

GERIATRIC CROSSROADS:



SPECIALTY PRACTICE AND COLLABORATIVE CARE

Day 1 (Virtual): November 12, 2026

Day 2 (In person): November 13, 2026

Location: Hilton Minneapolis St Paul Airport
3800 American Blvd E
Bloomington, MN

Elevate Your Brand at the 2026 MAGIC Conference

Join Minnesota's premier champion for age-friendly healthcare and connect with a dynamic network of senior care leaders.

- **Targeted Audience:** Meet physicians, medical directors, pharmacists, PAs, and advanced practice nurses.
- **Wide Reach:** Connect with specialists across home-based, transitional, and hospice care.
- **Direct Impact:** Put your solutions right in front of key healthcare decision-makers.

NEW VENUE AND DATES FOR 2026

We are excited to announce a new location for this year's conference! Join us just minutes from the airport for an event designed to maximize your visibility and engagement.

Location & Schedule

- Thursday, November 12 | Virtual Session via Zoom
- Friday, November 13 | In-Person

Hilton Minneapolis St. Paul Airport
3800 American Blvd E
Bloomington, MN 55425

Prime Exhibit Placement

Exhibit spaces are located in the main ballroom hallway—directly alongside food service stations and networking rounds. You will be in the center of the action, giving you ample opportunity to connect with attendees.

In Person Day Schedule & Hours

- Exhibit Hours: 8:30 AM – 4:00 PM
- Dedicated Networking: Connect with attendees during designated breaks throughout the day.
- Exclusive Lunch Invite: Exhibitors are invited to dine alongside attendees during Friday's networking lunch.

Multi-Channel Recognition

Your brand's reach can extend far beyond the exhibit hall. Premium packages include recognition during Thursday's Virtual Presentation, featured placement in MAGIC-branded email campaigns, and dedicated social media highlights.

EXHIBITOR SUPPORT LEVELS

	Premier For Profit: \$5000 Non Profit*: \$4500	Gold For Profit: \$3500 Non Profit*: \$3000	Silver For Profit: \$1500 Non Profit*: \$1000
Exhibit Table with 2 co. representatives			
# of Free Learner Registrations	4	3	1
Brand Visibility on MAGIC organization's website and emails (not on course page/course related emails)	 Brand Logo	 Brand Logo	 Brand Listing
Logo placement on non-educational conference signage	 Brand Logo	 Brand Logo	 Brand Listing
List of Opt In Attendees			
Social Media Shout Out	 1-2 minute brand video (company provides content)		

MORE SPONSORSHIP OPPORTUNITIES

Featured Breakfast Session Sponsor – \$4,000

Position your company as a thought leader with an exclusive Breakfast Presentation opportunity held in the Minnesota Valley Ballroom. Sponsors will have the opportunity to provide a speaker and present content relevant to the attendee audience, including topics related to your company, products, or services. The session will not provide CE credits to learners.

Included:

2 complimentary learner registrations

45 minute breakfast presentation

Due to CME requirements, we require 30 minutes between this session and learning sessions

Does not include exhibit table. Exhibit tables are available for an additional \$500

Please email info@minnesotageriatrics.org by August 1, 2026 if you are interested. The MAGIC planning committee will make the final decision based on alignment with the conference theme

Networking Snack Break Sponsor – \$2,300

Create meaningful connections with attendees during an afternoon networking break. As the Afternoon Snack Sponsor, your company will receive prominent recognition in the Minnesota Valley Ballroom Foyer while providing attendees with a refreshing pause between educational sessions. This sponsorship offers valuable brand exposure in a relaxed, high-traffic setting where participants naturally gather to recharge, network, and engage with exhibitors and sponsors. Your support helps enhance the attendee experience while positioning your organization as a visible and valued partner of the conference.

Included:

1 complimentary company representative registration to attend snack table

Add company materials to snack table to distribute to attendees

Ability to have company representative near snack table to interact with attendees

Branded Signage at Snack Station located in the Minnesota Valley Ballroom Foyer

Does not include exhibit table. Exhibit tables are available for an additional \$500

MORE SPONSORSHIP OPPORTUNITIES

Beverage Station Sponsor – \$2,300

Keep attendees energized and engaged throughout the conference as the Beverage & Coffee Sponsor in the Minnesota Valley Ballroom Foyer. This highly visible sponsorship provides ongoing brand recognition at one of the most frequently visited areas of the meeting space. Attendees will appreciate complimentary coffee and beverage service throughout the day, creating repeated opportunities for your company to gain exposure and connect with participants in a casual networking environment. Your support helps create a welcoming and productive conference experience while reinforcing your organization's presence as a valued event partner.

Included:

- 1 complimentary company representative registration to attend beverage station
- Add company materials to beverage table to distribute to attendees
- Ability to have company representative near table to interact with attendees
- Branded signage at hydration stations located in the Minnesota Valley Ballroom Foyer

Does not include exhibit table. Exhibit tables are available for an additional \$500

Attendee Lanyards Sponsor – \$2,000**

Maximize your company's visibility with the exclusive Lanyard Sponsorship opportunity. Your organization's logo will be prominently displayed on the official conference lanyards worn by all attendees throughout the event, providing continuous brand exposure during sessions, networking events, and throughout the meeting venue. As one of the most visible sponsorship opportunities available, the lanyard sponsorship keeps your company front and center while demonstrating your support of the conference experience.

Details:

Your company provides 150-200 lanyards for MAGIC attendees. These will be distributed at the registration table with registrant's name badges

Does not include exhibit table. Exhibit tables are available for an additional \$500

**DEFINITIONS:**

- Non-profit = Non-profit rates are available to registered 501(c) organizations, government agencies, and academic institutions. Proof of non-profit status (e.g., an IRS Letter of Determination) may be requested upon application.

** indicates that this opportunity cannot be provided to ACCME-defined ineligible companies. ACCME defines an Ineligible Company as a company whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. See [webpage](#) for more information and examples of ineligible companies.

TERMS:

In accordance with the policies of the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), the American Nurses Credentialing Center (ANCC), and the Exhibitor/Sponsor Policy of the University of Minnesota Medical School Office of Continuing Professional Development, as an exhibitor (defined as a company who will have a table in the designated exhibit space and/or as a sponsor (defined as a company who is purchasing a marketing opportunity from the course), you agree to the following conditions:

- All exhibitors must be in a room or area separate from the educational activity and the exhibits must not interfere or in any way compete with the learning experience.
- Exhibitors/Sponsors shall have no control over:
 - Identification of CE needs
 - Determination of educational objectives
 - Selection and presentation of content
 - Selection of all persons and organizations that will be in a position to control the content of the CME activity
 - Selection of educational methods
 - Evaluation of the activity

CONTACT:

The Minnesota Association of Geriatric Inspired Clinicians (MAGIC) is providing the exhibit opportunities for this event as the host of the event. The University of Minnesota Office of Continuing Professional Development is the accredited provider and is not the host of this event. Contact info@minnesotageriatrics.org for more information.

MAGIC CONFERENCE EXHIBITOR INFO. IN-PERSON, NOV. 13, 2026

The Exhibit Space Includes:

- One six-foot table and two chairs.
- Drape/tablecloth is **not** provided
- Electricity \$25: The venue requires the rental of their power strips to ensure that the outlets, plugs, and power strips are all in good working order. The power strips are secured to the tables, and all cords and cabling are gaffed down properly for safety purposes.

please contact Robin:

rronayne@holsteconsulting.com to request power no later than Oct. 30, 2026

Exhibitors may use stand-alone or table-top exhibits that fit within the 6 foot space.

Attendee List: Per accreditation rules, attendees must consent to share their information with exhibitors. An opt in list that includes the attendees' names, degrees and affiliations will be provided.

An opt-in attendee list will be provided on October 23, 2026

Friday November 13: Exhibitor Setup & Tear Down

- Setup: 6:30 AM – 8:00 AM
- Exhibit Booths Open: 8:00 AM – TBD
- Tear Down: After TBD PM

Exhibit Staff:

MUST register by October 23, 2026 in order to receive food & name badges.

Exhibitor registration includes booth attendance for up to 2 representatives, breakfast, lunch and afternoon snack

Complimentary Registrants/Learners:

MUST self-register in the CE Portal by October 23, 2026

Exhibitor Check-In:

Hilton Minneapolis-St. Paul Airport
3800 American Blvd E
Bloomington, MN 55425

2nd Level: Check in and pick up nametags, someone will direct you to your exhibitor booth

Parking:

Parking is FREE in the hotel parking lot:
Hilton Minneapolis-St. Paul Airport
3800 American Blvd E
Bloomington, MN 55425

If there is a change in your representatives, please email info@minnesotageriatrics.org as soon as possible.

Cancellation Policy:

Once supporters/exhibitors have submitted payment and MAGIC begins advertising your company, we do not allow refunds.