



About PALTC24

“PALTC24 is the must-attend conference for post-acute and long-term care (PALTC) health care professionals. As an exhibitor, you'll have the chance to connect with decision-makers who are dedicated to improving patient care and outcomes. You'll also gain valuable insights from a diverse community of industry experts and have the chance to showcase your products and services to a captive audience of potential customers. Join us as we shape the future of PALTC – register today!”

Who Does AMDA Represent?

4,862 Members

68% Attending Physicians

64% Medical Directors

11.5% Nurse Practitioners

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%

Venue

Henry B. González Convention Center
900 E. Market Street
San Antonio, TX 78205

Primary Contact

Nate Wicks, CAE
Director of Corporate Relations
nwicks@paltc.org
410-992-3128

Exhibit Information

Why Exhibit

Access Your Target Audience - The conference is the leading meeting that brings together individuals currently working in post-acute and long-term care medicine. This includes medical directors, physicians, nurse practitioners, physician assistants, researchers, educators, administrators and health care professionals actively engaging with patients and residents.

Showcase Your Products and Services - This event gives you an exclusive opportunity to reach this audience and highlight your products, services and resources to advance the treatment of patients and residents.

Engage with Attendees - Utilize this time to increase your brand recognition and visibility in the PALTC field. Gain insights and feedback from those currently working in this care setting.

EXHIBIT HALL HOURS*

Friday, March 8

Badge Pickup 4:00PM-6:00PM

Saturday, March 9

Set-Up 9:00am-4:00pm

Welcome Reception & Poster Session in Exhibit Hall 5:30 PM – 7:30 PM

Sunday, March 10:00AM-3:30PM

Morning Break in Exhibit Hall: 10:00–11:00 AM

Attendee Lunch in the Exhibit Hall: 12:30-2:00 PM

Afternoon Break in Exhibit Hall: 2:30-3:00 PM

Monday, March 11 10:00AM-2:00PM

Morning Break in Exhibit Hall: 10:00–11:00 AM

Attendee Lunch in the Exhibit Hall: 12:30-2:00 PM

Exhibitor Move Out: 2:05-8:00 PM

*Preliminary schedule, subject to change.

Booth Fees

Booth Size	Rate
10x10 Inline	\$4,000
10X10 Corner	\$4,845
10X20 In-Line	\$8,000
10X20 Corner	\$9,690
20X20 (Island)	\$19,380
Non-Profit*	\$1,500

*Proof of tax-exempt or non-profit status is required with this agreement.

Exhibit Booth Fees Include:

6' table and two chairs

Booth space with 8' draped back wall and 3' draped side rail (in-line booths only)

A company identification sign (in-line only)

Four exhibitor badges per 10x10 booth space; six badges per 10x20 booth; eight badges per 20x20.

Complete exhibitor listing on the PALTC24 meeting website

Access to non-ticketed sessions and events

Not included:

Specialty furniture, AV, power, and carpet are not included. All exhibitors will be required to have carpet in their booth, you may order these services from Viper.

Sponsorship Recognition & Advertising Opportunities

All companies will receive additional recognition for their support of PALTC24. Recognition levels are based on your total support for the meeting (this includes exhibit space, sponsorship, and advertising/promotional support).

Promotional Support Levels:

Silver Level (\$10,000)

- One-time use of pre or post attendee opt-in list
- Podium acknowledgement during Opening Session
- Recognition as Supporter in materials and signage
- 1 extra exhibit hall registration
- Sponsor ribbon for representatives
- Supporter signage at booth
- 2 additional exhibitor priority points
- Exclusive Futures Program tour visit to connect with the next generation of healthcare professionals and align your brand with innovation

Gold Level (\$25,000)

- All Silver Level benefits
- Private meeting room for 1 day
- Logo on conference website
- 2 extra exhibit hall registrations
- Logo on promotional emails
- 1 invitation to Foundation VIP event
- 2 additional exhibitor priority points
- Virtual exhibit hall upgrades: Enhanced listing with logo, banner, company description, downloadable resources, intro video

Platinum Level (\$50,000)

- All Gold Level benefits
- Ad on conference website
- 4 extra exhibit hall registrations
- 1 additional invitation to Foundation VIP event
- 4 additional exhibitor priority points
- Spotlight as the booth with the exclusive "Find the Hidden Treasure" attendee engagement activity to drive booth traffic.

Education Opportunities

Dive into education options crafted for industry experts. Reserve time to share insights on your chosen topic, engaging attendees and showcasing your expertise.

New-Industry Expert Theater

New - Industry Expert Theater

Organize a session on the topic of your choice, all time slots are dedicated.

Breakfast Industry Expert Theater 3 time slots (60-minute presentation)-\$30,000 each

Saturday, March 9	6:45AM-7:45AM
Sunday, March 10	6:45AM-7:45AM - SOLD!
Monday, March 11	6:45AM-7:45AM

Coffee Break Mini Industry Expert Theater (30-minute presentation) 2 time slots-\$15,000 each

Saturday, March 9	10:00AM-10:30AM - SOLD!
Saturday, March 9	4:00PM-4:30PM
Sunday, March 10	2:30PM-3:00PM

Lunch Industry Expert Theater-2 time slots (60-minute presentation) \$40,000 each

Saturday, March 9	11:30AM-12:30PM - SOLD!
Sunday, March 10	11:45AM-12:45PM - SOLD!
Monday, March 11	12:30PM-1:30PM - SOLD!

AMDA will provide:

- Meeting space at no additional charge.
- Breakfast, lunch or coffee/light refreshment for attendees.
- Standard AV package (includes a screen, podium microphone, LCD projector package and floating technician). Additional AV items may be purchased.
- Promotion on the meeting website and a pre-meeting email

Guidelines:

- Content may not duplicate that of an AMDA course or session.
- Sessions must be open to all attendees as space permits.
- The session, faculty names and description are due 6 weeks prior to the meeting. Failure to provide this information by this deadline could result in cancellation of the program.
- All promotions, including invitations, announcements, flyers, web sites, etc. must be reviewed and approved by AMDA.
- The following text must appear on all promotional materials: "This Industry Expert Theater is an industry-supported event and is not an official part of the AMDA educational program. This program is not for credit."

- On-site promotion is limited to one sign located directly outside the meeting room, one inside the room and one within your exhibit booth. Any additional on-site promotions must be done through AMDA.
- Cancellations made after January 8, 2024, will not receive a refund and the company is liable for the full fee.
- Failure to comply with these guidelines could jeopardize the right to participate in future AMDA meetings or exhibits.

Industry Poster Presentation

\$1,000 exhibiting companies

\$2,000 non-exhibiting companies

What is an industry poster: Industry posters are any poster that is promoting a product or service, submitted by or on behalf of an industry partner (not limited to pharmaceutical and device companies), has a lead author who is associated/employed by an industry partner, and posters deemed promotional by the Program Committee.

ASSIGNMENT OF Industry Expert Theater AND SPONSORSHIP

Industry Expert 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 a signed agreement to reserve Industry Expert Theater and/or Sponsorship. Upon receipt of signed contract and full payment, confirmations will be sent no later than five business days.

PAYMENT FOR Industry Expert Theater AND/OR SPONSORSHIP

In the event any remaining balance of the full remittance in payment for the Industry Expert 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 an event, the Society shall retain the amount paid as a forfeited deposit.

CANCELLATION OF Industry Expert Theater AND/OR SPONSORSHIP

Written notification must be received for cancellation of Industry Expert Theater and/or Sponsorship. If cancellation occurs on or before January 8, 2024, the company will receive a refund less 25% of full sponsorship price. After January 8, 2024, no refunds will be made in the event of cancellation and the company shall be liable for the full price of the Industry Expert Theater and/or Sponsorship.

Branding Opportunities

Choose from a variety of powerful options to highlight your brand. Connect with attendees, increase your visibility, and make a memorable impact. Your participation doesn't just support the event; it shines a spotlight on your company.

WiFi Advertising: \$15,000 (Exclusive)

WiFi access areas will include all the Annual Conference public areas, concourses, and meeting rooms at the Henry B. González Convention Center. Promotional support includes a custom, branded log-in page and confirmation page redirect with the creation of a custom password. The Supporter logo will be included in all WiFi login instructions online and on-site.

Meeting Website Banner Advertisement \$4,500

Feature your company on the website where attendees can access session content, view and search exhibitor listings and find general meeting information.

Stacked Cubes - \$5,000 (per set 3 cubes)

Greet attendees and capture their attention as they walk into the convention center. These stacked cubes provide ample space to get creative with your marketing messages and will be placed in high traffic areas.

Hotel Room Keys –\$12,500

Welcome attendees to San Antonio as they check into their hotel. Imprint your own advertisement on the front of the hotel key cards. Provide AMDA with the artwork and we will coordinate the key production.

Charging Counter with seating –\$7,500(per table)

Help attendees stay connected and powered up by supporting charging stations conveniently located throughout the meeting! Sponsorship includes branding on the charging station.

Coffee Sleeves: \$5,000 per break (2 opportunities, Sunday, March 10 and Monday, March 11)

Put your logo front and center each day with the attendees and keep their hearts warm with the coffee sleeve branding, coffee sleeves provided by sponsor.

Aisle Clings: \$4,000 (per aisle, 4 opportunities, 100 aisle, 200 aisle, 400 aisle, 500 aisle)

Help attendees find their way to your booth with the aisle sign markers located throughout the exhibit hall, 4 clings per aisle graphic files to be provided by sponsor, AMDA will produce.

Meter Board Signs: \$5000 (Set of 3 single sided)

Attendee Email Blast - \$2,500

AMDA will send an email blast with your approved content to all PALTC24 attendees in advance of or post meeting. The email blast will be scheduled in alignment with other meeting promotions and confirmed by the AMDA staff team. AMDA reserves the right to approve all content prior to distribution. AMDA will provide analytics one week after the email distribution.

Foundation for Post-Acute and Long-Term Care Medicine
Sponsorship Opportunities at PALTC24

Established in 1996, the Foundation for Post-Acute and Long-Term Care Medicine is a celebrated and respected national 501c3 charitable organization whose mission is to support research, workforce development initiatives, clinical resources, and education for the benefit of the post-acute and long-term care practitioner and medical field.

More information on engagement with the Foundation at the conference can be found on the PALTC24 conference website, <https://paltc.org/annual-conference>, under Exhibits and Sponsorship.

All questions regarding exhibit and sponsorship opportunities can be directed to:

Nate Wicks, CAE

Director of Corporate Relations

nwicks@paltc.org

410-992-3128

Terms and Conditions

PAYMENT FOR EXHIBIT SPACE

In the event any remaining balance 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 an 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.

ASSIGNMENT OF EXHIBIT SPACE

All booth space is subject to approval by the Society and will be assigned on a first-come, first-served basis by the date the signed agreement and full payment is received. Exhibit booth rental agreements are not final until full payment is received.

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. The purpose of exhibiting is to further the education of attendees through product displays and demonstrations. 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.

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.

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.

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 is unethical to the business purpose of the exhibit hall.

CANCELLATION/REDUCTION IN EXHIBIT SPACE

Written notification must be received to cancel or reduce space. If cancellation/reduction occurs on or before January 8, 2024, the exhibitor will receive a full refund less an administrative fee of 25% of the full contracted booth fee. If cancellation notice is received after January 8, 2024, no refunds will be made 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..

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 the 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 the 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 4 exhibitor badges per 10x10 booth space; 6 badges per 10x20; 8 badges per 20x20 booth. Booth personnel must always display the conference badge when within the conference exhibit hall and education program/conference space. Exhibitor badges are non-transferable.

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. Exhibitors are welcome to attend the conference education sessions as silent auditors but are not allowed to participate or receive CME/CEUs.

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.

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 San Antonio, TX, the Henry B. González 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 a 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 INDUSTRY EXPERT 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 an event, the Society shall retain the amount paid as a forfeited deposit.

CANCELLATION OF INDUSTRY EXPERT THEATER AND/OR SPONSORSHIP

Written notification must be received for cancellation of Industry Expert Theater and/or Sponsorship. If cancellation occurs on or before January 8, 2024, the company will receive a refund less 25% of full sponsorship price. After January 8, 2024, no refunds will be made in the event of cancellation and the 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 Henry B. González 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 canceled without 30 days' prior written notice to the other party. The Society will require each exhibiting company to agree, in writing, to indemnify, defend and hold harmless the Society and its' respective employees and agents, as well as the Henry B. González 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 Henry B. González 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, once approved you will receive a confirmation and invoice for \$500 per event. 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. 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. Please check the website for the final conference schedule and the ancillary event form

ANTI-HARRASSMENT POLICY

POLICY STATEMENT:

It is the policy of AMDA – The Society for Post-Acute and Long-Term Care Medicine 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.

Definition

Harassment consists of unwelcome conduct, whether verbal, physical or visual, that denigrates or shows hostility or aversion toward an individual because of his/her race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, marital status, citizenship or other protected group status. This includes conduct that: (1) has the purpose or effect of creating an intimidating, hostile or offensive environment; (2) has the purpose or effect of unreasonably interfering with an individual's participation in meetings or proceedings of any AMDA entity; or (3) otherwise adversely affects an individual's participation in such meetings or proceedings or, in the case of AMDA staff, such individual's work, employment opportunities, or tangible job benefits.

Harassing conduct includes, but is not limited to: epithets, slurs or negative stereotyping; threatening, intimidating or hostile acts; denigrating jokes; and written, electronic, or graphic material that denigrates or shows hostility or aversion toward an individual or group and that is placed on walls or elsewhere in AMDA's offices or at the site of any AMDA meeting or circulated in connection with any AMDA meeting.

Sexual Harassment

Sexual harassment also constitutes discrimination and is unlawful and is absolutely prohibited. For the purposes of this policy, sexual harassment includes (1) making unwelcome sexual advances or requests for sexual favors or other verbal, physical, or visual conduct of a sexual nature; and/or (2) creating an intimidating, hostile or offensive environment or otherwise unreasonably interfering with an individual's participation in meetings or proceedings of any AMDA Entity or, in the case of AMDA staff, such individual's work performance, by instances of such conduct.

Sexual harassment may include such conduct as explicit sexual propositions, sexual innuendo, suggestive comments or gestures, descriptive comments about an individual's physical appearance, electronic stalking or lewd messages, displays of foul or obscene printed or visual material, and any unwelcome physical contact.

Retaliation against anyone who has reported harassment, submits a complaint, reports an incident witnessed, or participates in any way in the investigation of a harassment claim will not be tolerated. Each complaint of harassment or retaliation will be promptly and thoroughly investigated. To the fullest extent possible, the AMDA will keep complaints and the terms of their resolution confidential.

Any person who believes they have experienced or witnessed conduct in violation of this Anti-Harassment Policy should promptly notify AMDA's Executive Director at mzinnert@paltc.org or 202-280-5027.