ATLANTA GEORGIA 2019
ANNUAL CONFERENCE
MARCH 7 – 10, 2019 • ATLANTA, GA

EXHIBIT AND SPONSORSHIP PROSPECTUS
EXHIBIT HALL DATES:
Thursday, March 7 and Friday, March 8, 2019
Dear Industry Partner,

AMDA – The Society for Post-Acute and Long-Term Care Medicine is the professional association of medical directors, attending physicians, nurse practitioners, physician assistants, and other practitioners working in the various post-acute and long-term care continuum. We are dedicated to excellence in patient care and provide education, advocacy, information, and professional development to promote the delivery of quality medicine in these settings.

We invite you to join over 1,500 attendees and participate as an industry partner at the 2019 Annual Conference. This is the premier conference for health care professionals in post-acute and long-term care medicine. Conference attendees are experienced, high-level decision makers from across the country with specialties in family medicine, internal medicine, geriatrics, and psychiatry. The Society’s Annual Conference crosses disciplines, bringing together physicians, physician assistants, nurse practitioners, nurses, pharmacists, administrators, social workers, dietitians, and therapists.

Our conference stands apart from other geriatric conferences because the targeted education focuses on practical applications for quality health care outcomes and networking related to the post-acute and long-term care industry. Attendees seek out the latest updates in pharmaceutical products, technological advances, electronic medical records, facility and medical equipment, nutritional and dietary needs, and other post-acute and long-term care services for their facilities. By participating in the 2019 Annual Conference, you help extend the reach of information through exhibit and dynamic sponsorship opportunities.

Without our industry partners, the 2019 Annual Conference could not offer the cutting-edge information and extensive professional networking opportunities that sets this conference apart from the rest. We are committed to making this a rewarding experience and look forward to your participation.

Sharon D. Moffett, CAE
Director, Professional Development/Meetings

Register to exhibit today at PALTC.org/annual-conference
AMDA - THE SOCIETY FOR POST-ACUTE AND LONG-TERM CARE MEDICINE

The Society for Post-Acute and Long-Term Care Medicine is the only professional association representing the community of over 50,000 medical directors, attending physicians, physician assistants, nurse practitioners, and others practicing in the post-acute and long-term care continuum. The Society is dedicated to excellence in patient care and provides education, advocacy, information, and professional development to promote the delivery of quality post-acute and long-term care medicine. We strive to provide cutting edge education, information, and tools on clinical, management, and technology topics that are specific to the evolving post-acute and long-term care setting. We offer opportunities to learn about best practices and activities that can maximize the quality of care and life for patients.

Who are our Members?

THE SOCIETY’S
5,500 members

work in skilled nursing facilities • long-term care and assisted living communities • CCRCs • home care • hospice • PACE programs and other areas

Members Provide Services In...

- Assisted Living
- CCRCs
- Home Care
- Hospice Care
- Nursing Homes (LTC)
- PACE (or other community based programs)
- Post-Acute Care Hospitals (LTAC/IRF)
- SNFs/Sub-Acute/Post-Acute

Who are our Members?

Society Member Demographics

- 75.03%
- 11.30%
- 8.09%
- 4.59%

- Physician
- Nurse Practitioner/Physician Assistant
- Allied Health Professional
- Other

Why you should participate in the Society’s 2019 Annual Conference?

- Network with experienced high-level decision makers in post-acute and long-term care
- Reach the professionals who not only treat patients but also consults the caretakers of the patients
- Educate the attendees about the benefits of your latest industry product or service
- Meet the newest members of our community who are looking for information on the latest technology to help evolve our post-acute and long-term care setting

Register to exhibit today at PALTC.org/annual-conference
Hyatt Regency Atlanta
GRAND HALL – EXHIBITS
HANOVER HALL – PRODUCT THEATERS

MAXIMIZE YOUR EXHIBIT EXPERIENCE

■ Lead Retrieval is available to capture who visited your booth
■ Advertising opportunities in the Onsite Program and on PALTC.org/annual-conference
■ Pre-Meeting Mailing List to invite attendees to your booth (includes attendees who have opted-in)

The Society reserves the right to expand or reconfigure the exhibit hall floor if necessary to accommodate additional exhibitors.

Register to exhibit today at PALTC.org/annual-conference
Location:
Hyatt Regency Atlanta
265 Peachtree Street NE
Atlanta, GA 30303

Exhibits: Grand Hall

Exhibit Hall Hours

**THURSDAY, MARCH 7**
Hall Open: 11:00 am – 1:45 pm & Job Fair
11:30 am – 1:30 pm Cash Lunch in Exhibit Hall
Hall Closed: 1:45 pm - 2:45 pm
Hall Open: 2:45 pm – 3:45 pm & Job Fair
3:00 pm – 3:30 pm Beverage Break in Exhibit Hall
3:15 pm – 3:20 pm Passport Raffle
Hall Closed: 3:45 pm - 4:45 pm
Hall Open: 4:45 pm – 7:00 pm
5:00 pm – 7:00 pm Welcome Reception in Exhibit Hall
6:30 pm – 6:35 pm Passport Raffle

**FRIDAY, MARCH 8**
Hall Open: 10:30 am – 3:30 pm
10:30 am – 1:30 pm Job Fair
12:00 pm – 1:30 pm Cash Lunch in Exhibit Hall
3:20 pm – 3:25 pm Passport Raffle and other prizes

Set-up Hours:
Wednesday, March 6 9:00 am – 5:00 pm
Thursday, March 7 8:00 am – 10:30 am

Exhibitor Registration:
Wednesday, March 6 9:00 am – 5:00 pm
Thursday, March 7 8:00 am – 6:00 pm
Friday, March 8 10:00 am – 2:00 pm

Tear Down Hours:
Friday, March 8 3:35 pm – 7:00 pm
Saturday, March 9 8:00 am – 12:00 pm

Exhibit Booth Pricing

<table>
<thead>
<tr>
<th>Size</th>
<th>By 12/12/18</th>
<th>After 12/12/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Standard</td>
<td>$2,825</td>
<td>$2,925</td>
</tr>
<tr>
<td>10x10 Corner</td>
<td>$3,325</td>
<td>$3,425</td>
</tr>
<tr>
<td>10x20 Standard</td>
<td>$5,450</td>
<td>$5,550</td>
</tr>
<tr>
<td>10x20 Corner</td>
<td>$5,950</td>
<td>$6,050</td>
</tr>
<tr>
<td>Non-profit (Table-top)</td>
<td>$1,000</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

Only companies with a 501(c)(3) tax designation are eligible for a non-profit exhibit booth. Proof of tax exempt or non-profit status is required with this agreement.

Standard Booth Package Includes (per 10x10)
- Pipe, drape and booth identification sign
- Complimentary exhibit directory listing
- Participation in the exhibit hall raffle
- General exhibit hall cleaning
- General exhibit hall security
- Full meeting registration for up to four booth personnel. (CME not available)
- Pre-Meeting Registration mailing list (to include attendees who have opted in)

Exhibit Hall Passport Raffle

To generate more exhibitor booth traffic, each attendee will receive a card that must be stamped by participating exhibiting companies. Completed cards can be entered in a raffle for a chance to win prizes. *Exhibitors are asked to donate prizes for the Exhibit Hall Raffle. Daily giveaways include:*
- A free registration for the 2020 Annual Conference
- A complete set of the Society Clinical Practice Guidelines
- And many other prizes!

Things You Need to Know
- Exhibits will be in the Grand Hall at the Hyatt Regency Atlanta. The hall is already carpeted. There will not be an additional cost for carpeting your booth.
- Chairs and tables are not included with booth space. If needed, they may be ordered from Viper Tradeshow Services.
- Viper Tradeshow Services will send service kit links to each company after booth fees are paid in full.

Questions?
Contact: abashian@conferencemanagers.com or 703-964-1240, x 280.

Register to exhibit today at PALTC.org/annual-conference
WHAT DOES MY COMPANY GAIN FROM A PRODUCT THEATER SPONSORSHIP?

- Face-to-face networking access to Society attendees through a one-hour presentation of products or services
- All inclusive marketing packages designed to provide maximum visibility to attendees
- Access to key decision makers in post-acute and long-term care required to stay current in industry products and trends
- Alerts within the meeting App to promote interest and direct attendees to your program.

Society Product Theater Sponsorship
Host a one hour Product Theater to introduce your product or service to Society attendees on a relevant post-acute and long-term care topic. The cost to secure a slot ranges from $25,000 to $35,000. Any costs associated with speakers, food and beverage, and audiovisual equipment are the responsibility of the host company. Sponsors are required to provide meals (breakfast, lunch, or dinner) during the time slot at their expense. The host is also responsible for onsite registration and logistics. Please note that this is a NON-CME opportunity.

This is a premier opportunity to have dedicated and focused time with attendees to promote your products and services.

Product Theater Sponsor - $25,000 to $35,000

Your Product Theater Sponsorship Includes:

- (1) one hour Product Theater session designed to accommodate up to 250 attendees
- Recognition in Annual Conference Program Book
- Signage acknowledging sponsorship
- Company logo on exhibitor listing in Exhibitor Directory
- Full page 4-color Program Book ad (Value $2,000)
- Lead retrieval to capture attendance at the program
- One-time use of pre-meeting mailing list for marketing purposes (Value $500)*
- One-time use of post-meeting mailing list for marketing purposes (Value $850)*
- Registration bag insert (Value $3,500)
- Dedicated email blast of Product Theater schedule sent by the Society to all attendees within 2 weeks of meeting
- Social media promotion via Twitter and one-time Mobile App alert 15 minutes prior to program.

*Pre and Post-meeting mailing lists will include opt-in attendees only and will not include phone numbers or email addresses.

Product Theater Time Slots
Thursday, March 7
6:45 am - 7:45 am – Breakfast
11:45 am - 12:45 pm – Lunch
11:45 am - 12:45 pm – Lunch

Friday, March 8
6:45 am - 7:45 am – Breakfast
12:15 pm - 1:15 pm – Lunch
12:15 pm - 1:15 pm – Lunch

Saturday, March 9
6:45 am - 7:45 am – Breakfast
12:45 pm - 1:45 pm – Lunch
12:45 pm - 1:45 pm – Lunch

Note: Dinner program options are available upon request.

Previous conference attendees were asked to indicate Product Theater topics of interest. The results are as follows:

- Alzheimer’s Disease
- C. difficile
- Cholesterol
- COPD
- Dementia
- Diabetes
- Influenza
- Osteoporosis
- Pain Management/Pain
- Stroke Reduction
- Wound Care

To participate as a sponsor, please contact abashian@conferencemanagers.com
SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR AND INCREASE YOUR VISIBILITY

Receive more exposure and features for your sponsorship dollars at the 2019 Annual Conference. Each conference sponsorship will provide its own unique visibility opportunities tailored to your company’s specific goals and objectives. In addition, each sponsorship will include the following recognition:

- Recognized as a sponsor on the Society’s Conference website
- Recognized as a sponsor in the Conference Program Book
- Recognized as a sponsor on signage.

Full Conference Wi-Fi Access – $15,000 (Exclusive Sponsorship)

This is the number one item conference attendees are asking for - Wi-Fi access! This is an EXCLUSIVE opportunity for your company’s logo and message to appear on the landing page when attendees log in. When attendees pick up their conference materials, they will receive instructions for free Wi-Fi with your logo. Accessible in meeting rooms and Exhibit Hall at the Hyatt Regency Atlanta.

Create Your Own Sponsorship!

Have an idea that isn’t listed? Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives. Contact Alison Bashian at abashian@conferencemanagers.com or 703-964-1240, x280.

The Society’s Annual Conference Focus Group Lunch Session – $12,500 (2 slots - Saturday only 12:45 pm - 2:00 pm)

A great opportunity to engage attendees in an interactive, focused discussion about your products and services on a relevant topic in post-acute and long-term care medicine. Each session is designed to be an interactive discussion group. Sponsors will submit the topic of discussion. Attendees will sign up to discuss the topic and the relevance to their practice setting. It is an opportunity for attendees who are in the trenches to learn about the latest innovations in PA/LTC medicine and how it can enhance their practice setting; and for the sponsors to learn from attendees their greatest needs and expectations. Sponsorship includes box lunch for attendees. Space is limited to 35 attendees. Other than a podium microphone, audio-visual will not be provided.

New this Year!

Mobile App

For the first time, a Mobile App will be offered to attendees where they can access session content, view and search exhibitor listings and find general meeting information. The mobile application will be promoted via a comprehensive marketing plan in the months leading up to the event, helping drive adoption and usage by event attendees. Also, AMDA staff will assist attendees onsite with downloading the app. Be a part of this exciting new opportunity!

Mobile App Sponsorship – $7,500

Place your company logo on the opening splash page of the mobile app. The app will be promoted on signage throughout the meeting, featuring your company recognition.

Note: AMDA allows mobile app push notification sponsorships to be reserved by other companies.

Mobile App Push Notification – $1,500

Advertise your booth space with a one-time mobile app notification. Your message (up to 230 characters) will be delivered to all conference attendees via the app during the meeting.

To participate as a sponsor, please contact abashian@conferencemanagers.com
SPONSORSHIP OPPORTUNITIES

Morning Jolt! – $3,000 (up to 3 slots available) $7,000 Exclusive Sponsorship/each day. Just what Society attendees are looking for - COFFEE! Put a smile on every conference attendee’s face each morning by providing a hot cup of coffee.

Exclusive Sponsorship includes conference bag insert (Value $3,500).

Afternoon Refreshment Breaks – $3,000 per day (up to 3 slots available/each day) $7,000 Exclusive Sponsorship/each day
All attendees are invited to a refreshing glass of iced tea or lemonade. You can choose which afternoon your company will provide attendees with an afternoon break – choose one day or multiple days. Thursday, Friday or Saturday break at 3:00 pm.

Exclusive Sponsorship includes conference bag insert (Value $3,500).

In-the-Trenches Session – $2,500 (up to 2 slots available) – $4,000 Exclusive Sponsorship
Held on Saturday, “In-the-Trenches” are peer group roundtable discussions, with up to 300 participants focusing on a variety of hot topics in the post-acute and long-term care practice settings. This session does not offer CME. Sponsorship includes: signage outside of the session, company name and logo next to the session listing in the onsite conference program book, and an option for a materials table at the entrance of this event.

Conference Bag Insert – $3,500 Place your message into the hands of all attendees. Conference bags are distributed at registration and offer premium visibility before and after the conference. Your promotional flyer or pamphlet will be included in all attendee bags. Sponsor is responsible for printing and shipping costs. Deadlines apply.

Door Drops – $6,000 per day (up to 3 slots available - only one door drop per day - Wed., Thur., or Fri.) Here’s your chance to get attention from attendees away from the crowds! This sponsorship is an efficient and effective way to reinforce your message, drive traffic to your booth or product theater, and trigger a response! Your marketing materials can be placed under or outside the door of conference attendees at our host hotel. The sponsor is responsible for printing and shipment of the item. Your pamphlet/flyer must be pre-approved by The Society.

Hotel Key Cards – $12,000 Put your logo in attendees hands the moment they check into the Hyatt Regency Atlanta with this exclusive opportunity. Design requirements and deadlines apply.

Mobile Device Charging Stations (2 stations available) – $6,500 for Registration Area – $5,000 for Exhibit Hall With almost all attendees using their phones, tablets and mobile devices throughout the event, a custom-branded charging station positioned in a high-traffic area of the meeting space is an ideal way to garner impressions and appreciation from attendees while enhancing your brand and message.

Floor Decals – $5,000 (package of 5) Limited to two companies. Your branding and booth location will be placed in high traffic areas with these custom floor decals.

Hydration Stations with Water Bottles – $10,000 Quench the thirst of attendees in Atlanta and show you care for our environment with “Hydration Stations” at the Conference. Nearly all attendees will be drawn to these stations during the conference, making these a great platform for sponsorships. Your company logo will appear at each station (up to 10 stations throughout the meeting space. Attendees will also receive a water bottle with your one-color logo to use throughout the conference and beyond.

Conference Tote Bags – $7,500 Tote bags contain essential meeting materials, the conference program, exhibit hall directory, and much more. Bags are distributed to each attendee at registration and carried throughout the conference and beyond. Your company’s logo will be strategically positioned for lasting recognition. Includes conference bag insert (Value $3,500).

To participate as a sponsor, please contact abashian@conferencemanagers.com
**Attendee Lanyards – $5,500** The Society’s conference attendees will not only see your logo, they will wear it. Take advantage of this opportunity to put your company’s name around the neck of every single attendee and speaker.

**Conference Pens – $2,000** All attendees will receive a pen with your logo. This is a great way to get your branding in the hands of every attendee.

**Conference Countdown Clock – $3,500** Get every registrant familiar with your brand by sponsoring the conference countdown clock on the meeting registration home page. Sponsorship includes logo on countdown clock with link to sponsor web page.

**Column Wraps – $4,000 – $5,000** Use columns in high traffic areas to feature your company branding, direct attendees to your booth or advertise your products. Columns in the Exhibit Hall, Exhibit Hall Foyer and General Session Foyer are available for your messaging. Columns in the Exhibit Hall are round and have one price. Columns in Foyers are rectangle and are priced per side (4 sides per column).

**Directional Signage – $2,000** Feature your company branding on the back of three directional meter boards placed throughout the meeting space. (Signs will be 1 meter wide x 8’ tall).

**Escalator Glass Branding – $15,000 per set** Escalators are in main egress areas where attendees travel between sessions, registration and the Exhibit Hall. Get your company’s message in front of the attendees by sponsoring one of the sets of escalators with this unique advertising vehicle.

**Welcome Reception in Exhibit Hall Thursday Afternoon – Popcorn Machine – $5,000 Exclusive Sponsorship** The smell of fresh-popped popcorn will draw attendees to your booth. The machine will be strategically placed near your booth and signage will acknowledge your company as the sponsor.

### ADVERTISING OPPORTUNITIES

**Conference Program Book Advertisement** This essential guide is a directory of conference events and also serves as a reference year-round documenting speakers and educational sessions. Your advertisement in the conference program reaches all attendees, and, long after the meeting has concluded, reminds your target audience about what you do to support post-acute and long-term care professionals.

- $2,000 Full Page
- $3,500 Full Page, interior front cover
- $1,500 Half Page
- $850 Quarter Page

**Post-Mailing List Rental – $850 (per mailing)** The post-mailing list is available for confirmed exhibitors and sponsors participating in the 2019 Annual Conference for a one-time use of $850. This will ensure your company contacts all registrants in attendance. All materials that will be used in association with the mailing lists of attendees must be pre-approved by the Society. List will include only attendees who have opted-in.

### JOB FAIR

There is no better way to meet with job seekers in one place, at the same time. Recruiters are invited to meet face-to-face with post-acute and long-term care professionals at varying levels of experience. Please join us at The Society’s Job Fair at the 2019 Annual Conference. If you are interested in participating in the Job Fair, complete the Job Fair Request Form and send it to lwilson@paltc.org.

**Pricing**
- 2019 Exhibitors - $500 per table top
- Non-Exhibiting Organization: $1,100 per table top

**Hours**
- Thursday - 11:00 am - 1:45 pm & 2:45 - 3:45 pm
- Friday - 10:30 am - 1:30 pm

To participate as a sponsor, please contact abashian@conferencemanagers.com
EXHIBITOR AGREEMENT 2019

AMDA – THE SOCIETY FOR POST-ACUTE AND LONG-TERM CARE MEDICINE

List company name exactly as it should appear in the program and promotional materials.

All exhibit correspondence will be sent to the person listed below. This contact person is responsible for forwarding all materials, including the Exhibit Service Manual, to agents and/or other representatives.

COMPANY NAME

CONTACT NAME (ALL COMMUNICATIONS WILL BE SENT TO THIS PERSON)

EMAIL PHONE

STREET ADDRESS

CITY STATE ZIP

STEP 1: BOOTH SELECTION

Please indicate the type of booth you would like to purchase. For purchases of more than one booth, please designate the number of booths. Prices will increase to “Late Rate” after December 12, 2018.

Booth Types and Prices – Prices increase after December 12, 2018.

- 10x10 Standard $2,825 (Late Rate - $2,925)
- 10x10 Corner $3,325 (Late Rate - $3,425)
- 10x20 Standard $5,450 (Late Rate - $5,550)
- 10x20 Corner $5,950 (Late Rate - $6,050)
- Non-profit (Table-top) $1,000 (Late Rate - $1,100) - Only applies to companies with a 501c-3 tax designation

Booth Location Preference:

An interactive and up to date floor plan is available on PALTC.org/annual-conference.

FIRST CHOICE SECOND CHOICE THIRD CHOICE

To help us in assigning you the best booth location, please list names of any organizations you do NOT wish to be near:

NOTE: Every attempt will be made to assign you the space of your choice. Booth space is assigned on a first-come, first-served basis. Where prior commitments conflict with your choice, the Society will assign you the next nearest space to your original selection.

☐ Yes, I want to participate in the 2019 Exhibit Hall Passport Traffic Builder! (It’s FREE)

STEP 2: PAYMENT

We agree to pay the sum of $ _________ as rental for space allotted to us and any additional services that we have elected to purchase.

Enclosed is the amount of $ _________ (minimum 50% of total rental required with submission of agreement, balance due December 12, 2018)

Please reserve the exhibit space on the official floor plan, for our use during the Society’s 2019 Annual Conference, March 7 - 10, 2019, as requested above. We acknowledge that we have read the Exhibit Terms and Conditions and understand that this space is subject to those terms and conditions. We understand that upon approval by the Society, this serves as a binding agreement between our company and the Society. We agree to submit payment in the amount of the grand total by December 12, 2018. We understand that our failure to submit full payment by the appropriate deadline could result in cancellation of our exhibit booth.

PRINTED NAME SIGNATURE DATE

By signing and returning this document, I agree to abide by the Exhibit and Sponsorship Terms and Conditions on page 14.

Type Of Payment ☐ Check ☐ American Express ☐ Discover ☐ Mastercard ☐ Visa

CREDIT CARD NUMBER EXP. DATE/SECURITY CODE

NAME ON CREDIT CARD

BILLING ADDRESS FOR CREDIT CARD

CITY STATE ZIP PHONE

The information in this Exhibitor Agreement will be kept on file and won’t be shared with a third party.

AMDA Tax ID# 52-1950426
List company name exactly as it should appear in the program and promotional materials.

All correspondence will be sent to the person listed below. This contact person is responsible for forwarding all information to other representatives.

COMPANY NAME

CONTACT NAME (ALL COMMUNICATIONS WILL BE SENT TO THIS PERSON)

EMAIL

PHONE

STREET ADDRESS

CITY

STATE

ZIP

Product Theater Time Slots: Please indicate your first, second and third preferences. All time slots are reserved on a first-come, first-served basis. Every effort will be made to accommodate you. Time slots range from $25,000 to $35,000. *There will be two Lunch Product Theater time slots offered simultaneously at $35,000 each. The option to conduct a non-competing Lunch Product Theater is available at $50,000.

Thursday, March 7 - Breakfast ($25,000)

6:45 am-7:45 am

Thursday, March 7 - Lunch ($35,000)

*11:45 am-12:45 pm

Friday, March 8 - Breakfast ($25,000)

6:45 am-7:45 am

Friday, March 8 - Lunch ($35,000)

*12:15 pm-1:15 pm

Saturday, March 9 - Breakfast ($25,000)

6:45 am-7:45 am

Saturday, March 9 - Lunch ($35,000)

*12:45 pm-1:45 pm

Note - Dinner time slots are available upon request.

PRODUCT TO BE HIGHLIGHTED:

PROPOSED SESSION TITLE:

PROPOSED PRESENTER:

BILLING INFORMATION: Minimum 50% of total due with agreement. Total balance due by December 12, 2018.

We agree to pay the non-refundable sum of $__________ for support of a Product Theater at the 2019 Annual Conference.

☐ Check enclosed (AMDA Tax ID# 52-1950426)

Type of Credit Card

☐ American Express

☐ Discover

☐ MasterCard

☐ Visa

CREDIT CARD NUMBER

EXP. DATE/SECURITY CODE

NAME ON CREDIT CARD

BILLING ADDRESS FOR CREDIT CARD

CITY

STATE

ZIP

SIGNATURE

DATE

PHONE

By signing and returning this document, I agree to abide by the Exhibit and Sponsorship Terms and Conditions on page 14.

The information in this Product Theater Agreement will be kept on file and won't be shared with a third party.
Sponsorship Opportunities

- Full Conference Wireless Access – $15,000
- Mobile Application – $7,500
- Mobile App Push Notification – $1,500
- PA/LTC Focus
  Group Lunch Session – $12,500

Morning Jolt!
- $3,000 (up to 3 slots available)
  (choose day: Thu. Fri. Sat.)
- $7,000 Exclusive Sponsorship
  (choose day: Thu. Fri. Sat.)

Afternoon Refreshment Breaks
- $3,000 each day
  (up to 3 slots available/each day)
  (choose day: Thu. Fri. Sat.)
- $7,000 Exclusive Sponsorship each day
  (choose day: Thu. Fri. Sat.)

In-the-Trenches Session
- $2,500 (up to 2 slots available)
- $4,000 Exclusive Sponsorship

Conference Bag Insert – $3,500

Door Drop – $6,000

Hotel Key Cards – $12,000

Floor Decals – $5,000

Directional Signage – $2,000

Mobile Device Charging Stations
- In Exhibit Hall – $5,000
- In Registration Area – $6,500

Escalator Branding – $15,000 per set

Hydration Station & Water Bottles – $10,000

Conference Tote Bags – $7,500

Column Wrap – Exhibit Hall – $5,000

Column Wrap – Exhibit Hall Foyer – $4,000 qty ______

Column Wrap – General Session Foyer – $4,000 qty ______

Attendee Lanyard – $5,500

Conference Pens – $2,000

Conference Countdown Clock – $3,500

Welcome Reception in Exhibit Hall Thursday Afternoon – Popcorn Machine
- $5,000 Exclusive Sponsorship

Conference Program Book Advertisement
- $2,000 Full Page
- $3,500 Full Page, interior front cover
- $1,500 Half Page
- $850 Quarter Page

Post-Meeting Mailing List Rental
- $850 (per mailing)

COMPANY NAME

CONTACT NAME (ALL COMMUNICATIONS WILL BE SENT TO THIS PERSON)

EMAIL          PHONE

STREET ADDRESS

CITY        STATE     ZIP

BILLING INFORMATION: Minimum non-refundable 50% of total due with agreement. Total balance due December 12, 2018.

We agree to pay the sum of $_______________ for support of the 2019 Annual Conference.

☐ Check enclosed (AMDA Tax ID# 52-1950426)

Type of Credit Card
- American Express
- Discover
- MasterCard
- Visa

CREDIT CARD NUMBER EXP. DATE/SECURITY CODE

NAME ON CREDIT CARD

BILLING ADDRESS FOR CREDIT CARD

CITY        STATE     ZIP

SIGNATURE DATE PHONE

By signing and returning this document, I agree to abide by the Exhibit and Sponsorship Terms and Conditions on page 14.

The information in this Sponsorship Agreement will be kept on file and won’t be shared with a third party.
Are you looking to recruit post-acute and long-term professionals? Then you need to join the Society in the Job Fair that attracts PA/LTC professionals from across the country! This table-top Job Fair will be in conjunction with the Society’s 2019 Annual Conference. This year’s anticipated attendance of over 1,500 post-acute and long-term professionals is expected. The Job Fair will take place within the Society’s Exhibit Hall:

**Thursday, March 7, 2018** 11:00 AM – 1:45 PM & 2:45 PM – 3:45 PM • **Friday, March 8, 2018** 10:30 AM – 1:30 PM

**Cost:**
- AMDA’s 2019 Annual Conference Exhbitors: $500.00 each table-top
- Non-Exhibiting Organizations: $1,100.00 each table-top
- Listing in Job Bulletin Only (inserted into Attendee materials): $500.00 each listing

**Table-Top Fees Include:**
- One (1) 6’x30" draped and skirted table at the AMDA Job Fair with 2 chairs
- One (1) listing in the AMDA Job Bulletin inserted into each attendee registration bag
- Two (2) badges for representatives for Job Fair only
- Note: Electrical and internet access is not provided in Job Fair area

*Please provide the Position Description as a Word document and e-mail to lwilson@paltc.org by January 15, 2019.*

Note: Limit to 200 words or less.

**Company Information:** (indicate your participation)

- My organization would like to reserve a table at the Job Fair and post a job in the Bulletin registration bag insert.
- My organization would like to list a position in the Society’s Job Bulletin registration bag insert only.
- I would like to post ______ positions in the registration bag insert.

---

**COMPANY:**

**CONTACT NAME**  
**EMAIL**

**STREET ADDRESS**

**CITY**  
**STATE**  
**ZIP**

**PHONE**

**Payment Agreement:**

We agree to pay the sum of $________________________ as payment for the table-top Job Fair/Bulletin during the Society’s 2019 Annual Conference. Payment for full amount is due to the Society upon submission on this agreement.

Payment: Check #________________________ Make check payable to AMDA.  
Tax ID #52-1950426

**Type of Credit Card**  
- American Express  
- Discover  
- MasterCard  
- Visa

**CARD NUMBER**  
**EXP DATE:**

**NAME ON CREDIT CARD**  
**CREDIT CARD SECURITY CODE**

**BILLING ADDRESS FOR CARD**

**SIGNATURE**

*The information in this Job Fair Agreement will be kept on file and won’t be shared with a third party.*
ASSIGNMENT OF EXHIBIT SPACE

Booth space will be assigned beginning on a first-come, first-served basis by the date the signed booth contract and deposit are received at the Society. A 50% deposit is required and must accompany each agreement in order to receive a booth assignment. You have the option of three choices. If a company’s first choice has been previously assigned, it receives its second or third choice. If all three choices have been already assigned, the allocation is made by the Society. When notations are made on the contract to avoid or be placed next to certain exhibitors, every effort will be made to accommodate each request; however, the Society reserves the right to alter the official floor plan, and/or re-assign any exhibitor’s location as deemed necessary. Upon receipt of signed contract and deposit, space assignment(s) will be sent within five to seven business days. The Society further reserves the right to make changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the exhibit hall.

ELIGIBILITY TO EXHIBIT

The Society reserves the right to determine eligibility of any company or product to exhibit in the exhibit hall and further reserves the right to reject any application and/or limit space assigned to any one company. Exhibits at the Society’s 2019 Annual Conference are intended to offer exhibitors an opportunity for one-on-one communication with the attendees. The purpose of the exhibits is to further the education of attendees through product displays and demonstration. The acceptance of a product or service for exhibit at the meeting does not constitute an endorsement by the Society. All medical devices and/or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations and must have received approval from the FDA for the use exhibited at the Society meeting.

PAYMENT FOR EXHIBIT SPACE

In the event any remaining balance of the full remittance in payment for the booth(s) engaged by the exhibitor has not been received by the Society on or prior to December 12, 2018, the Society reserves the right to cancel this contract without liability. In such event, the Society shall retain the amount paid by such exhibitor, as a forfeited deposit. The Society reserves the right to refuse admittance of the exhibits or materials to the exhibit hall until all fees owed are paid in full and received prior to the conference.

CANCELLATION/REDUCTION IN EXHIBIT SPACE

Written notification must be received to cancel or reduce space. If cancellation/reduction occurs on or before November 1, 2018, the exhibitor will receive a full refund less a $500 administrative fee. If cancellation/reduction occurs after November 1, 2018 but on or before December 12, 2018, exhibitors will pay 50% of the cancelled/reduced contracted booth fee. No refunds will be made after December 12, 2018.

INSTALLATION, SHOW AND DISMANTLEMENT

Exhibitors agree to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the facility until final closing of the show unless special permission is obtained in writing in advance from the Society. Exhibits must be removed from the facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths, without instructions will be discarded.

LIMITATIONS OF EXHIBITS

The Society reserves the right to stop or remove from the exhibit hall, any Exhibitor, or company representatives, performing an act or practice which in the opinion of the Society is objectionable or detracts from the dignity of the exhibit hall or unethical to the business purpose of the exhibit hall.

PROVISION OF COMMERCIAL SUPPORT

The Society prohibits participation in this sponsorship/exhibit opportunity as a condition of commercial support for CME activities.

EXHIBIT HALL POLICIES

Booths shall not obstruct other exhibitors or aisles. Booth carpeting (if facility is not carpeted), decorations, furniture, signs and electrical connections are available for rent or purchase to the Exhibitor through Viper Tradeshows Services, the Society’s official contractor, who will bill the Exhibitor directly. Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to the exhibit and distribution limited to within Exhibitor’s space. Canvasing the exhibit hall is strictly prohibited. A representative of the exhibiting company must be present at the booth at all times during the posted exhibit hours.

BOOTH PERSONNEL REGISTRATION

Exhibitors are welcome to participate in all the Society sponsored functions, however, ticketed sessions and the President’s Reception require an additional cost and registration. Exhibitors desiring to receive CME credit for attending the Society’s educational sessions must register as a full-conference attendee in addition to being registered as an exhibitor. Exhibitor badges are non-transferable. Each representative must display the official badge at all times while in the exhibit area. Exhibitors who do not pre-register must complete an on-site registration form and submit proof of company affiliation. All onsite registrations will incur a $100 registration fee regardless of the complimentary limit of your booth. There is a $100 badge fee for substitutions received after February 1, 2019 or onsite.

ASSIGNMENT OF PRODUCT THEATER AND SPONSORSHIP

Product Theater and Sponsorship opportunities will be assigned beginning on a first-come, first-served basis. A 50% deposit is required and must accompany each signed agreement in order to reserve Product Theater and/or Sponsorship. In the case of Product Theater assignments, if a company’s first choice has been previously assigned, it receives its second or third choice. If all three choices have already been assigned, the allocation is made by the Society. Upon receipt of signed contract and deposit, confirmations will be sent within five to seven business days.

PAYMENT FOR PRODUCT THEATER AND/OR SPONSORSHIP

In the event any remaining balance of the full remittance in payment for the Product Theater and/or Sponsorship engaged by the contracted organization has not been received by the Society on or prior to December 12, 2018, the Society reserves the right to cancel this contract without liability. In such event, the Society shall retain the amount paid by such exhibitor, as a forfeited deposit.

CANCELLATION OF PRODUCT THEATER AND/OR SPONSORSHIP

Written notification must be received for cancellation of Product Theater and/or Sponsorship. If cancellation occurs on or before November 1, 2018, company will receive a full refund less a 10% of full fee as an administrative fee. If cancellation occurs after November 1, 2018 but on or before December 12, 2018, company will pay 50% of the full fee. After December 12, 2018, the Society shall be liable for the full fee unless Product Theater and/or Sponsorship can be re-sold by the Society, at which such liability will be reduced to 50% of full fee.

CASH PRODUCT (RETAIL) SALES

Prior written approval from the Society must be obtained before cash sales transactions are permitted at the Society’s 2019 Annual Conference. Booth displays of cash sale (retail) exhibitors must be approved by the Society prior to move-in. All booth activity must be conducted within the exhibit space. To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately. Exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the City of Atlanta and the State of Georgia. Additional information regarding Texas sales tax is available online at Georgia Department of Revenue: dor.georgia.gov.

COMPELTING ACTIVITIES

Sponsorship/exhibit activities cannot compete with, interfere or take precedence over the education program. The Society follows the Accreditation Council for Continuing Medical Education Standards for Commercial Support as well as the PhRMA code on interactions with Healthcare Professionals. Advertisement and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after CME activity. The Society cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity. Violators of the Society’s anti-solicitation policy will forfeit all registration fees and the right to continued participation in the program.

LIABILITY

The Society shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Convention Center or Hotel; or any substantial portion thereof, by fire, earthquake, the elements, or a public enemy, strikes or other public disorder, impossibility of the Convention Center or Hotel. The Society will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors the amount of rental paid.

INSURANCE

Each exhibiting company shall carry Certificates of Insurance prior to the use of the exhibition premises, adding the Hyatt Regency Atlanta and the Society as additional insureds on such policies with a waiver of subrogation in favor of the certificate holder. Each insurance policy shall contain a provision stating coverage will not be cancelled without 30 days’ prior written notice to the other party. The Society will require each exhibiting company to agree, in writing, (i) to indemnify, defend and hold harmless the Society and its “respective employees and agents, as well as the Hyatt Regency Atlanta and its’ respective employees and agents, against any claims or expenses arising out of the use of the exhibition premises and (ii) that it understands that neither the Society nor the Hyatt Regency Atlanta maintains insurance covering the exhibitor’s property and is it the sole responsibility of the exhibiting company to obtain such insurance. Certificates shall be furnished upon request.

POLICY ON ANCILLARY EVENTS

All Ancillary Events must be approved in advance by the Society’s staff. Ancillary Events may not conflict with any official Society events, educational programming or exhibition hours. Educational/Speaker programs may not be offered at Society meetings outside of official Society programming. Organizations must utilize the ample opportunities provided by the Society within the program for such events. Any company holding an Ancillary Event in conjunction with a Society Annual Meeting that fails to abide by the policy will be subject to a penalty (reviewed on a case by case basis) or may be prohibited from participating as an Exhibitor or Sponsor at a future Society Annual Meeting. Ancillary events at the Society’s annual meeting are functions that involve the Society meeting attendees but are not planned, executed, or sponsored by the Society. This includes, but is not limited to: Corporate Meetings, Customer Events, Focus Group/Advisory Boards, Hospitality Functions, Staff Meetings, any formalized forum presenting information to Society members and meeting attendees, Networking dinner meetings with more than 15 Society attendees.

SUGGESTED TIMES FOR POSSIBLE APPROVED ANCILLARY EVENTS:

Wednesday, March 6, 2019 12:00pm-11:00pm
Thursday, March 7, 2019 7:00pm-11:00pm
Friday, March 8, 2019 7:30pm-11:00pm
Sunday, March 10, 2019 after 11:30am
2018

DECEMBER 12
• Regular Booth Rate Deadline.
  Late pricing starts 12/13.

DECEMBER 12
• Full Booth Payment Due

DECEMBER 12
• Final Payments due for Product Theaters & Sponsorships

DECEMBER 12
• Booth Cancellation – with 50% refund. No refunds, partial or full, given after this date.

• Product Theater Cancellation – with 50% refund. After this date, the company shall be liable for the full fee unless the sponsorship can be re-sold by the Society; at which such liability will be reduced to 50% of full fee.

DECEMBER 12
• Ancillary Event Request form due

2019

JANUARY 7
• Program Book Ad Request Form & Artwork Due

JANUARY 7
• Exhibitor Info Due - Directory Listings.
  Mailing List Rental

JANUARY 15
• Job Fair Request Form Due

FEBRUARY 1
• Exhibitor Staff Registration due

ANNUAL CONFERENCE
MARCH 6
Exhibitor Move-in, 9:00 am – 5:00 pm

MARCH 7
Exhibitor Move-in, 8:00 am – 10:30 am

EXHIBIT HOURS
THURSDAY, MARCH 7
11:00 am – 1:45 pm – Open
1:45 pm – 2:45 pm – hall closed
2:45 pm – 3:45 pm – Open
3:45 pm – 4:45 pm – hall closed
4:45 pm – 7:00 pm – Welcome Reception

FRIDAY, MARCH 8
10:30 am – 3:30 pm
Exhibitor Move-out, 3:35 pm – 7:00 pm

SATURDAY, MARCH 9
Exhibitor Move-out, 8:00 am – 12:00 pm
ATLANTA GEORGIA 2019
ANNUAL CONFERENCE
MARCH 7 – 10, 2019 • ATLANTA, GA

EXHIBIT AND SPONSORSHIP PROSPECTUS

EXHIBIT HALL DATES:
Thursday, March 7 and Friday, March 8, 2019