



CHICAGO

ILLINOIS 2020

ANNUAL CONFERENCE

EXHIBIT AND SPONSORSHIP PROSPECTUS

EXHIBIT HALL DATES:
Thursday, April 2 and
Friday, April 3, 2020



THE SOCIETY
FOR POST-ACUTE AND
LONG-TERM
CARE MEDICINE™



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

ABOUT THE SOCIETY



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 2020 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 2020 Annual Conference, you help extend the reach of information through exhibit and dynamic sponsorship opportunities.

Without our industry partners, the 2020 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.

A handwritten signature in black ink that reads "C. Laxton".

Christopher Laxton, CAE
Executive Director

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

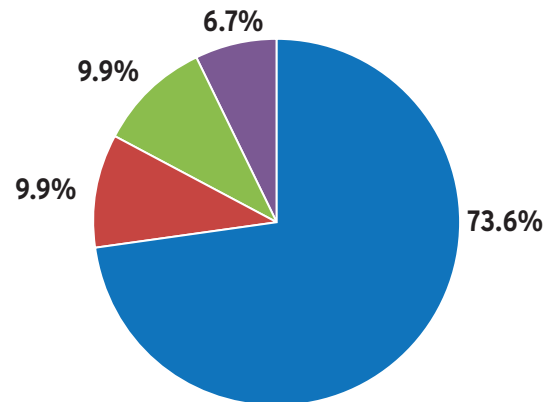
Members Provide Services In...

- 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

Why you should participate in the Society's 2020 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

Society Member Demographics



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





EXHIBIT HALL INFORMATION

Hyatt Regency Chicago

RIVERSIDE CENTER – EXHIBITS

MAXIMIZE YOUR EXHIBIT EXPERIENCE

- Lead Retrieval is available to capture who visited your booth
- Advertising opportunities in the Final Program and on conference mobile app
- 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.



Location:

Hyatt Regency Chicago
151 East Wacker Drive
Chicago, IL 60601
Exhibit Hall: Riverside Center

Exhibit Hall Hours

THURSDAY, APRIL 2

Hall Open: 11:00 am - 1:45 pm
Grand Opening (Cash lunch available)
Hall Closed: 1:45 pm - 2:45 pm
Hall Open: 2:45 pm - 3:45 pm Beverage Break in Hall
Hall Closed: 3:45 pm - 5:00 pm
Hall Open: 5:00 pm - 7:00 pm
Welcome Reception in Exhibit Hall

FRIDAY, APRIL 3

Exhibitor Advisory Committee Meeting:
9:00 - 10:00 AM (All Exhibitors Welcome)
Hall Open: 10:30 am - 3:30 pm
Meet the Exhibitors (Cash lunch and refreshment breaks available)

Set-up Hours:

Wednesday, April 1 12:00 pm - 5:00 pm
Thursday, April 2 8:00 am - 10:30 am

Exhibitor Registration:

Wednesday, April 1 12:00 pm - 5:00 pm
Thursday, April 2 8:00 am - 6:00 pm
Friday, April 3 10:00 am - 2:00 pm

Tear Down Hours:

Friday, April 3 3:35 pm - 7:00 pm
Saturday, April 4 8:00 am - 12:00 pm

New This Year - Exhibitor Advisory Committee

Friday, April 3, 9:00 am - 10:00 am
All Exhibitors are invited to join us for our first meeting of the Exhibitor Advisory Committee. AMDA wants to hear your feedback as an Exhibitor at the Conference.

Exhibit Booth Pricing

	By 1/10/20	After 1/10/20
10x10	\$2,825	\$3,575
10x20	\$5,450	\$6,200
20x20	\$10,400	\$11,150
<i>Corner Booths add \$500</i>		
Non-profit (Table-top)*	\$1,000	\$1,200

*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
- General exhibit hall cleaning
- General exhibit hall security
- Full meeting registration for up to four booth personnel. (CME not available) (10x20=6; 10x30=8; NP=2; additional badges available at \$100 per person)
- Pre-Meeting Registration mailing list (to include attendees who have opted in, physical addresses only)

Things You Need to Know

- 50% deposit due with agreements to secure booth location. (After January 10, 100% booth rental due).
- The hall is already carpeted. There is no need for, or additional cost of, carpeting your booth.
- Chairs, tables, and electricity is the responsibility of the exhibitor. If needed, they may be ordered through the service kit vendors.
- Viper Tradeshow Services will send service kit links to each company after booth fees are paid in full.

Exhibit & Sponsorship Sales

Alison Bashian, Conference Managers
AMDAExhibits@conferencemanagers.com
or 703-964-1240, x 280.



PRODUCT THEATER OPPORTUNITIES

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 \$20,000 to \$35,000. Any costs associated with speakers and food and beverage, are the responsibility of the host company. Sponsors are required to provide meals (breakfast, lunch, or reception fare) 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.

Your Product Theater Sponsorship Includes:

- (1) one hour Product Theater session designed to accommodate up to 250 attendees
- Basic audio/visual equipment package
- Recognition in Annual Conference Final Program
- Signage acknowledging sponsorship
- Company logo on exhibitor listing in Exhibitor Directory
- Full page 4-color Program Book ad (Value \$2,000)
- (2) Two personnel badges (CME not available)
- 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, April 2	Available	Cost
6:45 am - 7:45 am – Breakfast	(1)	\$25,000
11:45 am - 12:45 pm – Lunch	(1)	\$35,000
Friday, April 3		
6:45 am - 7:45 am – Breakfast	(1)	\$25,000
12:15 pm - 1:15 pm – Lunch	(1)	\$35,000
5:45 pm - 6:45 pm – Reception	(2)	\$20,000
Saturday, April 4		
6:45 am - 7:45 am – Breakfast	(1)	\$25,000
12:45 pm - 1:45 pm – Lunch	(1)	\$35,000

Note: All time slots are non-competing except Friday evening reception slots.

Product Theaters are not confirmed until contract and deposit are received. See Terms and Conditions on page 12.

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

SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR AND INCREASE YOUR VISIBILITY

Receive more exposure and features for your sponsorship dollars at the 2020 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 Final Program
- Recognized as a sponsor on signage

WIFI/MOBILE APP

Full Conference Wi-Fi Access

Sponsor the number one item attendees are asking for!

Exclusive Sponsor - \$15,000

Includes customized log-in/password, branded landing page with link to company website, and acknowledgement on all meeting materials and signage.

Joint Sponsor - \$5,000 (3 available)

Includes acknowledgement on all meeting materials and signage.

Mobile App

Feature your company on the meeting's Mobile App where attendees 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 opportunity!

1,086 attendees downloaded the app and received notifications at the 2019 Conference.

Mobile App Sponsorship – \$5,000

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.

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
AMDAExhibits@conferencemanagers.com
or 703-964-1240, x280.





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

SPONSORSHIP OPPORTUNITIES

MEETING EVENTS /FOOD & BEVERAGE

Morning Coffee Station – Price \$3,000

Host morning coffee right before education sessions begin. Support one (or all three) station(s), April 2, 3, or 4.

Refreshment Station – Price \$3,000

Host afternoon tea and lemonade in the exhibit hall (Thursday and Friday), revitalizing attendees for afternoon education. Support one (or all three) station(s), April 2, 3, or 4.

Hydration Station – Price \$2,500

Quench the thirst of attendees all day long. Water bubbler(s) will be distributed throughout the conference foyer space and Exhibit Hall.

NEW – Welcome Reception in Exhibit Hall

(April 2, 5:00 – 7:00 PM)

■ **Drink Tickets – \$350**

(includes up to 20 drink tickets to pass out to attendees visiting your booth)

■ **Popcorn Machine – \$10,000**

(includes up to 200 bags of popcorn)

■ **Ice Cream Cart – \$10,000**

(includes up to 200 ice cream bars)

NEW – Photo Booth – \$10,000

Attendees capture the moment! Social media photo posts (using the conference hashtag) are printed with your company's name and logo.

Anne-Marie Filkin Lecture – \$2,500

April 5, 8:30 AM Closing General Session

ADVERTISING OPPORTUNITIES

Conference Tote Bags – \$7,500

(Includes conference bag insert)

Conference Bag Insert – \$3,500

(Sponsor is responsible for printing and shipping costs)

Conference Lanyards – \$5,500

Conference Pens – \$2,000

“Count Down” Clock on conference website – \$2,500

Banner Ad in conference “Before You Go” email – \$3,000

Final Program Ad (full color) – \$3,500 - \$850

(full, 1/2, and 1/4 page sizes available)

Post-Conference Mailing List – \$850

(one-time use; available only to confirmed exhibitors)

CUSTOMIZED BRANDING OPPORTUNITIES

Multiple branding opportunities are available throughout high-volume areas of the conference space within the Hyatt Regency Chicago. Contact us to discuss pricing and the best option for your company. We will work with your budget.

■ **Mobile Device Charging Station**

■ **Floor and Wall Clings**

■ **Column Wraps**

■ **Escalator Glass**

■ **Directional Signage**

■ **Monitors/Screens throughout Hotel**

Bar, Lobby, Above Escalators

Don't see what you are looking for, contact Alison Bashian at AMDAExhibits@conferencemanagers.com to discuss other options. Or phone 703-964-1240 x280.

PRODUCT THEATER AGREEMENT 2020

Fax completed form to: 410-740-4572; attn: AMDA Exhibits

HYATT REGENCY CHICAGO • APRIL 2 - 5, 2020

- 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 \$20,000 to \$35,000. Product Theater time slots are non-competitive; except for reception slots

Thursday, April 2 - Breakfast (\$25,000)

6:45 am-7:45 am _____

Friday, April 3 - Breakfast (\$25,000)

6:45 am-7:45 am _____

Saturday, April 4 - Breakfast (\$25,000)

6:45 am-7:45 am _____

Thursday, April 2 - Lunch (\$35,000)

11:45 am-12:45 pm _____

Friday, April 3 - Lunch (\$35,000)

12:15 pm-1:15 pm _____

Saturday, April 4 - Lunch (\$35,000)

12:45 pm-1:45 pm _____

Friday, April 3 - Reception (\$20,000)

5:45 pm - 6:45 pm (2 slots available) _____

PRODUCT TO BE HIGHLIGHTED AND PROPOSED SESSION TITLE: _____

PROPOSED PRESENTER: _____

BILLING INFORMATION: Minimum 50% of total due with agreement. Total balance due by January 10, 2020.

We agree to pay the sum of \$ _____ for support of a Product Theater at the 2020 Annual Conference (minimum 50% of total fee required with submission of agreement, balance due January 10, 2020) Time slot will not be confirmed until full payment is received.

Please reserve the Product Theater time slot, for our use during the Society's 2020 Annual Conference, April 2 - 5, 2020, as requested above. We acknowledge that we have read the 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 the balance due by January 10, 2020. We understand that our failure to submit full payment by the appropriate deadline could result in cancellation of this Product Theater.

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 _____

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

CONFERENCE SPONSORSHIP/ADVERTISING AGREEMENT

Fax completed form to: 410-740-4572; attn: AMDA Exhibits

Sponsorship Opportunities

Wi-fi/Mobile App

- Wi-fi Access - \$15,000
Exclusive Sponsor
- Wi-fi Access - \$5,000
Joint Sponsor (3 available)
- Mobile App - \$5,000
- Mobile App Push Notification - \$1,500

Meeting Events/Food & Beverage

- Morning Coffee Station - \$3,000/day
3 slots avail./day - choose Thu, Fri, or Sat
- Morning Coffee Station - \$7,000/day
Exclusive Sponsorship - choose Thu, Fri, or Sat
- Afternoon Refreshment Break - \$3,000/day
3 slots avail./day - choose Thu, Fri, or Sat
- Afternoon Refreshment Break - \$7,000/day
Exclusive Sponsorship - choose Thu, Fri, or Sat
- Hydration Station - \$2,500/bubbler

- Welcome Reception in Exhibit Hall
(April 2, 5:00 - 7:00 PM)
 - Drink Tickets - \$350
 - Popcorn Machine - \$10,000
 - Ice Cream Cart - \$10,000
- Photo Booth - \$10,000
- Anne-Marie Filkin Lecture - \$2,500

Advertising Opportunities

- Conference Tote Bags - \$7,500
- Conference Bag Insert - \$3,500
- Conference Lanyards - \$5,500
- Conference Pens - \$2,000
- "Count Down" Clock on website - \$2,500
- Banner Ad in "Before You Go" email - \$3,000
- Final Program Ad (full color)
 - \$3,500 - full page, interior front cover
 - \$2,000 - full page
 - \$1,500 - half page
 - \$850 - quarter page

- Post-Conference Mail List - \$850 (one-time use; confirmed exhibitors only)

Customized Branding Opportunities

Check the opportunities you would like more information on. Show management will contact you to discuss options and costs.

- Mobile Device Charging Station
- Floor and Wall Clings
- Column Wraps
- Escalator Glass
- Directional Signage
- Monitors/Screens though out Hotel
- Other

COMPANY NAME

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

EMAIL

PHONE

STREET ADDRESS

CITY

STATE

ZIP

BILLING INFORMATION: Minimum 50% of total due with agreement. Total balance due January 10, 2020.

We agree to pay the sum of \$_____ for support of the 2020 Annual Conference.

Please reserve the Sponsorship Opportunity, for our use during the Society's 2020 Annual Conference, April 2 - 5, 2020, as requested above. We acknowledge that we have read the 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 the balance due by January 10, 2020. We understand that our failure to submit full payment by the appropriate deadline could result in cancellation of this Sponsorship Opportunity.

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

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

ASSIGNMENT OF EXHIBIT SPACE

Booth space will be assigned 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. 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 no later than five 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 2020 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.

CASH AND CARRY POLICY

The purpose of the Society's exhibit program is to further the education of the attendees by providing an area for exhibitors to present information on products or services pertinent to their professional interest. Except for book publishers and EMR vendors, the sale of equipment or products of any kind is prohibited in the exhibit hall. There is a strict no cash and carry (selling of products directly to the attendees on the show floor) per the rules and regulations of a signed space contract. Skin care items, lotions, TENS Units, jewelry, cell phone chargers, or other items of the like, do not maintain the professional environment of the trade show floor and will be denied exhibit space. If you are found after vetting your company to be a retailer of these types of products, you will be removed from the floor, and your deposit forfeited.

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.

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 January 10, 2020, 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 December 12, 2019, the exhibitor will receive a full refund less a \$500 administrative fee. If cancellation/reduction occurs after December 12, 2019 but on or before January 10, 2020, exhibitors will pay 50% of the contracted booth fee. No refunds will be made after January 10, 2020.

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.

EXHIBIT HALL POLICIES

Booths shall not obstruct other exhibitors or aisles; and cannot exceed a height of 8' (eight feet). Booth carpeting (if facility is not carpeted), decorations, furniture, signs and electrical connections are available for rent or purchase to the Exhibitor through Viper Tradeshow 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. Canvassing the exhibit hall is strictly prohibited. A representative of the exhibiting company must always be present at the booth 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 onsite 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 28, 2020 or onsite.

PROVISION OF COMMERCIAL SUPPORT

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

ASSIGNMENT OF PRODUCT THEATER AND SPONSORSHIP

Product Theater and Sponsorship opportunities will be assigned on a first-come, first-served basis. A 50% deposit is required and must accompany signed agreement in order to reserve Product Theater and/or Sponsorship. Upon receipt of signed contract and deposit, confirmations will be sent no later than five 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 January 10, 2020, the Society reserves the right to cancel this contract without liability. In such event, the Society shall retain the amount paid 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 December 12, 2019, company will receive a refund less 10% of full fee. If cancellation occurs after December 12, 2019 but on or before January 10, 2020, company will pay 50% of the full fee. After January 10, 2020, no refunds will be made and company shall be liable for the full fee of the Product Theater and/or Sponsorship.

COMPETING 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. 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 Chicago 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 Chicago 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 Chicago maintains insurance covering the exhibitor's property and it is 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 Conference 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 Conference. Ancillary events at the Society's Annual Conference 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 Groups/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, April 1, 2020: 12:00 pm - 11:00 pm
 Thursday, April 2, 2020: 7:00 pm - 11:00 pm
 Friday, April 3, 2020: 7:30 pm - 11:00 pm
 Sunday, April 5, 2020: after 11:30 am

EXHIBITOR & SPONSORSHIP IMPORTANT DATES

2020 ANNUAL CONFERENCE

FUTURE ANNUAL CONFERENCE DATES

March 11 - 14, 2021 - San Antonio

March 10 - 13, 2022 - Baltimore

2019

DECEMBER 12

- Booth Cancellation deadline for full refund less \$500 administrative fee.
- Product Theater/Sponsorship Cancellation deadline for a refund less a 10% administrative fee.

2020

JANUARY 10

- Regular Booth Rate Deadline (Late Rate in effect January 11)
- Full Booth Payment Due
- Booth Cancellation deadline - with 50% refund. No refunds, partial or full, given after this date.
- Final payments due for Product Theaters and Sponsorships
- Product Theater Cancellation deadline with 50% refund. No refunds, partial or full, given after this date.

JANUARY 31

- Program Book Ad request and artwork due.
- Exhibitor Info Due - Directory Listings, ad or promotional artwork, logos

FEBRUARY 28

- Exhibitor Staff Registration due.
- Pre-conference mailing available to all Exhibitors and Product Theater sponsors.
- Post-conference mail list rental request due. (Post-conference mailing list available by May 1.)

APRIL 1

Exhibitor Move-in, 12:00 pm - 5:00 pm

APRIL 2

Exhibitor Move-in, 8:00 am - 10:30 am

EXHIBIT HOURS

THURSDAY, APRIL 2

11:00 am - 1:45 pm - Grand Opening (cash lunch available)

1:45 pm - 2:45 pm - Hall closed

2:45 pm - 3:45 pm - Hall open with refreshment break

3:45 pm - 5:00 pm - Hall closed

5:00 pm - 7:00 pm - Welcome Reception

FRIDAY, APRIL 3

9:00 am - 10:00 am - Exhibitor Advisory Committee Meeting - All exhibitors welcome!

10:30 am - 3:30 pm - Meet the Exhibitors (cash lunch available as well as morning and afternoon refreshment breaks)

Exhibitor Move-out - 3:35 pm - 7:00 pm

SATURDAY, APRIL 4

Exhibitor Move-out - 8:00 am - 12:00 pm



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CHICAGO

ILLINOIS 2020

ANNUAL CONFERENCE

EXHIBIT AND SPONSORSHIP PROSPECTUS

EXHIBIT HALL DATES:
Thursday, April 2 and
Friday, April 3, 2020



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