





We invite your organization to participate as a sponsor or supporter of the <u>32nd Annual Clinical Update in</u> Geriatric Medicine conference scheduled for **April 25-26**, **2024**.

Due to the feedback from 2023 attendees, we are offering a Virtual conference again for 2024. We look forward to welcoming you and providing you with an engaging and robust virtual experience.

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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.

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 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. Space and sponsorships are limited so your action is needed as soon as possible.

We look forward to welcoming you to the 32<sup>nd</sup> Annual Clinical Update and providing 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
UPMC Senior Services

Lyn Weinberg, MD

This award-winning

conference, now in its 32<sup>nd</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.

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



# Sponsorship & Exhibitor Opportunities









## **Invitation to Exhibit**

We invite your organization to participate as a sponsor or supporter of the 32<sup>nd</sup> Annual Virtual Clinical Update in Geriatric Medicine taking place on April 25-26, 2024.

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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 32<sup>nd</sup> Annual Clinical Update and providing you with a successful reconnection and engagement opportunity with participants.

Sincerely,

#### Shuja Hassan, MD

Assistant Professor of Medicine University of Pittsburgh School of Medicine

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

#### Lyn Weinberg, MD

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







# PROSPECTUS FOR EXHIBITORS

# About the Program

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

Medicine 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**

2023 Attendance by Degree		
Physician	160	
Physician Assistant	16	
Pharmacist	27	
Nurse Practitioner	64	
Nurse	20	
Other Healthcare Professionals	30	
Total	317	

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

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

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



# PROSPECTUS FOR EXHIBITORS

# **OPPORTUNITIES TO SPONSOR**

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

LEVEL	FEE	BENEFITS
Virtual Exhibitor	\$1,500	Company Name to appear on the PAGS-WD Website, and all digital promotion of the course.
		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 incentive for health care professionals to visit virtual booths.
		Recognition of sponsorship in the virtual event platform (throughout the 2-day event)
		Access to the entire course.
Logo Only Sponsor	\$750	Logo/Company name recognition on Vendor Thank You slide projected throughout the 2-day conference and included in marketing materials for conference.
		Recognition on Agenda home page of the Virtual Platform.

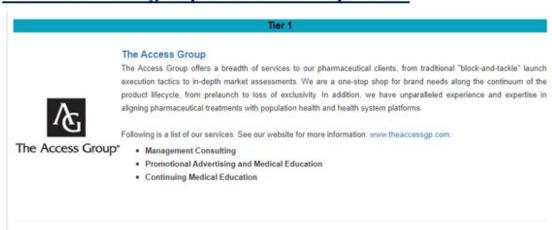
#### **VIRTUAL BOOTH EXAMPLES**

Examples are for display purposes only. Graphic examples were provided by CE21 and not the Pennsylvania 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 Eileen Taylor at etaylor@acms.org or phone 412.321.5030 x105.

#### **LOGO ONLY (\$750)**

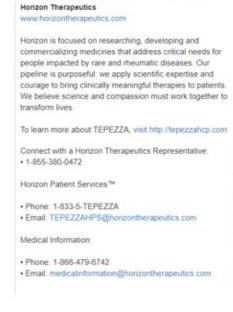
#### EXAMPLE 1: Logo / .pdf / Weblink only Assets



#### **VIRTUAL BOOTH EXAMPLES**

#### **EXHIBITOR (\$1,500)**

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





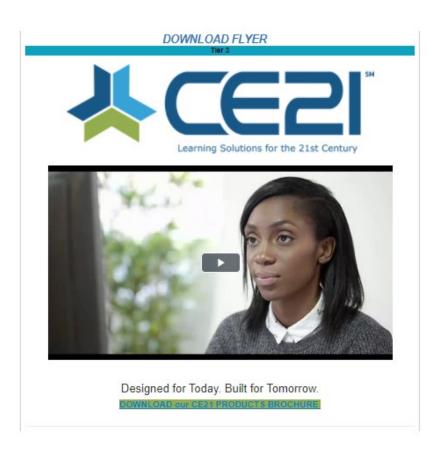


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## **VIRTUAL BOOTH EXAMPLES**

## PREMIER SPONSORSHIP (\$5,000)

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









# Virtual Exhibitor and Sponsorship Agreement\*\*

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

#### **Organization Name\***

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

Contact Name Email

Address Phone

Signature/Date (required)

An 'X" in the box serves as the electronic signature of the individual completing this Agreement

Date (required)

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

Premier Sponsor - \$5,000 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, <a href="http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support">http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support</a> and the University of Pittsburgh Industry Relationship Policy, <a href="https://www.coi.pitt.edu/IndustryRelationships/Policies/IndustryRelationshipsPolicy.pdf">https://www.coi.pitt.edu/IndustryRelationships/Policies/IndustryRelationshipsPolicy.pdf</a> and adhere to the quidelines below.

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







#### Payment Amount: \$

- Exhibitor and Sponsorship Agreement must be returned by email, fax or mail no later than March 8, 2024.
- Payment must be received by March 31, 2024, 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:
  - o Eileen Taylor etaylor@acms.org or 412-321-5030 x105
  - Nadine Popovich npopovich@acms.org or 412-321-5030 x110

#### **PAYMENT INFORMATION**

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

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

Checks made payable to:

Mailing Address:

Pennsylvania Geriatrics Society – Western Division

Pennsylvania Geriatrics Society Western Division

850 Ridge Ave

Pittsburgh PA 15212



#### **Request for Taxpayer Identification Number and Certification**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.		-								
	Pennsylvania Geriatrics Society Western Division										
	2 Business name/disregarded entity name, if different from above										
Print or type. Specific Instructions on page 3.	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Che following seven boxes.  Individual/sole proprietor or Single-member LLC  S Corporation S Corporation Partnership	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any)									
	Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partner	rship) ▶	Exempt payee	code (ii aii	···						
	<b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member ow LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the orangement LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member that the tax purposes. Otherwise, a single-member that the tax purposes.	Exemption from FATCA reporting code (if any)									
ecifie	is disregarded from the owner should check the appropriate box for the tax classification of its owner.  ☐ Other (see instructions) ►	er.	(Applies to accounts maintained outside the U.S.)								
Sp	5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name a	me and address (optional)								
See	850 Ridge Avenue										
0)	6 City, state, and ZIP code Pittsburgh, PA 15212										
	7 List account number(s) here (optional)										
Pai	Taxpayer Identification Number (TIN)										
	your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avo	0.0	curity number								
	p withholding. For individuals, this is generally your social security number (SSN). However, for alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other	or a									
	s, it is your employer identification number (EIN). If you do not have a number, see <i>How to ge</i>	ta L									
TIN, I	iter.	or									
	If the account is in more than one name, see the instructions for line 1. Also see What Name a	and Employer identification number									
Number To Give the Requester for guidelines on whose number to enter.		2 5	_ 1 6 5	0 9	7 6						
Par	Certification	<u> </u>									
	penalties of perjury, I certify that:										
	number shown on this form is my correct taxpayer identification number (or I am waiting for	a number to be iss	sued to me); ar	nd							
2. I ar	n not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) vice (IRS) that I am subject to backup withholding as a result of a failure to report all interest c	I have not been n	otified by the I	nternal R							

- no longer subject to backup withholding; and
- 3. I am a U.S. citizen or other U.S. person (defined below); and
- 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign	
Here	

U.S. person ▶



#### 1/16/2024

#### General Instructions

Section references are to the Internal Revenue Code unless otherwise

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

#### **Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

• Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding,