

31<sup>st</sup> Annual *Virtual*

Clinical Update in  
**GERIATRIC  
MEDICINE**



**March 23 - 24,  
2023**

# Sponsorship & Exhibitor Opportunities



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## Invitation to Exhibit

We invite your organization to participate as a sponsor or supporter of the [31<sup>st</sup> 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 31<sup>st</sup> 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 30<sup>th</sup> 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



## 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
<b>Total</b>	<b>365</b>

**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.**



**OPPORTUNITIES TO SPONSOR**

LEVEL	FEE	BENEFITS
<p><b>Premier Exhibitor/Sponsor</b></p>	<p><b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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</li> <li>• 2-day customizable <b>Highly Visible</b> virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc.</li> <li>• A linked logo on the Conference webpage and recognition of sponsorship in the virtual event platform.</li> <li>• Attendee list from the virtual event</li> <li>• In-booth live video chat to interact face-to-face with attendees.</li> <li>• Ability for attendees to schedule one-on-one meetings</li> <li>• Ability to message attendees who stop by your booth, directly.</li> <li>• In-booth link for attendees to request information from you.</li> <li>• Enrollment in interactive gamification for health care professionals.</li> <li>• Access to the entire course.</li> </ul>



**OPPORTUNITIES TO SPONSOR**

LEVEL	FEE	BENEFITS
<p><b>Virtual Exhibitor</b></p>	<p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>• 2-day customizable virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc.</li> <li>• In-booth live video chat to interact face-to-face with attendees.</li> <li>• Ability for attendees to schedule one-on-one meetings with you.</li> <li>• Ability to message attendees directly who stop by your booth.</li> <li>• In-booth link for attendees to request information from you.</li> <li>• Online lead generation report.</li> <li>• Enrollment in interactive gamification for health care professionals.</li> <li>• Recognition of sponsorship in the virtual event platform (throughout the 2-day event)</li> <li>• Access to the entire course.</li> </ul>
<p><b>Logo Only Sponsor</b></p>	<p><b>\$750</b></p>	<ul style="list-style-type: none"> <li>• Logo/Company name recognition on Vendor Thank You slide projected throughout the 2-day conference and included in marketing materials for conference.</li> <li>• Recognition on Agenda home page of the Virtual Platform.</li> </ul>

# VIRTUAL BOOTH EXAMPLES


Examples are for display purposes only. Graphic examples were provided by CE21 and not the Pennsylvania Geriatrics 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](mailto:npopovich@acms.org) or phone 412.321.5030

## LOGO ONLY (\$750)

### EXAMPLE 1: Logo / .pdf / Weblink only Assets

Tier 1



**The Access Group\***

The Access Group offers a breadth of services to our pharmaceutical clients, from traditional "block-and-tackle" launch execution tactics to in-depth market assessments. We are a one-stop shop for brand needs along the continuum of the product lifecycle, from prelaunch to loss of exclusivity. In addition, we have unparalleled experience and expertise in aligning pharmaceutical treatments with population health and health system platforms.

Following is a list of our services. See our website for more information: [www.theaccessgp.com](http://www.theaccessgp.com).

- Management Consulting
- Promotional Advertising and Medical Education
- Continuing Medical Education

# VIRTUAL BOOTH EXAMPLES

## EXHIBITOR (\$1,500)

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

**Horizon Therapeutics**  
[www.horizontherapeutics.com](http://www.horizontherapeutics.com)

Horizon is focused on researching, developing and commercializing medicines that address critical needs for people impacted by rare and rheumatic diseases. Our pipeline is purposeful: we apply scientific expertise and courage to bring clinically meaningful therapies to patients. We believe science and compassion must work together to transform lives.

To learn more about TEPEZZA, visit <http://tepezzahcp.com>


Connect with a Horizon Therapeutics Representative:  
• 1-855-380-0472


Horizon Patient Services™

- Phone: 1-833-5-TEPEZZA
- Email: [TEPEZZAHPS@horizontherapeutics.com](mailto:TEPEZZAHPS@horizontherapeutics.com)

Medical Information:

- Phone: 1-866-479-6742
- Email: [medicalinformation@horizontherapeutics.com](mailto:medicalinformation@horizontherapeutics.com)





# 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**

DOWNLOAD FLYER  
Tier 3



Learning Solutions for the 21st Century



Designed for Today. Built for Tomorrow.  
[DOWNLOAD our CE21 PRODUCTS BROCHURE](#)



## 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 guidelines 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.





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 [npopovich@acms.org](mailto:npopovich@acms.org) or 412-321-5030 x110
  - Eileen Taylor [etaylor@acms.org](mailto: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](mailto: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