

ANNUAL CONFERENCE

paltc
March 9-12 • Tampa

23

EXHIBIT AND SPONSORSHIP PROSPECTUS

**EXHIBIT HALL DATES:
MARCH 9-11, 2023**



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

Dear Industry Partner:

We are excited to welcome you to AMDA – The Society for Post-Acute and Long-Term Care Medicine’s PALTC23 Annual Conference, being held March 9-12, 2023, at the Tampa Convention Center in beautiful Tampa, FL.

We look forward to welcoming attendees to Tampa from the entire interdisciplinary team—physicians, physician assistants, nurse practitioners, nurses, pharmacists, administrators, social workers, dietitians, and therapists from internal medicine, family medicine, geriatrics, and other specialties—who view AMDA as their professional home. This is the only show where you can find all of these individuals in one place, and they are eager to see the products and services you have to offer.

Here are some of the things you can look forward to at PALTC23:

- An updated floorplan encourages attendees to make their way along various paths throughout the show floor to promote traffic flow to all areas of the hall and create organic moments of interaction, while permitting effective and safe social distancing.
- A Welcome Reception in the Exhibit Hall Thursday evening, followed by two additional days for you to interact with attendees.
- Based on positive feedback from PALTC22 attendees, the Poster Competition will once again be held in the Exhibit Hall in Tampa—drawing traffic to your booth.
- There will be a number of special areas and events that will also drive attendee traffic, like AMDA Town Square, Spotlight Theaters, and Product Theaters.
- Sponsorship and advertising opportunities include speaking engagements (Product Theaters), networking and social receptions, digital placements (mobile app ads/push notifications) and fun activities such as the Expedition AMDA Scavenger Hunt.

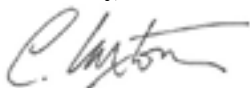
Check out the PALTC23 Prospectus for additional details and then contact Exhibits and Corporate Relations Manager TaNika Switzer to reserve your engagement!

TaNika Switzer, CEM

Exhibits and Corporate Relations Manager, AMDA
Phone: 410-992-3153
Email: tswitzer@paltc.org

We can’t wait to see you in sunny Tampa this March. Thank you for your continued partnership and support of AMDA!

Sincerely,



Christopher E. Laxton, CAE

Executive Director
AMDA – The Society for Post-Acute and Long-Term Care Medicine

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Quick Facts

Venue

The Tampa Convention Center

333 S Franklin St, Tampa, FL 33602

Exhibit Hall Dates & Hours

EXHIBIT HALL HOURS

Thursday, March 9

Welcome Reception 5:30 PM – 7:30 PM

Friday, March 10

Morning Break: 10:00 AM – 11:00 AM

Lunch: 11:30 AM – 1:00 PM

Afternoon Break: 2:30 PM – 3:00 PM

Saturday, March 11

Morning Break: 10:00 AM – 11:00 AM

Exhibitor Advisory Group 11:00 AM – 12:00 PM

Lunch: 12:30 PM – 2:00 PM

Exhibitor Move Out: 2:30 PM – 7:00 PM

Sunday, March 12

Exhibitor Move Out: 8:00 AM – 12:00 PM

Set-Up Hours

Wednesday, March 8 12:00 PM – 4:00 PM

Thursday, March 9 9:00 AM – 4:00 PM

Exhibitor Registration

Wednesday, March 8 12:00 PM – 6:30 PM

Thursday, March 9 9:00 AM – 7:00 PM

Friday, March 10 10:00 AM – 3:00 PM

Saturday, March 11 10:00 AM – 2:00 PM

***DATES AND TIMES LISTED ABOVE ARE
SUBJECT TO CHANGE.**

Booth Size	Early Bird Rate Deadline 9/15/22	Standard Rate Deadline 11/15/22	Last Call Rate Deadline 2/15/23
10X10 In-Line	\$3,250	\$4,000	\$4,750
10X10 Corner	\$4,095	\$4,845	\$5,595
10X20 In-Line	\$6,500	\$8,000	\$14,250
10X20 Corner	\$8,190	\$9,690	\$11,190
20X20 (Island)	\$16,380	\$19,380	\$22,380
Non-Profit (Table-Top)*	\$1,150	\$1,900	\$2,650

Booth Pricing

*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.

Hotel Accommodations

PALTC23 hotel information will be shared with exhibitors through the Exhibitor Service Center.

Primary Contact

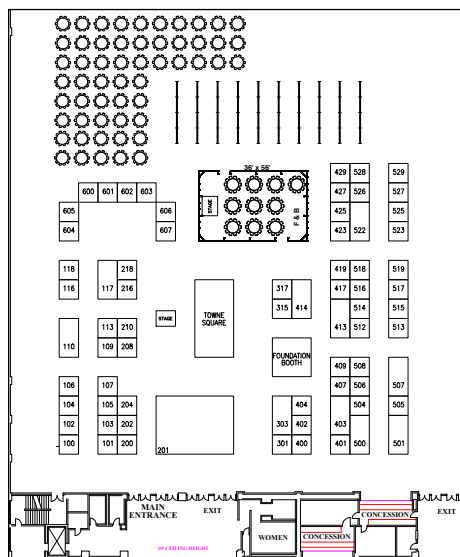
TaNika Switzer, CEM

Exhibits and Corporate Relations Manager

tswitzer@paltc.org • 410-992-3153

PALTC 2023 Floorplan

See page 11 for a larger view.





About PALTC23

AMDA – 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 (PALTC) 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 PALTC setting. We offer opportunities to learn about best practices and activities that can maximize the quality of care and life for patients.



Who Does AMDA Represent?

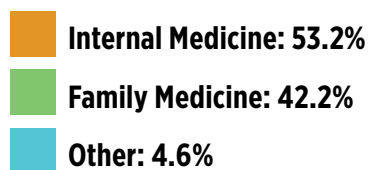
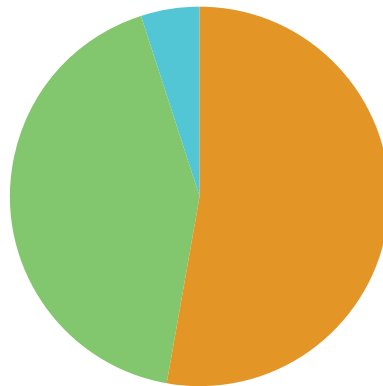
4,862 Members

68% Attending Physicians

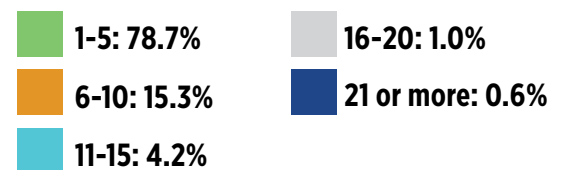
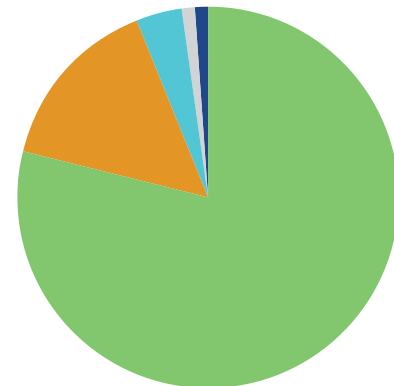
64% Medical Directors

11.5% Nurse Practitioners

PHYSICIAN PRIMARY BOARD SPECIALTY



NUMBER OF PHYSICIANS PER FACILITY UNDER MEDICAL DIRECTOR



Why Exhibit

Showcase Your Products and Services

PALTC23 gives you an exclusive opportunity to reach this audience with your exhibit booth space and company listing in the program materials, and other speaking and sponsorship opportunities that highlight your services and generate exchange from prospects with a focused interest.

Target Audience Access

Access your target audience of over 50,000 medical directors, attending physicians, physician assistants, nurse practitioners, and others practicing in the post-acute and long-term care (PALTC) continuum at PALTC23.

Expo Hall Events and Attractions to Drive Traffic to Your Booth!

AMDA Town Square: Attendees' go-to resource for AMDA news, products, and conference questions.

NEW Spotlight Theater Stages: Focused presentations on a stage located in the center of the exhibit hall.

Cafe Seating: Attendees can purchase and enjoy lunch inside the exhibit hall, keeping them onsite and engaged.

Welcome Reception: Kick off the exhibit hall in style with the highly anticipated Thursday evening networking event.

Expedition AMDA Scavenger Hunt: Drive traffic to your booth with the Expedition AMDA program, AMDA's scavenger hunt. Sponsorship details on page 9.

Interactive Photobooth: Have your company logo on what is sure to be one of the most in-demand take-aways from PALTC23 - branded photos from the photo booth!

Poster Competition: Based on positive attendee feedback, the poster competition is back in the Exhibit Hall for 2023 with live presentations of the latest research, interesting cases, quality improvement projects, and more.

Disclaimer: Traffic builders are subject to change at the discretion of PALTC Show Management.

Booth Details

Pricing

Booth Size	Early Bird Rate Deadline 9/15/22	Standard Rate Deadline 11/15/22	Last Call Rate Deadline 2/15/23
10X10 In-Line	\$3,250	\$4,000	\$4,750
10X10 Corner	\$4,095	\$4,845	\$5,595
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Non-Profit (Table-Top)*	\$1,150	\$1,900	\$2,650

*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.

Questions?
Contact exhibits@paltc.org

Standard Package Includes

- 8' high back drape and 36" high side dividers (linear booths only)
- Identification sign with company name and booth number (10x10/10x20 linear booths only)
- One (1) small wastebasket and general exhibit hall cleaning
- Aisle carpeting is included throughout the exhibit hall; this does not include required booth carpeting/flooring
- Virtual Listing - Company description and product listing in the online exhibitor directory and the Meeting App
- Complimentary access to all morning and afternoon breaks and receptions in the exhibit hall
- General exhibit hall security
- Four (4) complimentary exhibitor booth personnel badges per 10x10 booth (6 badges per 10x20, 10 per 20x20, 2 per non-profit table-top)
- Complimentary access to all non-ticketed/open scientific programming*

*Registration and payment are required for ticketed programs; exhibitor badge is required for access to all scientific programming and seating is based on availability. All company representatives must adhere to the AMDA Corporate Firewall Policy in compliance with the ACCME Standards for Integrity and Independence in Accredited Continuing Education. CME/CEUs are not available to those under the Exhibitor registration. Those wishing to claim CME/CEUs must register as full attendees of the conference.

Things To Know

- Returning exhibitors participating in the 2023 booth draw process will have until September 15, 2022 to pay their booth in full. All booth selections made outside of the booth draw period require full payment within five business days.
- Carpeting, chairs, tables, and electricity are the responsibility of the exhibitor. If needed, they may be ordered through vendors listed in the service kit.
- Viper Tradeshow Services, the official General Service Contractor, will send service kit links to each company after booth fees are paid in full.

Exhibitor Directory Upgrade: \$1,000

Company Category Increase

Choose up to four (4) categories in the "Company Categories" in the Exhibitor Service Center. Attendees can search by category in the exhibitor listing.

Content Links

Add web links, PDF files, and videos to share with attendees.

Upgraded Listing with Logo

Make your company stand out in the exhibitor listing with a logo.

Intro Video:

Introduce attendees to your company with a video hosted on your main page.

Custom Banner Graphic

Make your booth stand out with a custom banner at the top of the virtual booth.

Important Dates

2022

September 15

- Booth “Early Rate” Deadline (“Standard Rate” in effect September 16). Full balance must be paid to secure this rate. Any balance due after the early rate deadline are subject to the standard rate pricing.

September 30

- Booth Cancellation Deadline for refund less an administrative fee of 25% of the full contracted booth fee.

November 15

- Booth “Standard Rate” Deadline (“Last Call Rate” in effect November 16). Full balance must be paid to secure this rate.
- Booth cancellation/reduction occurs on or before November 15, 2022, the exhibitor will receive a full refund less an administrative fee of 50% of the full contracted booth fee.
- Product Theater/Sponsorship Cancellation Deadline for a refund less an administrative fee of 25% of the full contracted product theater/sponsorship fee.

December 15

- Booth Cancellation Deadline for refund less an administrative fee of 25% of the full contracted booth fee. No refunds, partial or full, given after this date.

2023

January 10

- Exhibitor Info Due - directory listings, advertising/promotional/sponsorship artwork, logos.
- Product Theater Title & Descriptions due.
- Due to printing and planning deadlines, any exhibitor or sponsor collateral received after January 10 may not be included in conference signage, promotional activities, printed materials, and similar outreach.

February 15

- Booth “Last Call Rate” Deadline.
- Exhibitor Staff Registration due.

Sponsorship & Advertising Opportunities

Premier Support

Sponsor Benefit	Platinum \$75,000 Two Available	Gold \$60,000 Three Available	Silver: \$45,000
Priority Exhibit Hall Space Selection*	1 st	2 nd	3 rd
Mobile App Push Notification*	X		
Live Lunch Product Theater*	1		
Live Breakfast, Break, or Happy Hour Product Theater*	1	1	1
Digital Ads on PALTC23 Site	2 ads	1 ad	
Welcome Reception Sponsor	X	X	X
Drink Tickets for Welcome Reception	20	10	5
Company Description	150 Words	100 Words	50 Words
Recognition On-Site	X	X	X
Recognition Pre-Meeting	X	X	X
Use of PALTC23 Logo & Premier Supporter Logo	X	X	X

*Selection based on order of returned letter of agreements.

Speaking Opportunities

Product Theaters: \$15,000 - \$30,000

Day	Type	Time	Location	Fee
Thursday	Breakfast	6:45 – 7:45 AM	Convention Center	\$15,000
	Lunch	11:45 AM – 12:45 PM	Convention Center	\$30,000
	Happy Hour	5:45 – 6:30 PM	Exhibit Hall	\$20,000
Friday	Breakfast	6:45 – 7:45 AM	Convention Center	\$15,000
	Lunch	11:45 AM – 12:45 PM	Exhibit Hall	\$30,000
	Happy Hour	5:30 – 6:15 PM	Convention Center	\$20,000
Saturday	Breakfast	6:45 – 7:45 AM	Exhibit Hall	\$15,000
	Morning Break	10:00 – 10:45 AM	Exhibit Hall	\$20,000
	Lunch	12:30 – 1:30 PM	Exhibit Hall	\$30,000

Schedule

Program Benefits:

- Opportunity to host one (1) product theater up to one (1) hour long
- Opportunity to utilize the PALTC Product Theater for sessions hosted at convention center, includes AV, seating for up to 100, one water station, space for food

and beverage to be placed (all F&B must be purchased separately and directly through the convention center)

- AMDA Marketing Including
 - Conference website
 - Pre-meeting email
 - Push notification reminder(s)

Note: *this opportunity is exclusive to exhibiting companies only.*

Networking Opportunities

Receive more exposure and features for your sponsorship dollars at PALTC23. 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 on-site and online recognition.

App and select marketing materials. Sponsorship includes ten (10) tickets to attend and the ability to provide up to three (3) meter boards in reception space.

Additional tickets for exhibitors: \$50/person

President's Reception Sponsorship: \$15,000 (Exclusive)

Saturday, March 11, 5:30 PM – 6:30 PM Estimated Attendance: 350

Connect with AMDA leadership, new members, and PALTC Annual Conference regulars at the 2023 President's Reception. AMDA leadership will recognize your company sponsorship during opening remarks. Additionally, your company will be recognized via on-site signage during the reception, on the Annual Conference website, in the PALTC23

Karaoke Kick-off Party: \$15,000 (Exclusive)

Attend the official meeting kick-off party with AMDA leadership, Futures attendees, speakers, and conference attendees on Wednesday evening. With many attendees arriving in Tampa on Wednesday, this is your opportunity to connect with attendees in a fun and social way. As the exclusive sponsor of this event your company will be recognized via on-site signage during the reception, on the Annual Conference website, in the PALTC23 App and select marketing materials. Sponsorship includes five (5) tickets to attend.

Welcome Reception Sponsorship: \$15,000

Estimated Attendance: 500

Kick off the meeting and open the exhibit hall with a splash Thursday evening. Host members in your booth with an adjacently hosted bar provided by AMDA and ten (10) drink tickets for booth staff. Your company will be recognized with on-site signage, in the app, website, program book as well as the photobooth.

Advertising

WiFi Advertising: \$25,000 (Exclusive)

WiFi access areas will include all the Annual Conference public areas, concourses, and meeting rooms at the Tampa Convention Center.

Advertisement placement:

- Ability for company to provide custom branded log-in and confirmation page redirect
- Ability for company to provide custom password
- Company logo on all printed WiFi login instructions located in print, online and on-site locations

Personality Ribbon Station: \$5,000

Get personal with a customized ribbon station for attendees to use to select ribbons that speak to them. The “fun” ribbons were a great part of the 2022 meeting. Attendees will check in at registration and drop by the ribbon wall to select from the regular conference ribbons plus some fun ones like: Coffee Fiend, I’m not on Mute, Foodie, Netflix Binger, and more.

Sponsorship includes signage recognition and ability to provide two custom ribbons to attendees. Ribbons must be approved by AMDA and ordered from AMDA’s preferred vendor and supplied on-site.

Meeting Website

Feature your company on the meeting’s Mobile Site where attendees can access session content, view and search exhibitor listings and find general meeting information. The site will be promoted via a comprehensive marketing plan in the weeks leading up to the event, helping drive adoption and usage by event attendees. Be a part of this exciting opportunity!

Site Lead Advertiser: \$10,000 (Exclusive)

Advertise your company through the meeting site, the primary tool for PALTC23 details with the following benefits:

- Premium Tier Banner Ad on the Meeting Site homepage
- Three (3) push notifications
- One (1) Know Before You Go email banner ad

Banner Advertisement: \$4,500

Place an advertisement in the go-to resource for attendees pre-, during, and post meeting. Advertisement updates upon page refresh and/or new page click. Banners placed throughout the site, including home screen, exhibitor listing, and program schedule.

Push Notification: \$1,500

Advertise your booth space with a one-time push notification. Your message (up to 230 characters) will be delivered to all conference attendees via the app during the meeting. Limit one (1) per company.

Expedition AMDA: \$1,000 (15 Available)

Attendees will journey through the exhibit hall and conference space, engaging with exhibitors, earning points, and racing to the top of the leader board. Attendees visiting all participating exhibitors will receive a prize! Daily prizes will also be awarded to those with the highest number of points.

Participating companies will provide any information needed regarding their company, product, or service. Game cards will be compiled and managed by AMDA show management. Prizes will be awarded daily via a lottery draw among participants. Participating companies will be listed in the conference site with their logo, as well as on signage outside the exhibit hall. Companies will also receive contact information for participating attendees.

AMDA will supply all the daily prizes. Prizes will be based on attendees visiting all the participating booths and accumulating the most points. Should a participating company wish to donate to the prizes given, the purchase price to participate will be discounted to \$450. Join the fun while increasing your booth's traffic!

Wellness Kit: \$15,000 (Exclusive)

With the many hands that attend PALTC23, everyone will appreciate access to antibacterial hand sanitizer and back up disposable masks at the convention center. Branded hand sanitizers will be placed in convenient, public areas, including the lobby area and on the trade show floor. This high-visibility exclusive sponsorship is the perfect way to promote your brand at PALTC23 while keeping attendees safe and proving peace of mind!

Coffee Sleeves: \$5,000

Put your logo front and center each day with the attendees and keep their hearts warm with the coffee sleeve branding with this daily opportunity.

Note: *exhibiting companies are responsible for providing the coffee sleeves for distribution.*

Aisle Clings: \$3,000 (per aisle)

Help attendees find their way to your booth with the aisle sign markers located throughout the exhibit hall.

Meter Board: \$5,000 (set of three (3))

Put your advertising at the convention center with a set of three (3) double-sided advertisements.

Registration Marketing Emails: \$2,000/month

Impressions: 16,000+
Open Rate: Members: 31.30%
Non-Members: 12.84%

This placement is for marketing communications to attendees.

Registration Confirmation Email Banner Ad: \$6,000

Impressions: 1,500+
Open Rate: 82%

Connect with attendees from the moment they register for the meeting. Sent to all registrants upon signing up, it is the go-to guide for next steps to get to the meeting.

Pre-Meeting Monthly Know Before You Go Email Banner Ad: \$6,000

Impressions: 1,500+
Open Rate: 55%

Prior to the meeting attendees will be emailed all of the information they will need on-site. Provide your own advertisement directing attendees to your website, booth, product theater, etc.

During Meeting Morning Email Banner Ad: \$2,500/per

Impressions: 1,500+
Open Rate: 55%

Each morning as attendees wake up they will receive an email with program highlights for the day. These will include networking opportunities, unopposed sessions, and more. Emails available Thursday-Sunday morning.

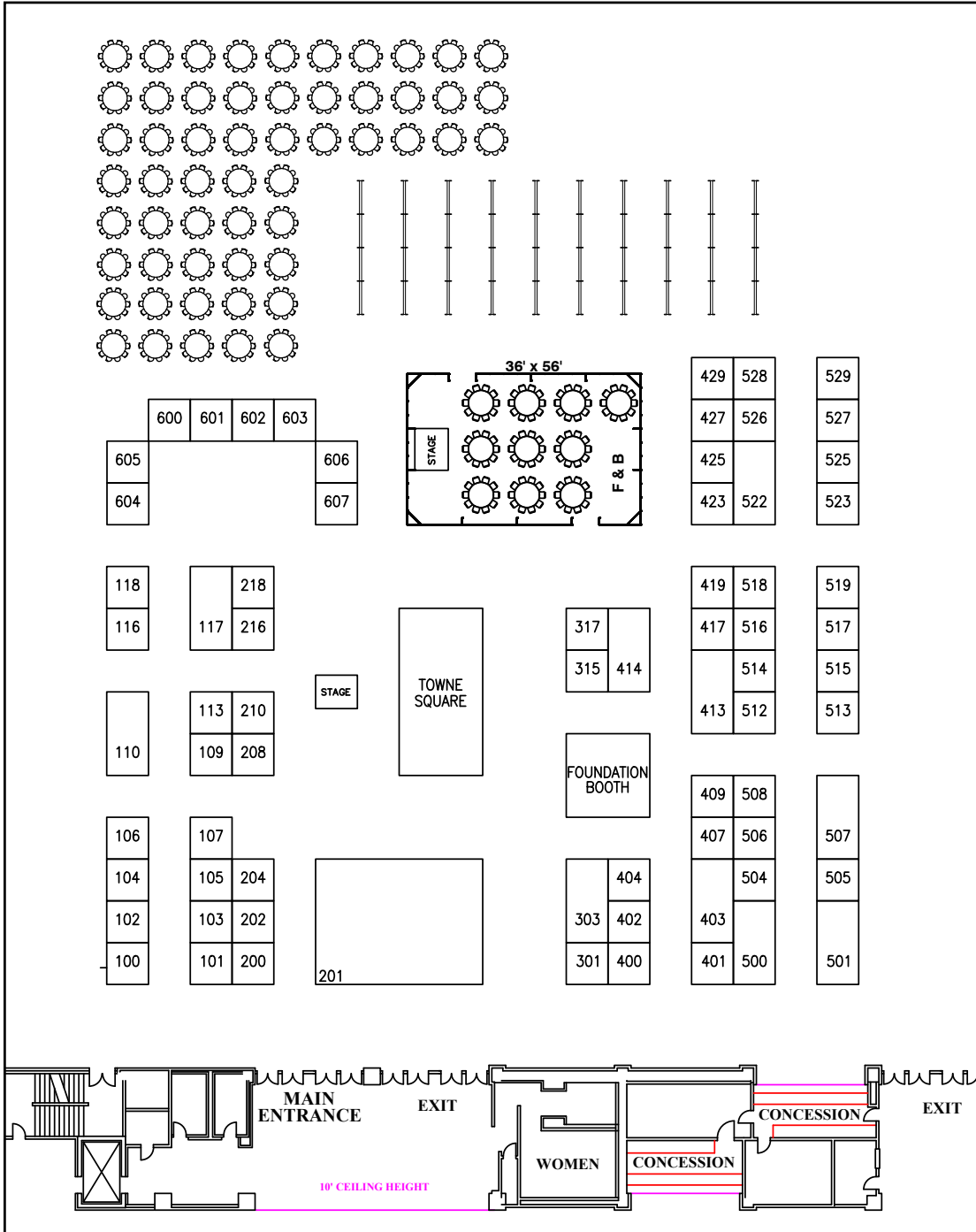
Visit The Exhibit Hall Email Blast: \$2,500

Impressions: 1,500+
Open Rate: 52%

This email blast will go out to all registered attendees highlighting the Exhibit Hall, including scheduled presentations, and networking and social events. Engage with registrants in advance with a short blurb on why they should visit your booth and/or product theater with one of six slots in this email blast.

Additional advertisement opportunities will be announced in early Fall. If you do not see an opportunity you may be interested in, please contact exhibits@paltc.org.

The Tampa Convention Center Exhibit Hall





Terms and Conditions

ASSIGNMENT OF EXHIBIT SPACE

All booth rentals are subject to approval by the Society and will be assigned on a first-come, first-served basis by the date the signed agreement and payment is received. Rental agreements are not final and space is not guaranteed until full payment is received. Returning exhibitors participating in the 2023 booth draw period will have until September 15, 2022 to make full payment for all booth space. Rental agreements submitted after September 15, 2022 require payment in full within five business days.

The Society reserves the right to alter the official floor plan, and/or re-assign any exhibitor's location as deemed necessary. Space assignment(s) will be final once all booth space is paid in full. 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 2023 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 exhibit hall 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 and/or fees 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 within five business days of reserving booth space, the Society reserves the right to cancel its agreement with the exhibiting company 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. Rental agreements submitted after January 1, 2023 require payment in full to accompany rental agreement.

CANCELLATION/REDUCTION IN EXHIBIT SPACE

Written notification must be received to cancel or reduce space. If cancellation/reduction occurs on or before September 30, 2022, the exhibitor will receive a full refund less an administrative fee of 25% of the full contracted booth fee. If cancellation/reduction occurs October 1, 2022 - November 15, 2022, exhibitors will be liable for 50% of the full contracted booth fee. If cancellation notice is received after November 15, 2022, no refunds will be made in the event of cancellation and the company shall be liable for the full fee of the contracted booth.

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. Exhibitors who dismantle prior to the end of the show are subject to a fine up to \$3,500, and may be prohibited from future participation. Exhibits must be removed from the facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths after 12pm ET, on March 12, 2023, 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) and side walls should not exceed 3' (three feet) in height. Booth carpeting (if facility is not carpeted), decorations, furniture, signs, and electrical connections are available for rent or purchase to the Exhibitor through the Society's official contractors, 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. **Note:** height restrictions may vary for island booths and require approval from Show Management.

BOOTH PERSONNEL REGISTRATION

Each booth comes with a set of booth personnel badges (4 per 10x10; 6 per 10x20; 10 per 20x20; 2 per Nonprofit tabletop). Booth personnel must always display the conference badge when within the conference exhibit hall and education program/conference space. Exhibitor badges are non-transferable.

Exhibitors are welcome to attend the conference education sessions as silent auditors but are not allowed to participate or receive CME/CEUs. Exhibitors must clearly identify themselves with their name, status (Exhibitor), and ineligible company visually at all times. In the event a virtual session, exhibitors shall name themselves "EXH <Name>".

Exhibitors desiring to receive CME/CEU credit for attending the Society's educational sessions must register as a full-conference attendee in addition to being registered as an exhibitor.

Exhibitor booth personnel who do not pre-register must complete an onsite registration form and submit proof of company affiliation. All onsite registrations will incur a \$200 registration fee regardless of the complimentary limit of your booth. There is a \$200 badge fee for substitutions received after February 10, 2023, or onsite.

PROVISION OF COMMERCIAL SUPPORT

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

CODE OF CONDUCT

The Society requires all attendees, including exhibitors and sponsors, to follow any federal, state, or local health and safety standards, as well as any health and safety standards that may be implemented by the Society, the City of Tampa (FL), the Tampa Convention Center, and all other meeting venues from the time of contracting exhibit space and sponsorships/advertisements up to and through the end of the meeting. Failure to comply may result in the removal of exhibitor/sponsor staff and/or company exhibition from the meeting and loss of exhibitor or sponsor fees.

ANTI-HARASSMENT

It is the Society's policy that any type of harassment of or by AMDA staff, members, or attendees, by members of the Society or other attendees, at all locations where AMDA members and staff are conducting AMDA business, is prohibited conduct and is not tolerated. This includes locations of Society meetings, including but not limited to conferences, meetings, dinners, receptions and social gatherings held in conjunction with AMDA meetings. This zero-tolerance policy also applies to meetings of all AMDA affiliates, committees, task forces, as well as other AMDA-sponsored events. All exhibitors, sponsors, and their representatives are subject to and agree to comply with this policy. A copy of the full policy is available at <https://tinyurl.com/3aryehwc>.

ASSIGNMENT OF PRODUCT THEATER AND SPONSORSHIP

Product Theater and Sponsorship opportunities are subject to approval by the Society and will be assigned on a first-come, first-served basis by the date the signed agreement and deposit are received. Payment is due in full within five business days and must accompany signed agreement to reserve Product Theater and/or Sponsorship. Upon receipt of signed contract and full payment, 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 within five business days 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 November 15, 2022, company will receive a refund less 25% of full sponsorship price. If cancellation occurs November 16, 2022, to December 15, 2022, company will pay 50% of the full sponsorship price. After December 15, 2022, no refunds will be made in the event of cancellation and company shall be liable for the full price 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 Integrity and Independence in Accredited Continuing Education as well as the PhRMA code on interactions with Healthcare Professionals. Advertisement and promotional materials cannot be displayed or distributed in the educational space within 30 minutes before, during, or within 30 minutes after an accredited education activity. Sponsorship/exhibit activities that are educational in nature must be labeled as "Not for Credit." The Society cannot allow representatives of ineligible companies to engage in sales or promotional activities while in the space or place of the accredited education. Violators of the Society's anti-solicitation policy will forfeit all registration fees and the right to continued participation in the program.

IMPOSSIBILITY

The performance of this agreement is subject to termination without liability upon the occurrence of any unforeseen circumstance beyond the control of either party, such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, curtailment of transportation facilities, or destruction of the Convention Center, to the extent that such circumstance makes it illegal or impossible to perform the agreed-upon exhibit or sponsorship opportunity. The ability to terminate this agreement without liability pursuant to this paragraph is conditioned on the delivery of written notice to the other party indicating the basis for the termination as soon as reasonably practical, but no later than 10 days after learning of such basis.

The Society is not a party to any agreements made between the exhibitor or sponsor. Cancellation policies should be thoroughly reviewed when contracting goods and services.

GOVERNING LAW

This Agreement, including its formation, performance and enforcement, shall be governed by and construed in accordance with the laws of Maryland, without regard to conflict of law principles.

DISPUTE RESOLUTION

In the event of any dispute, claim, question, or disagreement arising from or relating to this agreement or the breach thereof, the parties hereto shall use their best efforts to settle the dispute, claim, question, or disagreement. To this effect, they shall consult and negotiate with each other in good faith and, recognizing their mutual interests, attempt to reach a just and equitable solution satisfactory to both parties. If they do not reach such solution within a period of 90 days, then, upon notice by either party to the other, all disputes, claims, questions, or differences shall be finally settled by arbitration administered by the American Arbitration Association in accordance with the provisions of its Commercial Arbitration Rules. The arbitration will be conducted in Columbia, Maryland. The parties shall select a single arbitrator to conduct the arbitration. If the parties do not agree on the identity of the arbitrator within 15 days of a party making a demand for arbitration, either party may cause the American Arbitration Association to select the arbitrator. The parties shall pay for their own costs and expenses associated with the arbitration and shall split evenly and pay when due the costs of the arbitrator.

INSURANCE

Each exhibiting company shall carry Certificates of Insurance prior to the use of the exhibition premises, adding the Tampa Convention Center 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 Tampa Convention Center 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 Tampa Convention Center 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 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 Conference. Ancillary Events at the Society's annual meeting are functions that involve the Society 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, or networking dinner meetings with more than 15 Society attendees.

APPROVED TIMES FOR ANCILLARY EVENTS:

Wednesday, March 8, 2023: 12:00 PM - 11:00 PM

Thursday, March 9, 2023: 7:00 PM - 11:00 PM

Friday, March 10, 2023: 7:30 PM - 11:00 PM

Saturday, March 11, 2023: after 6:30 PM

Sunday, March 12, 2023: after 12:00 PM



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