

32nd Annual *Virtual*

Clinical Update in
**GERIATRIC
MEDICINE**



**April 25-26,
2024**

Sponsorship & Exhibitor Opportunities



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Invitation to Exhibit

We invite your organization to participate as a sponsor or supporter of the 32nd Annual Virtual [Clinical Update in Geriatric Medicine](#) taking place on April 25-26, 2024.

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 32nd 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. For your convenience, an application for a Virtual Exhibit space is attached. Space and sponsorships are limited so your action is needed as soon as possible.

We look forward to welcoming you to the 32nd Annual Clinical Update and providing you with a successful reconnection and engagement opportunity with participants.

Sincerely,

Shuja Hassan, MD

Assistant Professor of Medicine
University of Pittsburgh School of Medicine

Neil M. Resnick, MD

Thomas Detre Professor of Medicine
Director, Hartford Foundation Center of Excellence
In Geriatric Medicine
Division of Geriatric Medicine
Associate Director, Institute on Aging of
And University of Pittsburgh and UPMC

Lyn Weinberg, MD

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



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**PROSPECTUS FOR
EXHIBITORS**

About the Program

This American Geriatric Society (AGS) award-winning local and popular conference is sponsored by the Pennsylvania Geriatrics Society – Western Division, UPMC / Division of Geriatric

Medicine and the University of Pittsburgh School of Medicine Center for Continuing Education in the Health Sciences. It is a collaborative 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 is a well-respected resource for healthcare professionals (representing all disciplines) for over 30 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.

Virtual Attendee Demographics

2023 Attendance by Degree	
Physician	160
Physician Assistant	16
Pharmacist	27
Nurse Practitioner	64
Nurse	20
Other Healthcare Professionals	30
Total	317

Support of this event allows your organization to connect with our attendees and increase your exposure to this specialized audience, including key decision makers.

Multiple opportunities throughout the two-day virtual course are provided for maximum return on your investment.

Monetary support of the conference will aid in defraying program costs, including guest speaker honorarium, audio visual services, virtual platform, and other expenses, as necessary.



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OPPORTUNITIES TO SPONSOR

LEVEL	FEE	BENEFITS
<p>Premier Exhibitor/Sponsor</p>	<p>\$5,000</p>	<ul style="list-style-type: none"> • Acknowledgement (Logo or Company Name) in the rolling credits at the opening of the virtual conference and scrolling periodically throughout the virtual education sessions. This includes 15 minutes before the event for those in the waiting room, prior to the start of the conference. • Company Name to appear prominently at the bottom of the course Home Page (Landing Page), PAGS-WD Website, and all digital promotion of the course, with acknowledgement and thank you for your support of the conference. • 3 dedicated social media posts on all PAGS-WD platforms (Twitter, Instagram, Facebook, LinkedIn) • 2-day customizable Highly Visible virtual exhibit booth, which may include: videos, logo, description, documents, links to website, etc. • A linked logo on the Conference webpage and recognition of sponsorship in the virtual event platform. • Attendee list from the virtual event • In-booth live video chat to interact face-to-face with attendees. • Ability for attendees to schedule one-on-one meetings. • Ability to message attendees who stop by your booth directly. • In-booth link for attendees to request information from you. • Enrollment in interactive incentive for health care professionals to visit virtual booths. • Access to the entire course.

LEVEL	FEE	BENEFITS
<p align="center">Virtual Exhibitor</p>	<p align="center">\$1,500</p>	<ul style="list-style-type: none"> • Company Name to appear on the PAGS-WD Website, and all digital promotion of the course. • 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. • Online lead generation report. • Enrollment in interactive incentive for health care professionals to visit virtual booths. • Recognition of sponsorship in the virtual event platform (throughout the 2-day event) • Access to the entire course.
<p align="center">Logo Only Sponsor</p>	<p align="center">\$750</p>	<ul style="list-style-type: none"> • Logo/Company name recognition on Vendor Thank You slide projected throughout the 2-day conference and included in marketing materials for conference. • Recognition on Agenda home page of the Virtual Platform.

VIRTUAL BOOTH EXAMPLES


Examples are for display purposes only. Graphic examples were provided by CE21 and not the Pennsylvania Geriatrics Society – Western Division (PAGS-WD). The PAGS-WD does not promote nor have affiliation with the companies mentioned below.

Specific questions regarding each sponsorship page, including assets may be directed to Eileen Taylor at etaylor@acms.org or phone 412.321.5030 x105.

LOGO ONLY (\$750)

EXAMPLE 1: Logo / .pdf / Weblink only Assets

Tier 1



The Access Group*

The Access Group

The Access Group offers a breadth of services to our pharmaceutical clients, from traditional "block-and-tackle" launch execution tactics to in-depth market assessments. We are a one-stop shop for brand needs along the continuum of the product lifecycle, from prelaunch to loss of exclusivity. In addition, we have unparalleled experience and expertise in aligning pharmaceutical treatments with population health and health system platforms.

Following is a list of our services. See our website for more information: www.theaccessgp.com.

- Management Consulting
- Promotional Advertising and Medical Education
- Continuing Medical Education

VIRTUAL BOOTH EXAMPLES

EXHIBITOR (\$1,500)

EXAMPLE 2: Logo, Text, PDF/website links, Video, Customer Zoom Link integration, Guestbook/Forms, Forum)

Horizon Therapeutics
www.horizontherapeutics.com

Horizon is focused on researching, developing and commercializing medicines that address critical needs for people impacted by rare and rheumatic diseases. Our pipeline is purposeful: we apply scientific expertise and courage to bring clinically meaningful therapies to patients. We believe science and compassion must work together to transform lives.

To learn more about TEPEZZA, visit <http://tepezzahcp.com>


Connect with a Horizon Therapeutics Representative:
• 1-855-380-0472


Horizon Patient Services™

- Phone: 1-833-5-TEPEZZA
- Email: TEPEZZAHPS@horizontherapeutics.com

Medical Information:

- Phone: 1-866-479-6742
- Email: medicalinformation@horizontherapeutics.com





VIRTUAL BOOTH EXAMPLES

PREMIER SPONSORSHIP (\$5,000)

EXAMPLE 3: Logo, Text, PDF/website links, Video, Customer Zoom Link integration, Guestbook/Forms, Featured Exhibit Hall Banner Placement

DOWNLOAD FLYER
Tier 3



Learning Solutions for the 21st Century



Designed for Today. Built for Tomorrow.
[DOWNLOAD our CE21 PRODUCTS BROCHURE](#)