2014 AMDA Exhibit and Sponsorship Opportunities

Core Curriculum on Medical Direction in Long-Term Care
- July 12-18, 2014: Baltimore, MD
- November 15-21, 2014: La Jolla, CA

Advanced Curriculum on Medical Direction in Long-Term Care
- October 24-26, 2014: New Orleans, LA
Dear Industry Partner,

(AMDA) The Society for Post-Acute and Long-Term Care Medicine is the professional association of medical directors, attending physicians, and others practicing in post-acute/long-term care. We are dedicated to excellence in patient care and provide education, advocacy, information, and professional development to promote the delivery of quality post-acute and long-term health care.

Education is central to AMDA’s mission. In addition to CME credit, AMDA live meetings provide attendees up-to-date clinical and management education as well as tools for implementation that are essential to the post-acute/long-term care industry.

AMDA attendees are experienced, high level decision makers from across the country with specialties in Family Medicine, Internal Medicine, Geriatrics and Psychiatry. Medical directors and attending physicians face demanding challenges to stay current in clinical and technical industry requirements.

With industry partnership, AMDA’s live meetings extend the reach of information through exhibit and sponsorship opportunities. AMDA is pleased to invite you to participate in our live meetings and gain access to key decision makers in post-acute and long-term care.

Sheena Majette

Director of Professional Development and Meetings
WHAT DOES MY COMPANY GAIN FROM SPONSORSHIP?
- Ability to be in front of AMDA advanced physicians who are leaders in post-acute and long-term care medicine
- Non-competing sponsorship slots
- Unparalleled access to key decision makers
- Pre and post participant mailing list

WHAT DOES MY COMPANY GAIN FROM EXHIBITING?
- Exhibit time designed to provide ample opportunity for introduction of products and services
- Ability to develop national and local leads
- Non competing exhibit time, providing face to face interaction with AMDA members as well as networking (refreshments and light fare included) designed around breaks and receptions

MEMBER FEEDBACK SHOWS INTEREST IN THE FOLLOWING INDUSTRIES:
- Pharmaceutical
- Medical Technology
- Medical Equipment
- Long Term Care Health Care Products

ABOUT ATTENDEES:
AMDA represents over 5,000 members across disciplines in post-acute and long-term care medicine. The majority of AMDA members are physicians (82%) including the following specialties:
- Family Physician
- Internist
- Geriatrician
- Psychiatrist

Physicians attending AMDA’s Core Curriculum and Advanced Curriculum on Medical Direction in Long Term Care are leading experts with significant decision making capacity in the following practice settings:
- Skilled nursing facilities
- Nursing Homes
- Assisted living
- Hospice care
- Subacute/post-acute care
- Home care
- Hospitals
- Clinics

Average number of patients seen per Physician member:

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<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1-35</td>
<td>32%</td>
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<td>46-50</td>
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<td>13%</td>
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<td>201+</td>
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CORE CURRICULUM ON MEDICAL DIRECTION IN LONG-TERM CARE

This seven day intensive course will meet the needs for professional growth of experienced medical directors and attending physicians. The Core Curriculum on Medical Direction in Long-Term Care guides participants through 20 critical areas of long-term care management. These areas are based on the basic roles, functions, and tasks of medical direction. Each topic builds on information shared and interactive exercises of the topics to create a comprehensive and cohesive picture of medical direction.

2014 CORE COURSES:

**July 12-18, 2014: Baltimore, MD**
Baltimore Marriott Inner Harbor at Camden Yards
110 S. Eutaw St.
Baltimore, MD 21201

**November 15-21, 2014: La Jolla, CA**
San Diego Marriott La Jolla
4240 La Jolla Village Drive
La Jolla, CA 92037

In 2014, there will be two opportunities for Lunch Symposia Sponsorship and one Dinner Symposia Sponsorship at each meeting:

**Summer**
- Sunday, July 13, 2014
  12:00pm - 1:30pm
- Monday, July 14, 2014
  3:30pm - 5:00pm
- Wednesday, July 16, 2014
  11:30am - 1:00pm

**Fall**
- Sunday, November 16, 2014
  12:00pm - 1:30pm
- Monday, November 17, 2014
  3:30pm - 5:00pm
- Wednesday, November 19, 2014
  11:30am - 1:00pm
LUNCH/DINNER SYMPOSIUM

Host a 90-minute, non-competing, lunch/dinner symposium to introduce your product or service to AMDA attendees on a relevant long term care topic.

The cost to secure a slot is $12,000. Any costs associated with speakers, and audio/visual equipment are the responsibility of the host company. Meals are included in the sponsorship and will be provided as a buffet set-up to symposium attendees. The host is also responsible for onsite registration and logistics.

These sessions are optional for meeting attendees but will be the only lunch or dinner provided on that day. Only one session will be offered during the time slot. Average attendance ranges from 85 to 100 attendees.

Please note that this is a NON-CME opportunity.

AMDA is dedicated to the success for your session and will assist in the marketing efforts by:

- Providing a pre and post attendee mailing list
- Sending a dedicated marketing eblast to meeting attendees, requesting they indicate their interest in participation in the session

EDUCATION TOPICS COVERED ARE:

- Regulatory Environment
- Medical Information Management
- Employee Health and Safety
- Infection Control
- Residents Rights
- Financial Issues
- Medical Care Delivery Systems
- Essential Health Information and Tools
- Medical Director’s Contract
- Personality Profiles
- Influencing Employee Behaviors
- Medical Staff Oversight
- Biomedical Ethics
- Working with Families
- Quality Management
- Risk Management
- Systems Theory
- Governance
- Committees
- Leadership in the Organization

To reserve a slot, please contact: Jennifer Shehan at jshehan@amda.com or 410-992-3143

For a more detailed schedule, please go to: www.amda.com/education/core/agenda.cfm.
ADVANCED CURRICULUM ON MEDICAL DIRECTION IN LONG-TERM CARE

This course is specifically geared to meet the needs of experienced physicians and medical directors who are high level decision makers, providing management and clinical care services in post-acute and long-term care. Each year, course content changes to share current updates, clinical innovations, and hone skills related to leadership and management challenges.

2014 ADVANCED COURSE: 
October 24-26, 2014: New Orleans, LA
New Orleans Downtown Marriott 
at the Convention Center 
859 Convention Center Boulevard 
New Orleans, LA  70130

In 2014 there will be three opportunities for industry participation at this meeting:

EXHIBIT PROGRAM: 
Friday, October 24, 2014
2:00pm – 3:00pm Registration and Refreshments with Exhibits
4:30pm – 5:00pm Break with Exhibits
7:00pm – 8:00pm Welcome Reception with Exhibits

Exhibit Pricing:
$750 – Tabletop Exhibit Space
In 2014, exhibits return to the Advanced Curriculum giving you the opportunity for face-to-face networking with advanced physicians in long term care. Attendees continuously return to this course for quality education, great networking, and the latest industry trends.

Here’s what one attendee had to say about this course:
“The Advanced Curriculum had the same quality education as the annual meeting with a smaller environment for better interaction.”

Designed to maximize your time, this exhibit opportunity builds dedicated networking time during attendee breaks, mixing refreshments and light fare with face time.

Exhibitors receive:
■ One tabletop exhibit space (6’ x 30” table, draped)
■ Non-competing exhibit time
■ A high trafficked exhibit area
■ Refreshments and light fare provided
■ Attendee participant list
LUNCH SYMPOSIUM  
Saturday, October 25, 2014  
11:45am – 1:15pm

BREAKFAST SYMPOSIUM  
Sunday, October 26, 2014  
6:45am – 7:45am

Host a, non-competing, symposium to introduce your product or service to AMDA attendees on a relevant long term care topic.

The cost to secure a slot is $12,000 for lunch and $10,000 for breakfast. Any costs associated with speakers, and audiovisual equipment are the responsibility of the host company. Meals are included in the sponsorship and will be provided as a buffet set-up to symposium attendees. The host is also responsible for onsite registration and logistics.

These sessions are optional for meeting attendees but will be the only breakfast and lunch provided on that day. Only one session will be offered during the time slot. Please note that this is a NON-CME opportunity.

EDUCATION TOPICS COVERED ARE:
- Falls Prevention
- Behavioral Management
- Advanced Billing/Coding
- Interfacing with Hospice Agencies
- Health Information Technology
- Health Policy
- Infection Control
- Wound Care
- Accountable Care Organizations
- Risk Management

AMDA is dedicated to the success for your session and will assist in the marketing efforts by:
- Providing a pre and post attendee mailing list
- Sending a dedicated marketing eblast to meeting attendees, requesting they indicate their interest in participation in the session
- Listing of company name and session information on AMDA’s Advanced Curriculum meeting web page

To reserve a slot, please contact: Jennifer Shehan at jshehan@amda.com or 410-992-3143

For a more detailed schedule, please go to: www.amda.com/education/advanced/agenda.cfm.
**Assignment of Sponsorship/Exhibit Space**

Symposium slots and booth space will be assigned on a first come, first serve basis. A 50% deposit must accompany each agreement in order to reserve the space. The display space will be furnished with 1- 6’x 30” skirted table with standard banquet chairs. You may choose to bring a tabletop exhibit or a standalone exhibit. All exposed portions of a display must be finished and professional looking.

**Exhibit Installation:**

Friday, October 24, 2014

12:00pm - 2:00pm

In the event that any exhibitor fails to complete installation by 2:00pm, AMDA reserves the right to remove the display table at the exhibitor’s expense and risk.

**Exhibit Tear Down:**

Friday, October 24, 2014

8:00pm - 9:00pm

**Care of Space**

The exhibitor agrees not to deface, injure or mar the exhibit area of the Hotel or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor shall be liable to AMDA and/or Hotel for any damage resulting to such furniture and fixtures contained therein and/or such property placed therein by AMDA, which shall occur by reason of the commissions or omissions of any exhibitor and/or its agents, servants or employees. The exhibitor shall defend and hold harmless AMDA from all claims and suits against AMDA arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants or employees. All materials used by exhibitors must conform to the requirements of the local Fire Department.

**Conduct and Restrictions**

AMDA reserves the right to restrict all displays which, because of noise, or other objectionable features, interfere with the orderly procedure of the exhibition; also to prohibit any display or procedure which in its judgment runs counter to the general character of the exhibition. Display of prices and distribution of samples are permitted. Any sales on site are prohibited. Exhibitors will conduct their business from the confines of the display area they have rented.

**Participation in the Education Program**

Participation in the sponsorship/exhibit opportunity cannot serve as a provision of participation in the education program. Should sponsor/exhibitor desire to receive CME credit, they must register as an attendee in addition to registering as a sponsor/exhibitor. Badges are non-transferable.

**Provision of Commercial Support**

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

**Competing Activities**

Sponsorship/exhibit activities cannot compete with, interfere or take precedence over the education program.

**Symposia Topics/Speakers**

Sponsorship for symposia programs cannot include the same topics or speakers that are involved in the educational program.

**Security**

If you choose to bring special equipment for your display, you are responsible for securing the equipment. AMDA will not be providing security for this area.
**Liability**
AMDA shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the hotel; or any substantial portion thereof, by fire, earthquake, the elements, or a public enemy, strikes or other public disorder; impossibility of the Hotel. AMDA will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors the amount of rental paid.

**Insurance**
AMDA assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, and damage by fire, accident or other cause, must do so at his/her own expense.

**Payment**
In the event any remaining balance of the full remittance in payment for the symposium or booth has not been received by AMDA (2 weeks) prior to the activity, AMDA reserves the right to cancel this contract without liability. In such event, AMDA shall retain the amount paid by the company as a forfeited deposit.

**Cancellation**
Requests for cancellation shall be presented to AMDA in writing, on company letterhead. If cancellation occurs on or before (12 weeks) prior to the activity, the company will receive a refund less a $150 administrative fee. If cancellation occurs after (12 weeks out) from the date of the activity, the company shall be liable for the full amount due unless AMDA is able to sell the space; at which time, liability will be reduced to 50% of cost.

**Sponsorship/Exhibit Personnel**
Sponsors/Exhibitors are allowed up to two representatives for each lunch symposia slot or exhibit booth. Additional representatives may register for a fee of $75.00 each.

**Shipping**
Please hand-carry your materials to the hotel, or ship them directly to the hotel to your attention (no sooner than 2 days preceding the meeting) at:

Attention: Your Name and Company
Hotel Name
Hotel Address
Hotel City, State Zip
Hold for AMDA Conference (Exhibit Material)

Exhibitor is responsible for all handling charges from the hotel.

AMDA Education follows the Accreditation Council for Continuing Medical Education Standards for Commercial Support as well as the PhRMA Code on interactions with Healthcare Professionals. Advertisement and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. AMDA cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity. Violators of AMDA’s anti-solicitation policy will forfeit all registration fees and the right to continued participation in the program.
AMDA SPONSOR AND EXHIBIT REGISTRATION FORM

Please list your company name as it should appear on any promotional materials.

All sponsorship and exhibit correspondence will be sent to the contact person below. This contact person is responsible for forwarding AMDA communications and meeting information to the appropriate representative.

COMPANY NAME

CONTACT PERSON

ADDRESS

CITY       STATE   ZIP

TELEPHONE   FAX   EMAIL

Step 1: Indicate the AMDA meeting in which your company would like to participate as a Sponsor/Exhibitor:

Core Curriculum on Medical Direction in Long-Term Care

July 12-18, 2014: Baltimore, MD
- Lunch Symposium: July 13, 2014
  12:00pm – 1:30pm
  Cost: $12,000
- Dinner Symposium: July 14, 2014
  3:30pm – 5:00pm
  Cost: $12,000
- Lunch Symposium: July 16, 2014
  11:30am – 1:00pm
  Cost: $12,000

November 15-21, 2014: La Jolla, CA
- Lunch Symposium: November 16, 2014
  12:00pm – 1:30pm
  Cost: $12,000
- Dinner Symposium: November 17, 2014
  3:30pm – 5:00pm
  Cost: $12,000
- Lunch Symposium: November 19, 2014
  11:30am – 1:00pm
  Cost: $12,000

Advanced Curriculum on Medical Direction in Long-Term Care

October 24-26, 2014 – New Orleans, LA
- Exhibit: October 24, 2014
  2:00pm – 3:00pm
  4:30pm – 5:00pm
  7:00pm – 8:00pm
  Cost: $750
- Lunch Symposium: October 25, 2014
  11:45am – 1:15pm
  Cost: $12,000
- Breakfast Symposium: October 26, 2014
  6:45am – 7:45am
  Cost: $10,000

SOLD  SOLD  SOLD
Step 2:
Please provide a brief description of the product or service being presented.


Step 3: Payment
We have agreed to pay the sum of $_________ as rental for space allotted to us and any services that we have elected to purchase.

☐ Check enclosed for the amount of $_________ (minimum of 50% of total rental required)

☐ Credit Card
We acknowledge that we have read the Exhibit and Sponsorship Terms and Conditions and understand that this space is subject to those terms and conditions. We understand that, upon approval by AMDA, this serves as a binding agreement between our company and AMDA. We agree to submit payment in the amount of the grand total. We understand that our failure to submit full payment by the appropriate deadline could result in cancellation of our exhibit and sponsorship space.

SIGNATURE:

DATE:

PRINTED NAME:

Billing Information:
Credit Card Type: ☐ Amex  ☐ Master Card  ☐ Visa

CREDIT CARD #

EXPIRATION DATE

NAME ON CARD

BILLING ADDRESS

CITY                     STATE                     ZIP

Return to:
AMDA
11000 Broken Land Parkway
Suite 400
Columbia, MD 21044
or fax to: 410.740.4572

For questions: Contact Jennifer Shehan at jshehan@amda.com or 410-992-3143.