



We invite your organization to participate as a sponsor or supporter of the [30th Annual Clinical Update in Geriatric Medicine conference](#) scheduled for **March 31 – April 1, 2022**.

Due to the ongoing uncertainty of the COVID-19 pandemic and feedback from 2021 attendees, we are offering a Virtual conference for 2022. We look forward to welcoming you and providing you with an engaging and robust virtual experience.

If your company's target market focuses on the fastest growing segment of the US population- senior citizens over the age of 85, plan on being a part of the conference. Exhibits and Sponsorships are available offering:

- 2-day customizable virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc.
- In-booth live video chat to interact face-to-face with attendees.
- Ability for attendees to schedule one-on-one meetings with you.
- Ability to message attendees directly who stop by your booth.
- In-booth link for attendees to request information from you.
- Recognition of sponsorship in the virtual event platform.
- Access to the entire course.

This award-winning conference, now in its 30th year, is sponsored by the Pennsylvania Geriatrics Society—Western Division, UPMC/University of Pittsburgh Aging Institute and the University of Pittsburgh along with the University of Pittsburgh School of Medicine Center for Continuing Education in Health Sciences.

To encourage participants to interact with all vendors, we are hosting a gamification component.

Attendees will collect points through various interactions throughout the 2-day event, including visiting with exhibitors. We hope this component will provide a greater level of engagement for vendors.

The attached Annual Clinical Update in Geriatric Medicine's Sponsorship & Exhibitor Opportunities will give you more detail about this unique marketing event. Space and sponsorships are limited so your action is needed as soon as possible.

We look forward to welcoming you to the 30th Annual Clinical Update and provide you with a successful reconnection and engagement opportunity with participants.

Sincerely,

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