

PALTC21 MARCH 11-14
VIRTUAL ANNUAL CONFERENCE

EXHIBIT AND SPONSORSHIP PROSPECTUS



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

AMDA – THE SOCIETY FOR POST-ACUTE AND LONG-TERM CARE MEDICINE

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 PALTC 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?

5,500 Members

68% Attending Physicians

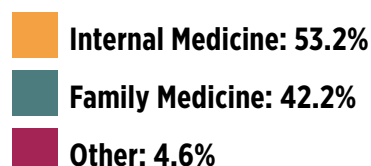
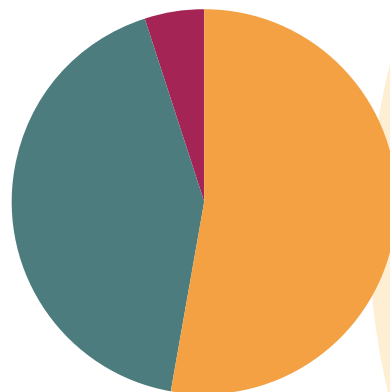
64% Medical Directors

11.5% Nurse Practitioners

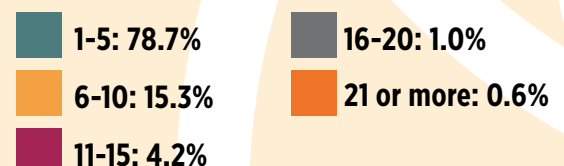
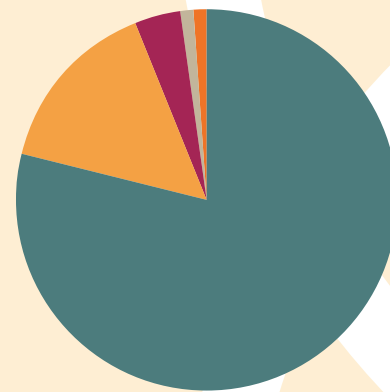
43% of members are in independent practice



PHYSICIAN PRIMARY BOARD SPECIALTY



NUMBER OF PHYSICIANS PER FACILITY UNDER MEDICAL DIRECTOR





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Chapters

AMDA has chapters in **49 states**
representing over **4,000 members**
who host over **80 meetings** annually.

TOP CHAPTERS

- Florida Society for Post-Acute and Long-Term Care Medicine
- Greater New England Society for Post-Acute and Long-Term Care
- California Association of Long-Term Care Medicine
- Carolinas Society for Post-Acute and Long-Term Care Medicine
- Pennsylvania Society for Post-Acute and Long-Term Care Medicine
- Minnesota Association of Geriatrics Inspired Clinicians

2019 and 2020 Conference Stats

2019 ATTENDEES:

98% would recommend the conference to a colleague

79% planned on attending in 2020

2020 ATTENDEES:

95% of attendees had a positive experience with the virtual conference

99% would recommend the conference to a colleague

87% of the virtual attendees are planning on attending in 2021

Primary Contact:

Meredith Rund
Industry Relations Manager
mrund@paltc.org

Exhibit Information

Samples Coming Soon

Booth Details

PRICING

Basic Virtual Booth:
Early Bird: \$2,000
After 1/10/21: \$2,600

All Access Virtual Booth:
Early Bird: \$5,000
After 1/10/21: \$5,800

Non-Profit Booth*:
Early Bird: \$1,000
After 1/10/21: \$1,200

*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 booth application.



	All Access \$5,000/\$5,800	Basic \$2,000/\$2,600
General Details		
Attendee Filterable Categories	4	1
Attendee Metrics	Lead Retrieval	Basic
Registration List	Mailing List	Name Only
Promotional Email Listing	If signed up by January 10 with link to booth	If signed up by January 10 with link to booth
Giveaway	X	X
Priority Points	3	1
Custom Page Details		
Product Showcase	Three Products	One Product
Company Description	500 Characters	250 Characters
Social Media	All	All
Resource Links	5	3
Contact Info	X	X
Networking Details		
Number of Virtual Exhibitors (Badges)	3	2
1:1 Meetings	3	2
Sign On Bonus (must be paid in full by December 1):		
Recognition Advertisement in January Caring for the Ages	X	X
Thank You Email to all Attendees	X	X
Add-Ons:		
Product Showcase (per additional product)	Two additional (See Above)	\$300
Category Increase (1-4)	See Above	\$100
Upgraded Listing (w/ logo)	Included	\$200
Intro Video	Included	\$300
Custom Banner Graphic	Included	\$300
Lead Retrieval	See Above	\$400
Longer Company Description (500 Characters)	See Above	\$100
Additional Exhibitor Registration (Badges and 1:1 Meetings)	See Above	\$500
Expedition AMDA	Included	\$700
Downloaded PDF/Resource Link	See Above	\$200

Payment Info: 50% deposit due with agreements to secure booth location. (After January 10, 100% booth rental due).

Exhibit Add-Ons

PRODUCT SHOWCASE

Highlight your products in the searchable product showcase. Attendees will be able to drill down and learn about your products with custom resources, videos, photos, documents and more.

PRODUCT CATEGORY INCREASE

You can pick up to four (4) categories in the “Company Categories” task. Attendees can search by category in the exhibitor listing.

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 graphic at the top.

LEAD RETRIEVAL

Enhance your booth with additional features:

1. Attendee impression tracking
2. The Request Info Button feature allows attendees to contact you directly
3. The Like Button lets you see how much attendees like your booth

LONGER COMPANY DESCRIPTION (500 CHARACTERS)

Provide more company information to attendees with an extended company description. The default character limit is 250.

ADDITIONAL EXHIBITOR REGISTRATION

Staff your virtual booth with experts and sales staff. Booth staff can connect with attendees one-on-one via video. This allows attendees to “walk” up to your booth and engage directly with your staff.

EXPEDITION AMDA

For 2021, AMDA has added gameplay to the conference app and website! Attendees will scan QR codes throughout the virtual exhibit hall and meeting space, answer questions, earn points, and race to the top of the leader board.

Participating companies will be required to submit one question regarding their company, product, or service. Questions will be embedded in a QR code placed in the company’s virtual booth. When visiting the booth, attendees will scan the QR code using the conference app and answer the question. Attendees will gain points for correct answers. Prizes will be awarded via a lottery draw among participants with the most points.



Participating companies will be listed in the conference app with their logo, as well as in the virtual exhibit hall. They will also receive contact information for attendees who scan their QR code. AMDA will supply prizes. If a participating company wants to donate a prize, the price to participate will be discounted to \$600. Join the fun while increasing your booth's traffic!

DOWNLOADED PDF/RESOURCE LINK

Add an additional PDF or URL resource to share with attendees. Resources are available to attendees for the duration the virtual conference is posted.

EXHIBITOR ADVISORY COMMITTEE (NEW):

All exhibitors are invited to join us for our first meeting of the Exhibitor Advisory Committee. AMDA wants to hear your feedback as an exhibitor at the conference. Meeting to be held post conference and is pending scheduling.

Primary Contact:

Meredith Rund
Industry Relations Manager
mrund@paltc.org

Important Dates

2020

December 1

- Booth cancellation deadline for full refund less \$500 administrative fee
- Deadline to receive sign-on bonus

2021

January 10

- Regular booth rate deadline (late rate in effect January 11)
- Full booth payment due
- Booth and product theater cancellation deadline - with 50% refund; no refunds, partial or full, given after this date
- Final payments due for product theaters and sponsorships

February 15

- Final program ad request and artwork due
- Pre-conference mailing list rental available
- Post-conference mailing list rental request available; post-conference mailing list available by March 18

Sponsorship

Premier Support

Sponsor Benefit	Platinum \$70,000 Two Available	Gold \$40,000 Three Available	Silver: \$25,000 Three Available
Priority Exhibit Hall Listing	1st	2nd	3rd
All Access Exhibit Booth	X	X	X
One Hour Virtual Advisory Board	X		
Mobile App Push Notification*	X		
Exhibit Hall Page Advertisement	X		
Virtual Product Theater - Mid Day*	X		
Virtual Product Theater - Morning/Mini-Mid Day*	X	X	
Virtual Product Theater - Happy Hour*			X
Banner Advertisement on PALTC21 Website	2 ads	1 ad	
Website Tile Rotating Advertisement	X	X	X
Final Program Advertisement	Full Page	Half Page	Half Page
Registration Box Insert	X	X	X
Press Release	Individual	Group	Group
Company Description	150 Words	100 Words	50 Words
Pre and Post Conference Attendee Mailing List	X	X	X
Recognition on Conference Website	X	X	X
Recognition Pre-Meeting	X	X	X
Use of PALTC21 Logo & Premier Supporter Logo	X	X	X

*Selection based on order of returned letter of agreements.



Speaking Opportunities

PRODUCT THEATERS: \$15,000 - \$30,000

Schedule*

THURSDAY, MARCH 11

Morning: 10:00 – 11:00 AM EST
Mid-Day Break: 1:45– 2:45 PM EST
Happy Hour: 6:15-7:15 PM EST

FRIDAY, MARCH 12

Morning: 10:00 – 11:00 AM EST
Mini Mid-Day Break: 12:15 – 1:00 PM EST
Mid-Day Break: 2:00– 3:00 PM EST
Happy Hour: 6:00 – 7:00 PM EST

SATURDAY, MARCH 13

Morning: 10:00 – 11:00 AM EST
Mid-Day Break: 1:45– 2:45 PM EST
Happy Hour: 5:30 – 6:30 PM EST

**Times subject to change*

PROGRAM BENEFITS

- Opportunity to host one (1) product theater
- Recognition in all program materials including the mobile app, website, printed and direct mailed materials, and registration box (subject to change)
- Inclusion in pre-conference email with session details
- Listed in the morning email program highlights for day of product theater
- Pre- and post-meeting attendee mailing list
- Pre-meeting registration for attendees and list of attendees that attended live
- Use of PALTC 21 presentation platform and presentation producer
- Speaker training for presentation software

PRICING

\$20,000: Morning
\$20,000: Mini Mid-Day Break
\$30,000: Mid-Day Break
\$15,000: Evening Reception/Happy Hour

PALTC21

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Sponsorships

Receive more exposure and features for your sponsorship dollars at the 2021 Annual Conference. Each conference sponsorship will provide its own unique visibility, with opportunities tailored to your company's specific goals and objectives. In addition, each sponsorship will include online recognition.

ATTENDEE STEP CHALLENGE: \$12,000

Help attendees step up their game during Virtual PALTC21! Attendees will participate in a walk challenge during the dates of the conference and compete to win prizes and bragging rights. This sponsorship opportunity includes recognition on all marketing materials, a custom branded leader board, and the opportunity to provide additional awards for participants.

Conference App

Feature your company on the conference's mobile app, where attendees can access session content, view and search exhibitor listings, and find general conference information. The mobile app will be promoted via a comprehensive marketing plan in the months leading up to the event, helping drive adoption and usage by attendees. AMDA staff will be available to help attendees download the app. Be a part of this exciting opportunity!

APP SPONSORSHIP: \$10,000 (EXCLUSIVE)

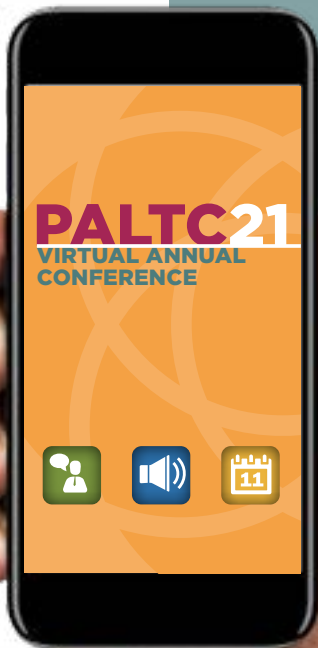
Place your company logo on the opening splash page of the mobile app. The app will be attendees' mobile access to the conference as well as the only way to participate in Expedition AMDA, featuring your company recognition. Sponsorship also includes one push notification and one (1) banner advertisement.

BANNER ADVERTISEMENT: \$4,000

Place an advertisement in the go-to resource for attendees before, during, and after the conference. The advertisement updates upon page refresh and/or new page click. Banners placed throughout the app, including the home screen, exhibitor listing, program schedule, and so much more.

PUSH NOTIFICATION: \$1,500

Advertise your booth space with a one-time mobile app notification. Your message (up to 250 characters) will be delivered to all conference attendees via the app during the meeting. Limit one (1) per company.





REGISTRATION BOX*

With a virtual conference comes a virtual conference box. Attendees will be direct mailed a box in place of the on-site registration bag. The box will include program overviews, happy hour theme shopping lists, sponsor inserts, and much more.

Do Not Disturb Door Hanger: \$6,000

Help keep attendees uninterrupted and in the zone with the “Attending Virtual PALTC21” door hanger. Includes logo placement on the front of the door hanger and a full company advertisement on the back of the door hanger.

Advertising Placement

- Outside Back: \$5,000
- Inside Top: \$7,000

Inserts

Sponsor is responsible for printing and shipping costs. Deadlines apply.

- Paper (no larger than 8.5X11)- \$2,500
- Small Item (smaller than a deck of cards)- \$4,000

**subject to change*

Advertising

WEBSITE

- PALTC21 Home Page Banner Advertisement: \$4,500
- PALTC21 Home Page Tile Advertisement: \$2,500

EMAILS

Registration Marketing Emails: \$2,000/month

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

Advertise in emails where AMDA is marketing for Virtual PALTC21 attendee registration,

Registration Confirmation Email: \$4,000

Impressions: 1,500+
Open Rate: 55%

Connect with attendees from the moment they register. Sent to all registrants upon signing up, this email is a go-to guide for everything conference-related.

Pre-Conference Know Before You Go: \$3,000

Impressions: 1,500+
Open Rate: 55%

The week prior to the meeting attendees will be emailed all the information they will need during the conference. Provide your own advertisement directing attendees to your website, booth, product theater, etc.

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Conference Day Morning Check-In: \$2,500/day

Impressions: 1,500+

Open Rate: 55%

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

Post Conference: \$2,500

Impressions: 1,500+

Open Rate: 52%

Wrap up the conference with attendees and remind them about 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.

FINAL PROGRAM ADVERTISEMENT

Full Page: \$3,500

Half Page: \$2,000

Quarter Page: \$1,000

MAILING LIST RENTAL

\$500

Connect with attendees in their mailbox before or after Virtual PALTC21.

Primary Contact:

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