

32nd Annual *Virtual*

Clinical Update in
**GERIATRIC
MEDICINE**



**April 25-26,
2024**

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

Due to the feedback from 2023 attendees, we are offering a Virtual conference again for 2024. 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 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 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 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
UPMC Senior Services

Lyn Weinberg, MD

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

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Clinical Update in
**GERIATRIC
MEDICINE**



**April 25-26,
2024**

Sponsorship & Exhibitor Opportunities



32nd Annual *Virtual*

Clinical Update in
**GERIATRIC
MEDICINE**

**April 25-26,
2024**

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.
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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.

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**April 25-26,
2024**

**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.



**April 25-26,
2024**

**PROSPECTUS FOR
EXHIBITORS**

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 PAGES-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](#)



Virtual Exhibitor and Sponsorship Agreement**

This form **MUST** be completed and submitted to secure sponsorship. The signed agreement serves to reserve a sponsorship slot. Sponsorship will not be granted without a signed agreement.

Organization Name*

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

Contact Name

Email

Address

Phone

Signature/Date (required)

An "X" in the box serves as the electronic signature of the individual completing this Agreement

Date (required)

To confirm your participation, please check one of the following Sponsorship Opportunities

Premier Sponsor - \$5,000

Virtual Exhibitor - \$1,500

Logo-Only Sponsor - \$750

**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, audio/visual equipment, virtual platform, and other expenses.

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, <https://www.coi.pitt.edu/IndustryRelationships/Policies/IndustryRelationshipsPolicy.pdf> and adhere to the guidelines below.

- Exhibitors may provide informational materials to conference 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.



Payment Amount: \$

- Exhibitor and Sponsorship Agreement must be returned by email, fax or mail no later than **March 8, 2024**.
- Payment must be received by **March 31, 2024**, by check made payable to **“Pennsylvania Geriatrics Society”**. *Credit card payment is also an option. Contact Nadine Popovich or Eileen Taylor to request an invoice for payment.*
- **Tax ID: Pennsylvania Geriatrics Society tax identification number is: 25-1650976**
- **Questions may be directed to Exhibit Coordinators:**
 - Eileen Taylor etaylor@acms.org or 412-321-5030 x105
 - Nadine Popovich npopovich@acms.org or 412-321-5030 x110

PAYMENT INFORMATION

By Credit Card:

Contact Eileen Taylor, Exhibit Coordinator, to request an invoice with link to pay directly only. Email: etaylor@acms.org

**Checks made payable to:
Mailing Address:**

Pennsylvania Geriatrics Society – Western Division
Pennsylvania Geriatrics Society Western Division
850 Ridge Ave
Pittsburgh PA 15212

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.</p> <p style="text-align: center;">Pennsylvania Geriatrics Society Western Division</p>	
	<p>2 Business name/disregarded entity name, if different from above</p>	
	<p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <p> <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate </p> <p> <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ </p> <p>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p> <input type="checkbox"/> Other (see instructions) ▶ _____ </p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p style="font-size: small;">(Applies to accounts maintained outside the U.S.)</p>
	<p>5 Address (number, street, and apt. or suite no.) See instructions.</p> <p style="text-align: center;">850 Ridge Avenue</p>	<p>Requester's name and address (optional)</p>
	<p>6 City, state, and ZIP code</p> <p style="text-align: center;">Pittsburgh, PA 15212</p>	
	<p>7 List account number(s) here (optional)</p>	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
-				-					
or									
Employer identification number									
2	5								
-				-					

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶ <i>Eileen Taylor</i>	Date ▶ 1/16/2024
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.