



**APRIL 8-9**  
**2021**

We invite your organization to participate as a sponsor or supporter of the [29<sup>th</sup> Annual Virtual Clinical Update in Geriatric Medicine](#) taking place on April 8-9, 2021.

Due to the COVID-19 pandemic and state and local regulations and restrictions, including the requirement to maintain social distancing, we are offering a Virtual conference for 2021. We look forward to welcoming you to the conference and to providing you with an engaging and robust virtual experience.

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.
- Online lead generation report.
- Enrollment in interactive gamification for health care professionals.
- Recognition of sponsorship in the virtual event platform.
- Access to the entire course.

*This award-winning conference, now in its 29th 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 29<sup>th</sup> Annual Clinical Update and provide you with a successful reconnection and engagement opportunity with participants.

Sincerely,

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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  
Chief, Division of Geriatric Medicine  
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**Lyn Weinberg, MD**

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