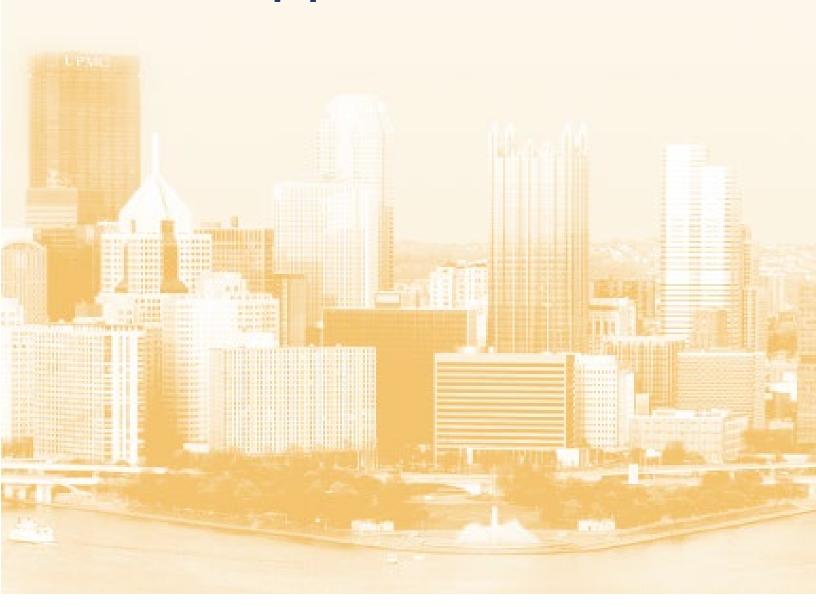


Sponsorship & Exhibitor Opportunities





Invitation to Exhibit

We invite your organization to participate as a sponsor or supporter of the 31st Annual Virtual Clinical Update in Geriatric Medicine taking place on March 23-24, 2023.

If your company's target market focuses on the fastest growing segment of the US population- senior citizens

over the age of 85, plan on being a part of the conference. Exhibits and Sponsorships are available offering:

- 2-day customizable virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc.
- > In-booth live video chat to interact face-to-face with attendees.
- Ability for attendees to schedule one-on-one meetings with you.
- Ability to message attendees directly who stop by your booth.
- > In-booth link for attendees to request information from you.
- Recognition of sponsorship in the virtual event platform.
- Access to the entire course.

This award-winning conference, now in its 31st year, is sponsored by the Pennsylvania Geriatrics Society—Western Division, UPMC/University of Pittsburgh Aging Institute and the University of Pittsburgh along with the University of Pittsburgh School of Medicine Center for Continuing Education in Health Sciences.

To encourage participants to interact with all vendors, we are hosting a gamification component.

Attendees will collect points through various interactions throughout the 2-day event, including visiting with exhibitors. We hope this component will provide a greater level of engagement for vendors.

The attached Annual Clinical Update in Geriatric Medicine's Sponsorship & Exhibitor Opportunities will give you more detail about this unique marketing event. For your convenience, an application for a Virtual Exhibit space is attached. Space and sponsorships are limited so your action is needed as soon as possible.

We look forward to welcoming you to the 30th Annual Clinical Update and provide you with a successful reconnection and engagement opportunity with participants.

Sincerely,

Shuja Hassan, MD

Assistant Professor of Medicine University of Pittsburgh School of Medicine

Neil M. Resnick, MD

Thomas Detre Professor of Medicine Director, Hartford Foundation Center of Excellence In Geriatric Medicine Division of Geriatric Medicine Associate Director, Institute on Aging of And University of Pittsburgh and UPMC

Lyn Weinberg, MD

Division Director, Geriatrics Assistant Professor of Medicine Temple University School of Medicine Allegheny Health Network



PROSPECTUS FOR EXHIBITORS

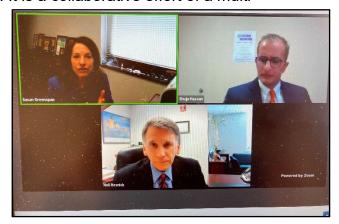
About the Program

This American Geriatric Society (AGS) award-winning local and popular conference is sponsored by the Pennsylvania Geriatrics Society – Western Division, Aging Institute of UPMC Senior

Services and the University of Pittsburgh and the University of Pittsburgh School of Medicine Center for Continuing Education in the Health Sciences. It is a collaborative effort of a multi-

disciplinary committee with representatives from the region coming together to provide outstanding and timely education to all geriatric healthcare professionals.

As our population continues to age, we are seeing a tidal wave of older persons in our area hospitals, clinics, and nursing homes. The fastest growing segment of the population are those above the age of 85 years. The purpose of our conference is to provide an evidence-based approach to help clinicians take exceptional care of these often-frail individuals.



This conference is a well-respected resource for healthcare professionals (representing all disciplines) for over 30 years. What differentiates this course is its focus on common but confounding conditions: those that healthcare professionals face on a daily basis and for which rapidly evolving research (much done here in Pittsburgh) is revealing new approaches that are feasible for the real world.

Virtual Attendee Demographics

2022 Attendance by Degree		
Physician	181	
Physician Assistant	16	
Pharmacist	20	
Nurse Practitioner	64	
Nurse	42	
Other Healthcare Professionals	42	
Total	365	

Support of this event allows your organization to connect with our attendees and increase your exposure to this specialized audience, including key decision makers.

Multiple opportunities throughout the two-day virtual course are provided for maximum return on your investment.

Monetary support of the conference will aid in defraying program costs, including guest speaker honorarium, audio visual services, virtual platform, and other expenses, as necessary.

PROSPECTUS FOR EXHIBITORS

OPPORTUNITIES TO SPONSOR

LEVEL	FEE	BENEFITS
Premier Exhibitor/Sponsor	\$5,000	Acknowledgement (Logo or Company Name) in the rolling credits at the opening of the virtual conference and scrolling periodically throughout the virtual education sessions. This includes 15 minutes before the event for those in waiting room, prior to the start of the conference.
		Company Name to appear prominently at the bottom of the course Home Page (Landing Page) with acknowledgement and thank you of support of the Conference
		2-day customizable Highly Visible virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc.
		A linked logo on the Conference webpage and recognition of sponsorship in the virtual event platform.
		Attendee list from the virtual event
		In-booth live video chat to interact face-to-face with attendees.
		Ability for attendees to schedule one-on-one meetings
		Ability to message attendees who stop by your booth, directly.
		 In-booth link for attendees to request information from you.
		 Enrollment in interactive gamification for health care professionals. Access to the entire course.



PROSPECTUS FOR EXHIBITORS

OPPORTUNITIES TO SPONSOR

LEVEL	FEE	BENEFITS
Virtual Exhibitor	\$1,500	2-day customizable virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc.
		In-booth live video chat to interact face-to-face with attendees.
		Ability for attendees to schedule one-on-one meetings with you.
		Ability to message attendees directly who stop by your booth.
		In-booth link for attendees to request information from you.
		Online lead generation report.
		Enrollment in interactive gamification for health care professionals.
		Recognition of sponsorship in the virtual event platform (throughout the 2-day event)
		Access to the entire course.
Logo Only Sponsor	\$750	 Logo/Company name recognition on Vendor Thank You slide projected throughout the 2- day conference and included in marketing materials for conference.
		Recognition on Agenda home page of the Virtual Platform.

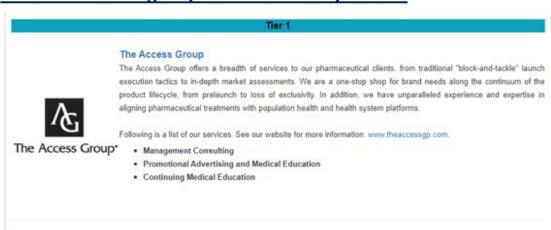
VIRTUAL BOOTH EXAMPLES

Examples are for display purposes only. Graphic examples were provided by CE21 and not the Pennsylvania Geriarics Society – Western Division (PAGS-WD). The PAGS-WD does not promote nor have affiliation with the companies mentioned below.

Specific questions regarding each sponsorship page, including assets may be directed to Nadine Popovich at npopovich@acms.org or phone 412.321.5030

LOGO ONLY (\$750)

EXAMPLE 1: Logo / .pdf / Weblink only Assets



VIRTUAL BOOTH EXAMPLES

EXHIBITOR (\$1,500)

EXAMPLE 2: Logo, Text, PDF/website links, Video, Customer Zoom Link integration, Guestbook/Forms, Forum)







VIRTUAL BOOTH EXAMPLES

PREMIER SPONSORSHIP (\$5,000)

EXAMPLE 3: Logo, Text, PDF/website links, Video, Customer Zoom Link integration, Guestbook/Forms, Featured Exhibit Hall Banner Placement







Virtual Exhibitor and Sponsorship Agreement**

This form MUST be completed and submitted to secure sponsorship. The signed agreement serves to reserve a sponsorship slot. Sponsorship will not be granted without a signed agreement.

Organization Name*

*Please indicate the name of your institution EXACTLY as you would like it to appear in the recognition materials.

Contact Name Email

Address Phone

Signature/Date (required) An 'X" in the box serves as the electronic signature of the individual completing this Agreement

Date (required)

To confirm your participation, please check one of the following Sponsorship Opportunities

Virtual Exhibitor - \$1,500

Logo-Only Sponsor - \$750

**Availability of sponsorships and exhibit space will be determined on the date that the agreement is received. Support for the conference will be used to cover program costs, such as speaker honorarium, audio/visual equipment, virtual platform, and other expenses.

Exhibitors must abide by the ACCME's Standards for Commercial Support, http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support and the University of Pittsburgh Industry Relationship Policy, https://www.coi.pitt.edu/IndustryRelationships/Policies/IndustryRelationshipsPolicy.pdf and adhere to the quidelines below.

- Exhibitors may provide informational materials to conferences attendees at the educational event. Exhibitors may not distribute gifts of any kind (e.g., pens, note pads, golf balls, gift baskets, etc.).
- Exhibitors are restricted from discussing promotional matters to activity attendees or course faculty within the educational setting.
- Exhibitors must set-up and tear-down their displays during the approved dates and times and following the directions set by the conference staff and the venue management.

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Payment Amount: \$

- Exhibitor and Sponsorship Agreement must be returned by email, fax or mail no later than **February 1, 2023.**
- Payment must be received by March 1, 2023, by check made payable to "Pennsylvania Geriatrics Society". Credit card payment is also an option. Contact Nadine Popovich or Eileen Taylor to request an invoice for payment.
- > Tax ID: Pennsylvania Geriatrics Society tax identification number is: 25-1650976
- Questions may be directed to Exhibit Coordinators:
 - Nadine Popovich <u>npopovich@acms.org</u> or 412-321-5030 x110
 - o Eileen Taylor etaylor@acms.org or 412-321-5030 x105

PAYMENT INFORMATION

By Credit Card: Contact Eileen Taylor, Exhibit Coordinator, to request an invoice with link

to pay directly only. Email: etaylor@acms.org

Checks made payable to:

Mailing Address:

Pennsylvania Geriatrics Society – Western Division

Pennsylvania Geriatrics Society Western Division

850 Ridge Ave

Pittsburgh PA 15212