



MINNESOTA
GERONTOLOGICAL
SOCIETY

44th Annual Conference
AGE FRIENDLY MINNESOTA.
AGE FRIENDLY COMMUNITIES.
AGE FRIENDLY YOU.

Earle Brown Heritage Center, Brooklyn Center, MN

Thursday, April 23, 2020 – afternoon (Pre-Conference sessions only) – 1:00 - 4:00 pm

Friday, April 24, 2020 – 8:00 – 4:30 pm

The MGS Annual Conference & Exposition is where hundreds of aging healthcare professionals and industry partners gather to exchange time, resources, strategies, solutions, and more.

One and a half days of learning, growing, and finding inspiration, attendees are equipped with a year's worth of support in their daily responsibilities as leaders in the association industry.

NEW this year!

Optional Pre-Conference Sponsorship Opportunity! This 3.5 hr exclusive leadership program will provide training for a positive workforce culture that supports equity and inclusion and drives positive behaviors among all professionals. This event will be the highlight of the 1.5-day conference, and only Sponsors are invited to this special event (separate from sponsoring or exhibiting Friday's conference).

Heads up! This year's conference will focus on increasing our capacity to engage participants about Minnesota's vision for age-friendly communities and the value of age-friendly practices for older adults. A complete program agenda and participant registration opens early December.

Sign up now! limited spaces are available, especially premier placement. Each year the Exhibit Hall sells out quickly! There will be 2.5 hours of designated exhibit time, ending the show at 1:30 pm. We encourage you to stay for the day and participate in the conference for added relationship building. The Early Bird exhibitor rates end on March 31st.

We look forward to working with you to promote your organization as we support education and research in the field of aging in Minnesota. We welcome you to join us for this conference and look forward to the difference we can make together in our aging population today!

Sincerely,

Paulette Sorenson
Conference Coordinator
paulette@mngero.org (612) 255-6610

More information about MGS and the conference is at mngero.org

[Register and pay on-line to Sponsor or Exhibit](#)

Online registration system allows credit card or check payments.

2020 MGS CONFERENCE SPONSORSHIP/EXHIBITOR OPPORTUNITIES

SPONSOR OPPORTUNITIES (Thursday 1-4 pm)	FEES	EXHIBIT BOOTH	CONFERENCE REGISTRATIONS	RECOGNITION ACKNOWLEDGEMENT	ADVERTISING
Pre-Conference Sponsor	\$1,500	Premier booth placement	Two registrations <i>Includes breaks, sessions</i>	<ul style="list-style-type: none"> • Special Recognition at General Session • Color logo on screen & signage • Color logo on back cover of program book 	<ul style="list-style-type: none"> • Table tents with logo at sponsored event • Color logo on MGS website
SPONSOR OPPORTUNITIES (Friday 7-1:30 pm)	FEES	EXHIBIT BOOTH	CONFERENCE REGISTRATIONS	• RECOGNITION ACKNOWLEDGEMENT	• ADVERTISING
Platinum Sponsor	\$5,000	Premier booth placement	Four registrations Includes meals, sessions	Introduction at General Session Color logo on screen and signage Color logo on back cover of program book Reserved lunch table	Color logo on MGS website Distribute materials to attendees at General Session Half page advertisement in program book Color logo with
Gold Sponsor	\$2,500	Premier booth placement	Three registrations <i>Includes meals, sessions</i>	<ul style="list-style-type: none"> • Introduction at General Session • Color logo on screen & signage • Color logo on back cover of program book 	<ul style="list-style-type: none"> • Quarter page advertisement in program book • Color logo on MGS website
Silver Sponsor <i>General Session Sponsors</i> <i>Breakfast Luncheon</i>	\$1,500 \$1,500 each	Premier booth placement	Two registrations <i>Includes meals, sessions</i>	<ul style="list-style-type: none"> • Special Recognition at General Session • Color logo on screen & signage • Color logo on back cover of program book 	<ul style="list-style-type: none"> • Table tents with logo at sponsored event • Color logo on MGS website
Bronze Sponsor	\$750	Premier booth placement	Two registrations <i>Includes meals, sessions</i>	<ul style="list-style-type: none"> • Color logo on screen & signage • Color logo on back cover of program book 	<ul style="list-style-type: none"> • Color logo on MGS website
Session Sponsor	\$625	Exhibit Hall Premium placement	One registration Includes meals, sessions	Color logo on screen & signage Color logo on back cover of program book	Color logo highlighted on MGS session description, print and online

EXHIBITORS ONLY

Exhibitor Booths	See rates below	Exhibit Hall Preferred placement for early registrations	One registration <i>Includes meals, sessions</i>	<ul style="list-style-type: none"> • Featured on conference signage 	<ul style="list-style-type: none"> • Company listing in program book
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Exhibitor Rates for Organizations

Exhibitor Rates for Universities

Early Bird	1-10 employees	\$300	By March 31	Early Bird	\$225	By March 31
Regular Rate	1-10 employees	\$400	After March 31	Regular Rate	\$325	After March 31
Early Bird	11-100 employees	\$425	By March 31	***Additional Charges:		
Regular Rate	11-100 employees	\$525	After March 31			
Early Bird	100+ employees	\$575	By March 31	<ul style="list-style-type: none"> • A fee of \$40 will be charged for each additional staff person attending meals 		
Regular Rate	100+ employees	\$675	After March 31	<ul style="list-style-type: none"> • Electricity is not included in exhibit fee and must be arranged directly with the conference center. Call 763-569-6322 for rates/placing order. 		

ADVERTISING ONLY: Half page \$375 or Quarter page \$250

[Register Online](#) by March 31 for Early Bird Rates!