please consider donating a gift card or item to be given away at our reception between 4:00 – 4:30 pm.
- Additional beverage tickets will be available to purchase by cash or check the day of the event at \$5.00 each.

### Booth Price

### Booth Price

### **Non-Profit or For Profit Organizations/Agencies**

Based on number of employees

Early bird rate	10 or less employees	\$ 250.00 (by March 31)
Regular rate	10 or less employees	\$ 325.00 (after April 1)
Early bird rate	11-100 employees	\$ 325.00 (by March 31)
Regular rate	11-100 employees	\$ 425.00 (after April 1)
Early bird rate	101+ employees	\$ 450.00 (by March 31)
Regular rate	101+ employees	\$ 550.00 (after April 1)

### Conference Sponsor

Minnesota Gerontological Society  
P.O. Box 13658  
St. Paul, MN 55113  
Phone : 612-255-6610  
E-mail: [paulette@mngero.org](mailto:paulette@mngero.org)

### Exhibit Location

Earle Brown Heritage Center  
6155 Earle Brown Drive  
Brooklyn Center, Minnesota 55430  
763-569-6300

### Payment Options:

Checks made payable to: Minnesota Gerontological Society and mailed to:  
Minnesota Gerontological Society  
P.O. Box 13658, St. Paul, MN 55113-0658  
Pay Online at [www.mngero.org](http://www.mngero.org) (Conference/Webinar tab)

**Non-Profit or For Profit Organizational Exhibitor Registration Form**

Minnesota Gerontological Society Conference

Friday, April 28, 2017

Please print or type

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Name \_\_\_\_\_

Phone number \_\_\_\_\_ Staff email address \_\_\_\_\_

Organization/Agency website address to be listed in brochure: \_\_\_\_\_

Amount paid: \_\_\_\_\_

**For name badge purposes**

Name of employee staffing booth: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Additional Staff @ \$40.00 each \_\_\_\_\_

Special Dietary Needs (**one lunch is included with exhibit registration**). Please check one:

- None  Diabetic  
 Vegetarian  Other—Specify: \_\_\_\_\_

\_\_\_\_\_ **Number of Additional Meals at \$40 each**

**\*Electricity is not included in the exhibit fee and must be arranged directly with the conference center. Please contact and pay the fee directly to Earle Brown Conference Center (763-569-6322).**

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**Email this form to Paulette Sorenson; [paulette@mngero.org](mailto:paulette@mngero.org)**

**Or, Detach the above portion and return to:**

Minnesota Gerontological Society  
P.O. Box 13658  
St. Paul, MN 55113-0658

**Payment Options:**

Checks made payable to: Minnesota Gerontological Society and mailed to:  
Minnesota Gerontological Society  
P.O. Box 13658, St. Paul, MN 55113-0658  
Pay Online at: [www.mngero.org](http://www.mngero.org) (Conference/Webinar tab)

## Exhibit Rules and Regulations

### 1. Booth Space

All booth requests will be handled on a first-come. **No telephone reservations will be accepted.** MGS reserves the right to restrict entrance into the conference of any exhibitor that it deems is not in the best interest of the event as a whole.

### 2. Booth Fees and Cancellation Policy

No booth space will be reserved without full payment of a booth. If reserved space is canceled after March 31, all monies paid will be retained by MGS. Checks should be made payable to: Minnesota Gerontological Society and mailed to the address on the application form.

### 3. 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. 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 whatsoever.

### 4. Care of Exhibit Space

Exhibitor shall be fully responsible to pay for any and all damages to property owned by MGS and/or Earle Brown Heritage Center, its owners or managers, which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless MGS and the Earle Brown Heritage Center, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from exhibitor's use of 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 which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Center or any part thereof.

### 5. Exhibitor's Representatives

Each exhibitor must provide a representative(s) within the exhibit space during the open hours of the exhibits. **All representatives must appear on the company's official payroll** and must wear a badge and be in attendance during scheduled hours. MGS expects all representatives to provide a professional atmosphere, helping participants see and understand the exhibitor's products and/or services. MGS allows each exhibitor one (1) representative to staff their booth.

### 6. Attendance

The exhibit is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for the reserved space or who are conference sponsors. Representatives of non-exhibiting firms will not be admitted to the exhibit floor or conference site without payment in full of the exhibit fee by their firm.

### 7. Liability, Security and Cancellation

Each exhibitor must make provisions for the safeguarding of goods, materials, equipment, and display at all times.

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 which occurs 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, and the exhibitor agrees to and shall indemnify and hold harmless MGS from and against any and all liability, claims, or demands that may arise from or be asserted in connection with the forgoing undertakings and responsibilities of the exhibitor.

Neither MGS, its service contractors, the management of the Earle Brown Heritage Center, 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 MGS, its service contractors or the management of the Earle Brown Heritage Center.

In case any part of the exhibit hall is destroyed or damaged, preventing MGS from permitting an exhibitor to occupy space during any part of the whole of the exhibition period, or in case occupation of space during any part of 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 MGS, its directors, officers, agents or employees for losses or damages that may arise in consequence of such liability to occupy space.

### 8. Special Visual and Sound Effects

Audio/visual, other sound/attention getting devices and effects will be permitted only in those locations and such intensity as in the opinion of MGS 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 of objectionable to neighboring exhibitors.

### 9. Other Activities

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

### 10. 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 MGS, annul the right to occupy space and/or be fined, and such exhibitor shall forfeit to MGS all monies paid.

Upon evidence of a violation, MGS may re-enter and take possession of the space occupied by the exhibitor may remove all persons any goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all damages that MGS may incur and shall forfeit all monies paid or due MGS on account thereof. The exhibitor waives any right to service or written notice of MGS's intention to terminate this agreement and repossess space occupied by the exhibitor.

### 11. General

All matters and questions not covered by the regulations are subject to the decision of MGS. These regulations may be amended at any time by MGS, 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 MGS to such exhibitors as may be affected by them.