



PALTC22

BALTIMORE MARYLAND
ANNUAL CONFERENCE | MARCH 10-13

EXHIBIT AND SPONSORSHIP PROSPECTUS

**EXHIBIT HALL DATES:
MARCH 10-12, 2022**



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



Dear Industry Partner:

AMDA – The Society for Post-Acute and Long-Term Care Medicine is truly excited to announce that its PALTC22 Annual Conference will be held in-person March 10-13, 2022, at the Baltimore Convention Center in Baltimore, MD.

We are expecting over 1,000 attendees on-site, including all members of the interdisciplinary team: physicians, physician assistants, nurse practitioners, nurses, pharmacists, administrators, social workers, dietitians, and therapists. These are experienced, high-level decision-makers from across the country with specialties in family medicine, internal medicine, PALTC, geriatrics, and psychiatry that you can't find in one place anywhere else.

After holding the last two conferences virtually, we are thrilled to be able to hold a safe, in-person event once again. Our membership eagerly awaits the opportunity to get together, and we're sure you can't wait to finally see and speak to them face to face as well.

Here are some of the highlights of PALTC22:

- The conference will run Thursday–Sunday (historically, Thursday was a pre-conference day) and include onsite, virtual, and hybrid components.
- There will be lots of time to interact with attendees. The Exhibit Hall will kick off with a Welcome Reception Thursday evening and will be open at various times throughout Friday and Saturday. There will be a number of special areas and events—such as the Networking Lounge, AMDA Central, and Product Theaters—that will help drive traffic to your booth.
- Sponsorship and advertising opportunities include speaking opportunities (Product Theaters), meeting suites, networking and social receptions, digital placements (mobile app ads/push notifications) and more.

We encourage you to read through our PALTC22 Prospectus for additional details and to contact our Exhibits and Corporate Relations Manager, TaNika Switzer, with any questions:

TaNika Switzer, CEM

Exhibits and Corporate Relations Manager, AMDA

Phone: 410-992-3153

Email: tswitzer@paltc.org

We look forward to seeing you in Baltimore in March. Thank you for your continued 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 Baltimore Convention Center
One West Pratt Street Baltimore, Maryland 21201

Exhibit Hall Dates & Hours

EXHIBIT HALL HOURS

Thursday, March 10

Welcome Reception 5:30 PM – 7:30 PM

Friday, March 11

Morning Break: 10:00 – 11:00 AM
Lunch: 12:00-1:30 PM
Afternoon Break: 2:30 – 3:00 PM

Saturday, March 12

Morning Break: 10:00 – 11:00 AM
Lunch: 12:30-2:00 PM
Exhibitor Advisory Group 2:00 – 3:00 PM
Afternoon Break: 3:00-4:00 PM
Exhibitor Move Out: 4:05-7:00 PM

Sunday, March 13

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

Set-Up Hours

Wednesday, March 9 12:00 PM – 4:00 PM
Thursday, March 10 9:00 AM – 4:00 PM

Exhibitor Registration

Wednesday, March 9 12:00 PM – 4:00 PM
Thursday, March 10 9:00 AM – 7:00 PM
Friday, March 11 10:00 AM – 3:30 PM
Saturday, March 12 10:00 AM – 4:00 PM

Dismantle Hours

Saturday, March 12 4:35 PM – 7:00 PM
Sunday, March 13 8:00 AM – 12:00 PM

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

Booth Pricing

Booth Size	Early Bird 10/15/21	Standard Rate 12/31/21	Last Call Rate After 1/1/22
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

*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

PALTC22 hotel information will be shared with exhibitors through the Exhibitor Service Center.

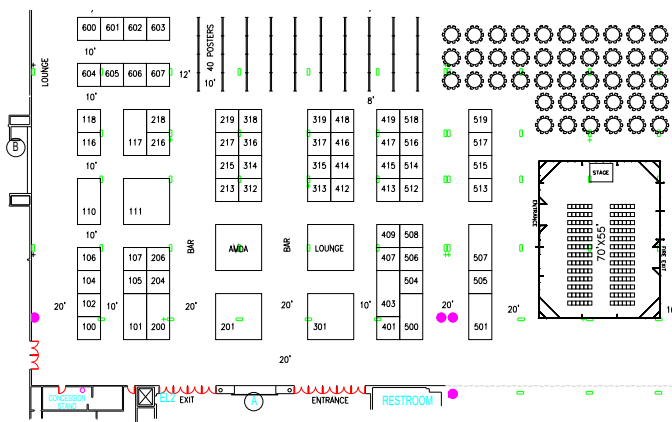
Primary Contact

TaNika Switzer, CEM

Exhibits and Corporate Relations Manager
tswitzer@paltc.org
410-992-3153

PALTC 2022 Floorplan

See page 11 for larger view.





About PALTC22

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

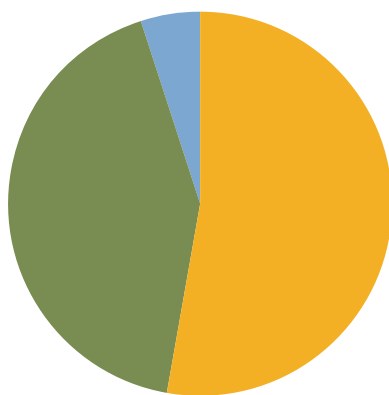
68% Attending Physicians

64% Medical Directors

11.5% Nurse Practitioners

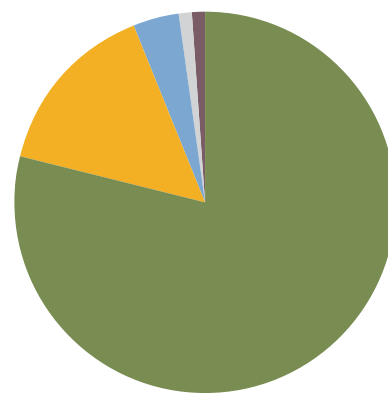
43% of members are in independent practice

PHYSICIAN PRIMARY BOARD SPECIALTY



Internal Medicine: 53.2%
Family Medicine: 42.2%
Other: 4.6%

NUMBER OF PHYSICIANS PER FACILITY UNDER MEDICAL DIRECTOR



1-5: 78.7%
6-10: 15.3%
11-15: 4.2%
16-20: 1.0%
21 or more: 0.6%



Why Exhibit

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 PALTC22.

Showcase Your Products and Services

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

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

AMDA Central: Attendees go-to resource for AMDA news, products, and conference questions.

Networking Lounge: This space is equipped with charging furniture to help keep attendees powered up and connected during the meeting. Sponsorship details on page 9.

Product Theaters: Focused presentations in a theater setting offer clinical insights.

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 PALTC22 - branded photos from the photo booth!

Poster Competition

Therapy Animals

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

ADDITIONAL BENEFITS INCLUDE:

Exhibitor Advisory Group (NEW):

All Exhibitors are invited to join us for our first meeting of the Exhibitor Advisory Group. AMDA wants to hear your feedback as an Exhibitor at the Conference.

Saturday, March 12, 2:00 - 3:00pm

Booth Details

Pricing

Booth Size	Early Bird 10/15/21	Standard Rate 12/31/21	Last Call Rate After 1/1/22
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

*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 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.

Things To Know

- Returning exhibitors participating in the 2022 booth draw process will have until October 15, 2021 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.

Virtual Booth Upgrade: \$1,000

Enhance your booth's digital presence and connect with virtual attendees alongside the in-person attendees. The upgrade includes the following virtual booth benefits:

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. Resources are available to attendees for as long as the virtual conference is posted.

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

2021

October 15

- Booth “Early Rate” Deadline (“Regular Rate” in effect October 16).
- Booth Cancellation Deadline for refund less an administrative fee of 25% of the full contracted booth fee.

November 15

- Booth cancellation/reduction occurs on or before November 15, 2021, 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 75% of the full contracted booth fee. No refunds, partial or full, given after this date.

- Product Theater/Sponsorship Cancellation occurring between November 16, 2021, to December 15, 2021 will result in the company paying 50% of the full sponsorship price. After December 15, 2021, 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.

2022

January 10

- Exhibitor Info Due - directory listings, advertising or promotional artwork, logos.

February 14

- Exhibitor Staff Registration due.
- Pre-conference mailing available to all Exhibitors and Product Theater sponsors.

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 or Dinner Product Theater*	1		
Live Breakfast, Break, or Happy Hour Product Theater*	1	1	1
Digital Ads on PALTC22 Site	2 ads	1 ad	
Welcome Reception Sponsor	X	X	X
Drink Tickets for Welcome Reception	20	10	5
Attendee Bag Insert	2	1	1
Company Description	150 Words	100 Words	50 Words
Recognition On-Site	X	X	X
Recognition Pre-Meeting	X	X	X
Use of PALTC22 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	Exhibit Hall	\$15,000
	Lunch	11:45 AM – 12:45 PM	Exhibit Hall	\$30,000
	Happy Hour	5:30 – 6:15 PM	Exhibit Hall	\$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
	Afternoon Break	3:15 – 4:00 PM	Exhibit Hall	\$20,000
	Dinner	7:00 – 8:00 PM	Off-Site	\$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 150, 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
 - Mobile app
 - Pre-meeting email

Networking Opportunities:

Receive more exposure and features for your sponsorship dollars at PALTC22 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 on-site and online recognition.

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

Saturday, March 12, 5:30pm – 6:30pm

Estimated Attendance: 350

Connect with AMDA leadership, new members, and PALTC Annual Conference regulars at the 2022 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 PALTC22 App and select marketing materials. Sponsorship includes ten (10) tickets to attend and the ability to provide up to three (3) meter boards in happy hour space.

Additional tickets for exhibitors: \$50/person

Karaoke Kick-off Party: \$15,000

Attend the official meeting kick-off party with AMDA leadership, Futures attendees, speakers, and conference attendees. This year the PALTC22 program is shifting to start on Thursday, with many attendees arriving in Baltimore on Wednesday. AMDA has decided to make an event of it. With so many new faces and reunions among friends, 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 PALTC22 App and select marketing materials. Sponsorship includes five (5) tickets to attend.

Healing Together Wellness Lounge: \$12,000 (Exclusive)

Sponsor the Networking Lounge and be a hero to attendees who seek a place to relax and recharge. The lounge will focus on wellness activities to enhance the attendee experience and will be open during exhibit hall hours.

- Naming rights to the Networking Lounge
- Branded lounge furniture with sponsor logo
- Featured placement in promotional email to attendees inviting them to visit the lounge
- Lounge signage with company logo recognition
- Recognition in PALTC22 Mobile App, and select marketing materials

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, and program book.

Advertising:

WiFi Advertising: \$15,000 (Exclusive)

WiFi access areas will include all the Annual Conference public areas, concourses, and meeting rooms at the Baltimore 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 2021 virtual meeting; AMDA is rolling them over into the live format. 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 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 App 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!

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

Place your company advertisement on the opening splash page of the Mobile App. The app will be promoted on signage throughout the meeting, featuring your company recognition. Advertising also includes one (1) push notification and one (1) banner advertisement.

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 app, including home screen, exhibitor listing, and program schedule.

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. Limit one (1) per company.



Pre-Meeting Virtual Speed Networking

Get to know the PALTC22 attendees even before the conference begins. Occurring the weeks leading up to the conference.

Sponsor: \$5,000 (Three Available)

- Inclusion of three (3) sponsor attendees in the speed networking event
- Sponsor recognition during virtual networking kick-off
- Recognition on all affiliated materials: print, online, and on-site

Attendee: \$1,000 (10 Available)

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

For 2022, AMDA is moving the game-play to the live conference! Attendees will be scanning QR codes through the exhibit hall and conference space, answering questions, 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 be required to submit one (1) question regarding their company, product, or service. Questions will be embedded in a QR code (printed on signage by AMDA) to be displayed in that company's booth. When visiting the booth, attendees can then scan the QR code using the conference app and answer the question. Attendees gain points for correct answers. Prizes will be awarded daily via a lottery draw among participants.

Participating companies will be listed in the conference app with their logo, as well as on signage outside the exhibit hall, and on an insert in the attendee conference tote bag. Companies will also receive contact information for those attendees who scanned their QR code. 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!

Antibacterial Advertisement : \$15,000 (Exclusive)

With the many hands that attend PALTC22, everyone will appreciate access to antibacterial hand sanitizer and self-cleaning counter mats throughout the convention center. Branded hand sanitizers will be placed at strategic locations throughout the meeting in high-traffic, public areas, including the lobby area and on the trade show floor. Self-cleaning mats by Nanoseptic will be placed throughout our space at the convention center. This high-visibility exclusive sponsorship is the perfect way to promote your brand at PALTC22 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..

Aisle Clings: \$10,000

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 and/or hotel 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: \$8,000

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 Know Before You Go Email Banner Ad: \$8,000

Impressions: 1,500+
Open Rate: 55%

The week 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.

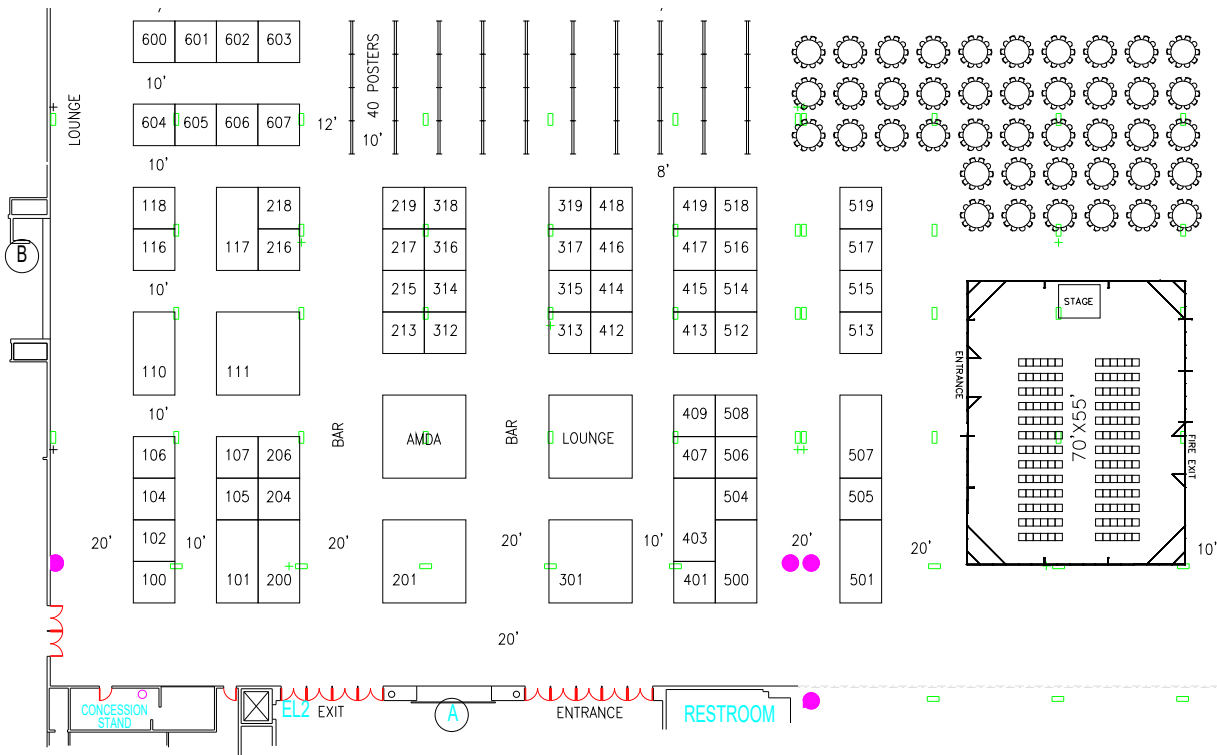
Post Meeting Email Banner Ad: \$2,500

Impressions: 1,500+
Open Rate: 52%

Wrap up the meeting with attendees and remind them of your product or service one last time. This email will be sent to all attendees with a reminder to complete evaluations and come back next year.

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.

Baltimore Convention Center Exhibit Hall A & B





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 until full payment is received. Returning exhibitors participating in the 2022 booth draw period will have until October 15, 2021 to make full payment for all booth space. Rental agreements submitted after October 15, 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 2022 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 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, 2022 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 November 15, 2021, the exhibitor will receive a full refund less an administrative fee of 25% of the full contracted booth fee. If cancellation/reduction occurs November 16, 2021 - December 15, 2021, exhibitors will be liable for 50% of the full contracted booth fee. If cancellation notice is received after December 15, 2021, 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 7pm EST, 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.

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 14, 2022, 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 Baltimore (MD), the Baltimore 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 staff and/or company exhibition from the meeting and loss of exhibitor or sponsor fees.

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, 2021, company will receive a refund less 25% of full sponsorship price. If cancellation occurs November 16, 2021, to December 15, 2021, company will pay 50% of the full sponsorship price. After December 15, 2021, 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 or Hotel, 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 and vendor(s). 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 Baltimore 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 Baltimore 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 Baltimore 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 9, 2022: 12:00 PM - 11:00 PM

Thursday, March 10, 2022: 7:00 PM - 11:00 PM

Friday, March 11, 2022: 7:30 PM - 11:00 PM

Saturday, March 12, 2022: After 6:30 PM

Sunday, March 13, 2022: after 12:00 PM



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