

28<sup>th</sup> Annual Clinical Update in  
**Geriatric Medicine**

**MARCH 5-7, 2020**

Marriott Pittsburgh City Center  
Pittsburgh, Pennsylvania

**Sponsorship  
& Exhibitor  
Opportunities**



## About the Program

This American Geriatric Society award-winning local and popular conference is sponsored by the Pennsylvania Geriatrics Society – Western Division, Aging Institute of UPMC Senior Services and the University of Pittsburgh and the University of Pittsburgh School of Medicine Center for Continuing Education in the Health Sciences. The conference is a collaborate effort of a multi-disciplinary committee with representatives from the region coming together to provide outstanding and timely education to all geriatric healthcare professionals.

As our population continues to age, we are seeing a tidal wave of older persons in our area hospitals, clinics and nursing homes. The fastest growing segment of the population are those above the age of 85 years. The purpose of our conference is to provide an evidence based approach to help clinicians take exceptional care of these often frail individuals.

This conference continues to be a respected resource for healthcare professionals (representing all disciplines) for over 20 years. What differentiates this course is its focus on common but confounding conditions: those that healthcare professionals face on a daily basis and for which rapidly evolving research (much done here in Pittsburgh) is revealing new approaches that are feasible for the real world. The conference is presented by highly regarded clinician-educators and researchers who have both experience in using these approaches and the ability to teach them effectively.

This conference is a well-respected resource to educate those involved in the direct care of older persons by providing evidence-based solutions for common medical problems that afflict older adults.

## Attendee Demographics

2019 Attendance by Degree	
Physician	191
Physician Assistant	21
Pharmacist	23
Nurse Practitioner	90
Nurse	67
Other	45
<b>Total</b>	<b>437</b>
<i>2020 Anticipated</i>	<i>440</i>

## Benefits of Participation:

Supporting the 28th Annual Update in Geriatric Medicine conference provides access to more than 400 family practitioners, internists, geriatricians, and other health care professionals who provide care to older adults. This premier educational event, with continually changing topics, speakers and approach continues to yield a robust attendance “in our own backyard”.

Several sponsorship opportunities are available for your organization to connect with our attendees and increase your exposure to this specialized audience, including key decision makers. There are multiple opportunities throughout this 3 day conference to provide maximum return on your investment.

## Opportunities to Support

### Exhibitor Space

**Fee: \$2,000**

- (1) 6' draped table and (2-4) Chairs
- Recognition in handout and poster(s), plenary session remarks and projected "Thank You" on meeting room slide during presentation breaks
- Wireless internet connection
- List of conference attendees

**To reserve your exhibit space**, please complete and return the **Exhibitor and Sponsorship Agreement** no later than **January 25, 2020**. This will ensure acknowledgment of your support in our program materials. *Please note that exhibitor space will be assigned according to the order in which the application is received.*

**Non-profit Rate:** please contact Nadine Popovich ([npopovich@acms.org](mailto:npopovich@acms.org)) or (412) 321-5030 for more details.

### \*Lunch/Break Sponsor

**Thursday, March 5<sup>th</sup> or March 6<sup>th</sup> Lunch Sponsor**

**Fee: \$5,000**

- Recognition in handout and poster(s), plenary session remarks, projected "Thank You" on meeting room slide during presentation breaks and special recognition in lunch area
- High priority exhibitor table
- List of conference attendees

**Thursday, March 5 or Friday, March 6 AM or PM Break Sponsor (1 sponsor per day)**

**Fee: \$3,500**

- Recognition in onsite handout and poster(s), plenary session remarks, projected "Thank You" on meeting room slide during presentation breaks and special recognition in break area
- High priority exhibitor table
- List of conference attendees

**To participate as a sponsor**, complete and return the **Exhibitor and Sponsorship Agreement** no later than **January 25, 2020**. This will ensure acknowledgment of your support in our program materials. *Please note that sponsorship opportunities are limited and will be accepted according to the order in which the application is received.*

\* Organizations identified as a Commercial Interest as defined by the Accreditation Council for Continuing Medical Education (ACCME) are excluded from sponsoring a lunch/break. All support provided from a commercial interest must be in the form of an unrestricted educational grant. The ACCME's definition of a commercial interest is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients (i.e. pharmaceutical companies and medical device manufacturers).

### Educational Grant

Provide an unrestricted educational grant to defray the program costs including guest speaker honorarium/travel expenses, audio/visual equipment and catering. Recognition of support will be included in onsite handout, poster(s), and announced during plenary session remarks.

**If you are interested in providing an unrestricted educational grant**, please contact Krystal Golacinski, [moorekL2@upmc.edu](mailto:moorekL2@upmc.edu) or 412-647-7050

### Group Registration

- 15% tuition discount for groups >10
- Recognition in onsite handout, poster(s), plenary session remarks and projected "Thank You" on meeting room slide during presentation breaks.

**If you are interested in a group registration rate**, please contact Krystal Golacinski, [moorekL2@upmc.edu](mailto:moorekL2@upmc.edu) or 412-647-7050.

## Course Directors

### **Shuja Hassan, MD**

Assistant Professor of Medicine  
University of Pittsburgh School of Medicine

### **Lyn M. Weinberg, MD**

Division Director, Geriatrics  
Assistant Professor of Medicine Temple University School of Medicine  
Allegheny Health Network

### **Neil M. Resnick, MD**

Thomas Detre Professor of Medicine  
Director, Hartford Foundation Center of Excellence in Geriatric Medicine  
Chief, Division of Geriatric Medicine  
Associate Director, Institute on Aging of UPMC  
Senior Services and University of Pittsburgh  
University of Pittsburgh and UPMC

***Additional program information and a complete agenda is available at <http://www.dom.pitt.edu/UGM>***

## Contact Information

### **Sponsorship and Exhibitor Support**

**Nadine Popovich, Administrator**  
**Pennsylvania Geriatrics Society - Western Division**  
Email: [npopovich@acms.org](mailto:npopovich@acms.org)  
Phone: 412-321-5030  
Website: <http://www.dom.pitt.edu/UGM>

### **Registration**

**Krystal Golacinski, Coordination Specialist**  
**UPMC Center for Continuing Education in the Health Science**  
Email: [moorekl2@upmc.edu](mailto:moorekl2@upmc.edu)  
Phone: (412) 647-7050  
Website: <http://www.dom.pitt.edu/UGM>

# Exhibitor and Sponsorship Agreement

**Title of Activity:** 2020 Clinical Update in Geriatric Medicine

**Location/** Pittsburgh Marriott City Center, Pittsburgh PA  
**Date(s):** March 5-7, 2020

**Organization\*:**

\*Please indicate the name of your institution EXACTLY as you would like it to appear in the recognition materials.

**Contact Name:** \_\_\_\_\_ **Telephone** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**The above-named organization wishes to:**

Purchase 1 display table for \$2,000 for the length of the conference (March 5-7, 2020)

\* Sponsor lunch on Thursday, March 5<sup>th</sup> for \$5,000

\* Sponsor lunch on Friday, March 6<sup>th</sup> for \$5,000

\* Sponsor AM or PM break on Thursday, March 5<sup>th</sup> for \$3,500 (Circle one: AM or PM)

\* Sponsor AM or PM break on Friday, March 6<sup>th</sup> for \$3,500 (Circle one: AM or PM)

\* Organization Council for Continuing Medical Education (ACCME) are excluded from sponsoring a lunch/break. All support provided from a commercial interest must be in the form of an unrestricted educational grant. The ACCME's definition of a commercial interest is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients (i.e. pharmaceutical companies/medical device manufacturers).

**In order to confirm your participation:**

- ◆ Exhibitor and Sponsorship Agreement must be returned by email, fax or mail no later than **January 25, 2020**
- ◆ Payment must be received by **February 28, 2020** by check made payable to **"Pennsylvania Geriatrics Society" (tax identification number is 25-1650976)**

**Payment amount \$**

Pennsylvania Geriatrics Society – Western Division

**Attention:** Nadine Popovich, Administrator

**Mailing Address:** 713 Ridge Ave Pittsburgh PA 15212

**Email:** [npopovich@acms.org](mailto:npopovich@acms.org) **Fax:** (412) 321-5323 **Phone:** (412) 321-5030

**UPMC INSTITUTIONS - Internal UPMC Journal Transfer Information : Please Transfer to PAG00 689999 83802**

Authorized Representative - An 'X' in the box serves as the electronic signature of the individual completing this agreement

Availability of sponsorships and exhibit space will be determined on the date that the agreement is received. Support for the conference will be used to cover program costs, such as speaker honorarium/travel expenses, audio/visual equipment and catering.

Exhibitors must abide by the ACCME's Standards for Commercial Support, <http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support> and the University of Pittsburgh Industry Relationship Policy, <http://www.coi.pitt.edu/IndustryRelationships/Policies/IndustryRelationshipsPolicy.pdf> and adhere to the guidelines below.

- Exhibitors may provide informational materials to conferences attendees at the educational event. Exhibitors may not distribute gifts of any kind (e.g. pens, note pads, golf balls, gift baskets, etc.).
- Exhibitors are restricted from discussing promotional matters to activity attendees or course faculty within the educational setting.
- Exhibitors must set-up and tear-down their displays during the approved dates and times and following the directions set by the conference staff and the venue management.
- Exhibitors must check-in with the conference staff at the activity registration table.

**Company Representative**

**Name:** \_\_\_\_\_

**Signature/Date:** \_\_\_\_\_