

# Exhibit and Support Prospectus

Exhibit Dates: May 18 & 19

AGS 2017 ANNUAL SCIENTIFIC MEETING, SAN ANTONIO

75 years of geriatrics history in 45 milestones ♦75♦1900: Average life expectancy in the U.S. reaches 47; population 65-years-old and older reaches 3.1 million ♦75♦1909: Birth of geriatrics as a specialty ♦75♦1914: First American textbook on geriatrics published ♦75♦ 1940: Unit on Aging established in the National Institute of Health Division of Chemotherapy ♦75♦1942: Founding of AGS ♦75♦1946: First AGS Annual Scientific Meeting held ♦75♦1950: President Truman convenes first national conference on aging ♦75♦1952: First federal funds appropriated for social service programs for older adults ♦75♦1952: AGS membership crests 1,400; Annual Scientific Meeting attendance hits 330 ♦75♦1952: First female committee member joins Program and Education Committees ♦75♦ 1953: AGS publishes first issue of the *Journal of the American Geriatrics Society* ♦75♦1961: White House holds its first Conference on Aging ♦75♦1961: AGS establishes headquarters in New York ♦75♦1965: AGS celebrates successful advocacy for Medicare ♦75♦1965: Older Americans Act signed into law ♦75♦Late 1960s: First residency and fellowship training program in geriatric medicine established ♦75♦1970: AGS and American Medical Association co-sponsor national seminars to educate healthcare providers on nursing home medical direction ♦75♦1972: AGS establishes Geriatrics Information and Consultation Center ♦75♦1972: AGS cosponsors its first continuing medical education course ♦75♦1974: National Institute on Aging established ♦75♦1982: First academic geriatrics department established in the U.S. ♦75♦1984: AGS becomes one of the first medical societies to engage in medical ethics by submitting its earliest *amicus curiae* brief ♦75♦ 1988: AGS helps launch first certification exam in geriatrics ♦75♦1988: AGS and American Academy of Pediatrics co-sponsor first congress of clinical societies to address medical ethics ♦75♦ 1989: First edition of *Geriatrics Review Syllabus* released ♦75♦ 1990: Association of Directors of Geriatric Academic Programs established ♦75♦ 1992: AGS launches first geriatrics reference tool for average Americans, *Growing Older: The Facts About Aging* ♦75♦ 1994: U.S. population older than 65 reaches 32 million ♦75♦1998: First edition of *Geriatrics At Your Fingertips* released ♦75♦ 1999: AGS launches Health in Aging Foundation ♦75♦ 2002: AGS creates Geriatrics-for-Specialists Initiative ♦75♦ 2004: AGS begins NIA-funded Bench-to-Bedside conference series ♦75♦ 2005: AGS publishes *Caring for Older Americans: The Future of Geriatric Medicine* ♦75♦2007: First pharmacist elected President of the AGS ♦75♦2009: AGS co-convenes the Eldercare Workforce Alliance ♦75♦ 2009: AGS establishes presence on social media ♦75♦2010: First nurse elected President of the AGS ♦75♦ 2010: Affordable Care Act signed into law ♦75♦2011: *Journal of the American Geriatrics Society* named one of the most influential journals of the century ♦75♦2012: AGS updates Beers Criteria for Potentially Inappropriate Medication Use in Older Adults for the first time ♦75♦ 2012: AGS secures seat on American Medical Association's Relative Value Scale Update Committee ♦75♦ 2015: Sustainable Growth Rate formula repealed ♦75♦2015: Health in Aging Foundation reaches nearly 1 million older adults and caregivers with public education ♦75♦2015: AGS membership crests 5,547; Annual Scientific Meeting Attendance hits 2,594 ♦75♦2016: Advance Care Planning recognized as reimbursable benefit under Medicare ♦75♦



Dear Colleague:

We are pleased to invite you to the American Geriatrics Society (AGS) 71st Annual Scientific Meeting from May 18 – 20 (**pre-conference day: Wednesday, May 17**) in San Antonio, Texas. Our website and program pages will be updated frequently in the coming months -- so bookmark this page and check back often.

The AGS Annual Scientific Meeting is the premier educational event in geriatrics, providing the latest information on clinical care, research on aging, and innovative models of care delivery. The 2017 Annual Meeting will address the educational needs of geriatrics professionals from all disciplines. Physicians, nurses, pharmacists, physician assistants, social workers, long-term care and managed care providers, health care administrators, and others can update their knowledge and skills through state-of-the-art educational sessions and research presentations.

The 2017 Annual Meeting offers many continuing education sessions, including invited symposia, workshops, and meet-the-expert sessions. Sessions will include information about emerging clinical issues, current research in geriatrics, education, health policy, and delivery of geriatric health care.

Meeting attendees will have many wonderful opportunities to network and exchange ideas and information with colleagues. The Presidential Poster Reception, Special Interest Group Meetings, Section Meetings for Fellows-in-Training, Nurses, Pharmacists, Social Workers, and Teachers are all great opportunities to interact with colleagues.

AGS staff is happy to answer any questions you may have about the meeting. We look forward to seeing you in Texas!

*Paul Mulhausen, MD*  
Program Chair

*Ellen Flaherty, PhD, APRN, AGSF*  
President

### WHO WE ARE

The American Geriatrics Society (AGS) is a not-for-profit organization of health professionals devoted to improving the health, independence and quality of life of all older people. The Society provides leadership to healthcare professionals, policy makers and the public by implementing and advocating for programs in patient care, research, professional and public education, and public policy.

#### OUR MISSION

To improve the health, independence and quality of life of all older people.

#### OUR VISION FOR THE FUTURE

Every older American will receive high quality patient-centered care.

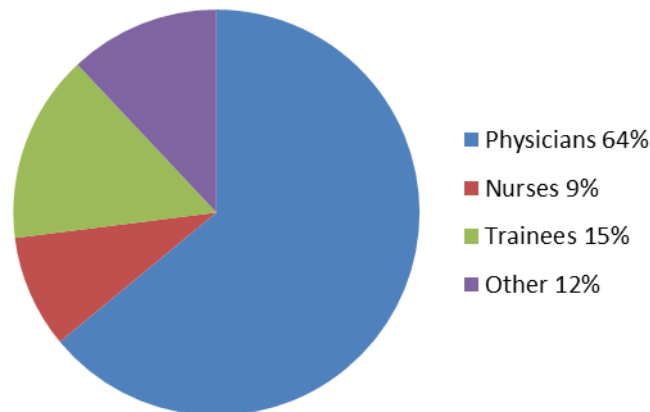
### STRATEGIES FOR ACHIEVING OUR VISION

- Expand the geriatrics knowledge base through research
- Increase the number of health care professionals who employ the principles of geriatric medicine in caring for older persons
- Recruit physicians and other health care professionals into careers in geriatrics
- Guide public policy efforts and provide public education to continually improve the health and healthcare of seniors
- Raise public awareness of the need for high-quality, culturally sensitive, interdisciplinary geriatric healthcare

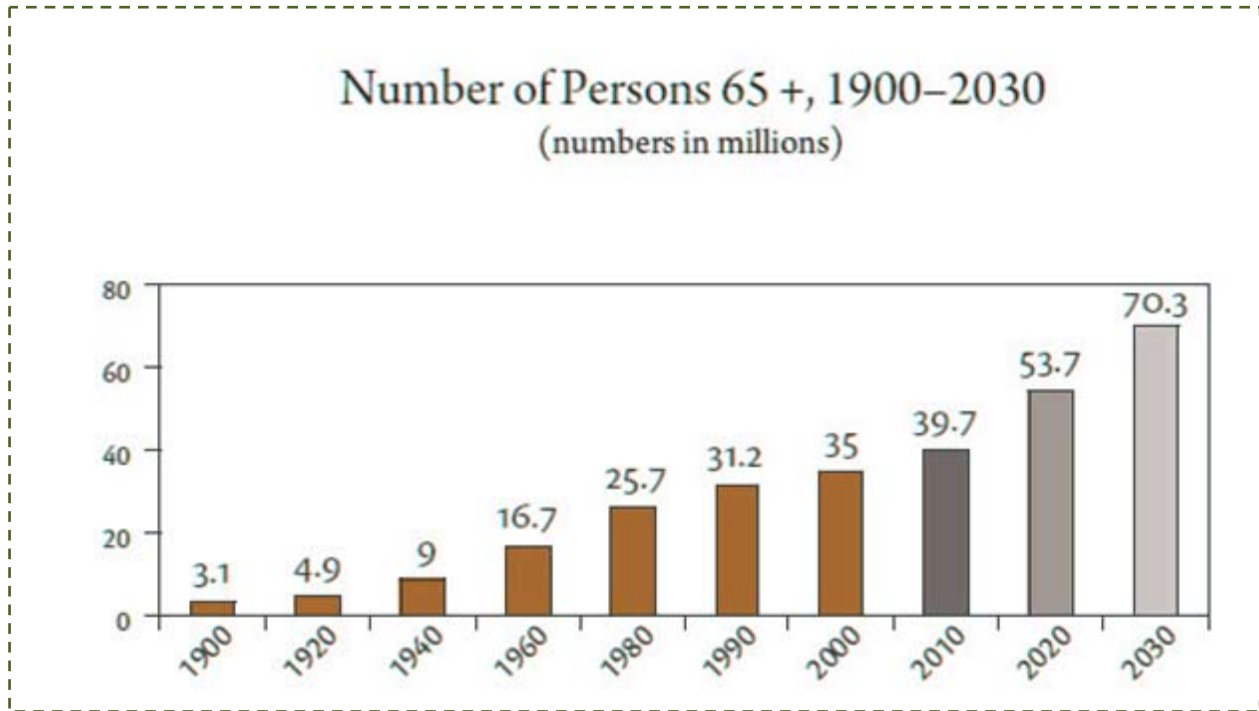
### AGS MEMBERSHIP

Our members represent the diversity of professions involved in the overall care for older adults. Anyone with an interest in geriatric healthcare is welcome to join the American Geriatrics Society. Our current membership is comprised primarily of geriatrics healthcare professionals, including physicians, nurses, researchers, medical educators, pharmacists, physician assistants, social workers, physical therapists, health care administrators, and others.

#### AGS Member Demographics



By 2030, when the youngest baby boomers reach retirement age, the number of Americans 65 and older will have doubled, topping 70 million.



### Top Five Reasons to Get Involved and Support the 2017 AGS Annual Meeting

Healthcare professionals look to the AGS Annual Meeting as the primary source of current information on managing the complex, chronic health problems often faced by older adults. Annual Meeting Supporters and Exhibitors play a crucial role in helping the AGS present new knowledge and skills to professionals who are on the front lines of geriatrics research and clinical practice.

The top five reasons for your organization to get involved with the AGS in 2017 are:

1. Network with the leading professionals involved in the health and well-being of older adults
2. Distribute information regarding the latest treatment developments
3. Disseminate information to those who are in the “front line” of care for older adults
4. Identify current needs and issues in the industry
5. Promote knowledge of the special healthcare needs of our rapidly expanding older population

### SUPPORT AND ADVERTISING OPPORTUNITIES AT A GLANCE

The American Geriatrics Society invites you to participate in our 2017 Annual Scientific Meeting in San Antonio, TX. We offer meeting support opportunities to fit any marketing budget, allowing you to reach the geriatric healthcare professionals who attend our meeting.

The AGS will acknowledge your general support in the 2017 Final Program, on strategically placed signage at the meeting, and on the AGS Annual Meeting website. Supporters of specific events will receive benefits unique to that event

#### UP TO \$5,000

- Banner Ad In AGS17 “Before You Go” Email
- Banner Ad In AGS17 Registration Confirmation Email (must confirm by December 2016)
- Conference Bag Inserts
- Exhibit Hall Coffee Breaks
- Mobile Device Charging Station

#### \$6,000 TO \$10,000

- Annual Meeting Notepad
- Hotel Key Cards
- Morning Coffee Station
- New Member/New Fellow Reception
- Poster Sessions

#### \$11,000 TO \$20,000

- AGS 2017 App
- Attendee Box Lunch

#### \$21,000 TO \$30,000

- Presidential Poster Session Opening Reception

### SUPPORT FOR MEETING EVENTS

#### ATTENDEE BOX LUNCH: \$20,000 each, 2 available

Make a lasting first impression on all meeting attendees as they gather for a complimentary box lunch in the exhibit hall on May 18<sup>th</sup> and 19<sup>th</sup>. The lunch break draws a huge crowd, and is a great opportunity for exposure. Your company's support will be acknowledged on strategically placed signs as well as in the meeting program.

#### MORNING COFFEE STATION: \$8,000 each

Host your own morning coffee station right before the educational sessions begin for our audience of 2,600 attendees. Sponsor one or all three of the morning coffee breaks (May 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup>). Your company's support will be acknowledged on strategically placed signage as well as in the meeting program and on the AGS website.

#### NEW MEMBER/NEW FELLOW RECEPTION - \$10,000

New members and AGS Fellows will be welcomed by AGS Board members and leaders at this special reception. Make a lasting first impression! Your company's name will be prominently displayed on signage at the reception as well as in the meeting program.

### EXHIBIT HALL ACTIVITIES

#### EXHIBIT HALL COFFEE BREAK - \$5,000

Sponsor a coffee break in the exhibit hall and get your company information published in the Final Program, on signage at coffee stations, and at the Exhibit Hall entrance. Coffee breaks are available on Thursday, May 18<sup>th</sup> and Friday, May 19<sup>th</sup>.

### **MOBILE DEVICE CHARGING STATIONS (3 stations at \$5000 each) - \$15,000**

Attendees rely on mobile technology to stay connected while at meetings. The charging station is an excellent opportunity to get your valuable information directly to attendees. Your specific product and/or company logo will be strategically placed at charging stations during the Exhibit Hall Hours and in the registration area.

### **POSTER SESSIONS - \$10,000 each, 3 available**

Sponsor one of the three general poster sessions scheduled on May 18<sup>th</sup> and 19<sup>th</sup>. These informative poster sessions feature over 750 posters highlighting the latest research in geriatrics. Your company's support will be acknowledged on strategically placed signs during the poster sessions as well as in the meeting program and on the AGS website.

### **PRESIDENTIAL POSTER SESSION OPENING RECEPTION - \$30,000**

The Presidential Poster Session Opening Reception on Thursday, May 18<sup>th</sup> from 4:30-6:00 pm draws over 1,500 meeting attendees. Your company will be featured in an Exhibit Hall welcome message at the entrance and in the meeting program exhibitor's section.

## **ADVERTISING**

*The AGS complies with external guidelines and policies such as the ACCME's "Standards for Commercial Support," PhRMA's "Code on Interaction with Healthcare Professionals," and AdvaMed's "Code of Ethics for Interactions with Healthcare Professionals." Please refer to these guidelines to ensure your company would not be prohibited from supporting non-educational "reminder" items such as a notepad.*

### **AGS17 APP - \$15,000**

Place your information at attendee's fingertips by supporting the annual meeting app. Downloadable to smart phones and PDAs, this App allows attendees to search by sessions, speakers, and key words, and to build their own schedule – all from the palm of their hands. Support will be acknowledged on the opening screen of the App.

### **ANNUAL MEETING NOTEPAD - \$10,000**

Attendees appreciate having a handy notepad during the Annual Meeting. Your company logo/message and contact information will be imprinted on notepads that will be given to all attendees in their meeting registration bags and will be used even after the meeting maximizing your visibility.

### **BANNER AD IN AGS17 REGISTRATION CONFIRMATION EMAIL - \$5000**

Every AGS17 attendee receives an email just after completing the online registration process. These emails serve as a receipt and proof of registration. Attendees often print them and save them to bring to the meeting. For less than \$2.00 per attendee, your company or product name and/or logo will be prominently displayed on a banner at the bottom of this email. The deadline to reserve is November 24, 2016 and copy deadline is December 1, 2016. Contact the AGS for information after this date.

### **BANNER AD IN AGS17 "BEFORE YOU GO" EMAIL - \$5000**

Just before the meeting, every AGS17 attendee receives an email with crucial logistical information that they need to make their trip go smoothly. For less than \$2.00 per attendee, your company or product name and/or logo will be prominently displayed on a banner at the bottom of this email. Deadline to reserve is April 7, 2017

## SUPPORT OPPORTUNITIES

### CONFERENCE BAG INSERTS - \$5000

Your company provides 3000 copies of a one page flyer, up to 8.5" x 11" in size, which will be included in every attendee's conference bag. A maximum of 10 inserts will be permitted.

### HOTEL KEY CARDS - \$10,000

The vast majority of attendees stay in the official AGS headquarters hotel. Your company or product logo will be imprinted on the front of attendees' hotel key cards. Your presence is guaranteed to be in most attendees' hands at least twice each day as they leave and enter their hotel rooms.

**We are pleased to discuss any of these support opportunities with you, or to explore other ideas that you may have. Please contact [Dennise McAlpin](#), tel: 212-308-1414.**

## AGS PRODUCT THEATERS

### Deliver Your Message in Dedicated Face-to-Face Session Time with Attendees!

The American Geriatrics Society is offering exhibiting companies an opportunity to extend the reach of their therapeutic products in individually hosted Product Theaters at our 2017 Annual Meeting. Share new research findings on key products, conduct product details and demonstrations, or highlight new products, equipment, and services in 1-hour sessions held in the Exhibit Hall.

This year's meeting promises an exciting audience made up of interprofessional primary care providers. We invite you to take advantage of this opportunity to discuss your products and services, research findings on key products, and equipment.

#### Product Theater sponsorship includes:

- Function space inside the Exhibit Hall set in theater-style for maximum seating of 75
  - One-time use of the pre-registration mailing list for marketing purposes (valued at over \$500)  
***Mailing piece must be approved by the AGS Program Committee***
  - A raised stage with a head table for 3 and a podium
  - Advertisement in the Exhibits portion of the Final Program Book
  - On-Site Signage placed in conference areas as allowed by the conference venue
- APPLICATION FEES ARE DUE 30 DAYS FROM DATE OF THE INVOICE  
***\*Audiovisual Equipment is NOT included, but may be ordered at the Sponsor's expense.***

4 Sessions slots are available during the 2017 meeting:  
Thursday, May 19<sup>th</sup>; 12:00 – 1:00 pm and 3:00 – 4:00 pm  
Friday, May 20<sup>th</sup>; 12:00 -1:00 pm and 3:00 – 4:00 pm  
**Fees: \$12,500**

#### GUIDELINES:

Companies interested in holding a Product Theater must complete and submit the application by **January 6, 2017**. Product Theaters should present new and relevant information with significance to geriatrics and of importance to an interdisciplinary audience. Applications will be reviewed by AGS Annual Meeting Program Director to ensure that promotional programs are suitable for the 2017 attendees.

Product Theater slots will be assigned on a first-come, first-served basis. Priority is offered first to AGS Corporate Roundtable Members as well as repeat vendors. **All participating companies must also be exhibitors at the meeting where the product theater is being held.** One hour theaters are available as identified. Only one theater slot will be assigned to each company. **Continuing education credit cannot be offered for these programs.**

Contact Dennise McAlpin to reserve your time slot today at 212-308-1414 or [dmcalpin@americangeriatrics.org](mailto:dmcalpin@americangeriatrics.org)



## AMERICAN GERIATRICS SOCIETY AND AGS HEALTH IN AGING FOUNDATION CORPORATE MEMBERSHIP PROGRAM

### About the Corporate Roundtable

The Corporate Roundtable was created to recognize industry partners who make major commitments to the American Geriatrics Society (AGS) and the AGS Health in Aging Foundation (HiAF). The Roundtable serves to foster collaboration between AGS, HiAF, and our Corporate Partners by promoting the exchange of ideas and providing a forum for identifying common goals and objectives.

### Membership Benefits

As a Corporate Member your company will receive benefits that will assist you in developing effective relationships with the AGS and its Foundation as well as identifying opportunities to work together.

Membership offers increased access to geriatrics leaders, a meeting with our CEO and Foundation leaders at your headquarters and/or during our Annual Meeting, priority consideration for AGS and HiAF program support, and complimentary registration at the AGS Annual Scientific Meeting.

The AGS and HiAF acknowledge all Corporate Members at our events as well as on our websites.

SILVER \$10,000	GOLD \$20,000	PLATINUM \$30,000	
✓	✓	✓	Two (2) complimentary registrations for the AGS Annual Scientific Meeting
✓	✓	✓	Recognition at the Annual Scientific Meeting in the advance and final programs
✓	✓	✓	Acknowledgment on AGS and HiAF web sites
✓	✓	✓	Special Exhibit Booth Recognition Signage
✓	✓	✓	One complimentary subscription to <i>The Journal of the American Geriatrics Society and Annals of Long-Term Care</i>
✓	✓	✓	Complimentary copies of AGS and HiAF publications
	✓	✓	Second-tier priority for support of AGS and HiAF programs and products
	✓	✓	Invitation to an annual meeting with AGS/HiAF senior staff to discuss partnering
	✓	✓	Recognition on special signage at the Annual Scientific Meeting
		✓	First-tier priority for support of AGS and HiAF programs and products
		✓	CEO-level meeting with AGS and HiAF leaders at your headquarters
		✓	Opportunities for your brand marketing leaders to meet with AGS leadership during the 2017 Annual Scientific Meeting
		✓	One additional complimentary registration for the AGS Annual Scientific Meeting

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For more information about the Corporate Membership Program, contact: Li Chia Chansanchai at [Ichansanchai@americangeriatrics.org](mailto:Ichansanchai@americangeriatrics.org)

### 2017 AGS ANNUAL MEETING EXHIBIT PROGRAM

*Exhibit Dates and Hours:*

**Thursday, May 18**      **12:00PM – 6:00PM**  
**Friday, May 19**      **12:00PM – 4:30PM**

*Key Facts About Our Exhibit Program*

- Over 65% of meeting attendees visit the exhibits.
- The exhibitor return rate is consistently greater than 90%.
- Traffic flow and high visibility for exhibitors is guaranteed, with all coffee breaks and poster sessions held in the Exhibit Hall during exhibit days during unopposed hours:

*Unopposed Exhibit Dates and Hours:*

**Thursday, May 18<sup>th</sup>**    **12:00PM – 1:00PM**  
   **4:15PM – 6:00PM**  
**Friday, May 19<sup>th</sup>**    **12:00PM – 1:00PM**  
   **4:15PM – 4:30PM**

- To increase traffic, AGS provides complimentary lunches for meeting attendees in the exhibit hall
- The opportunity to rent pre- and post-meeting attendee registration mailing lists

*Why Should You Exhibit?*

Healthcare providers from an array of professions and specialties consider the AGS meeting the premier professional forum for information on geriatrics research, clinical practice, and professional education. The AGS Annual Meeting Exhibit Program gives companies and non-profit organizations an excellent place to spotlight new products and services, reaching the most influential leaders and decision-makers in geriatrics.

The Exhibit Program has expanded over the last several years, presenting increasingly diverse and wide-ranging information on educational opportunities, medical supplies and services, pharmaceutical therapies, publications, public education materials, and many other areas that are advancing the field of geriatric health care.

### GUIDELINES FOR EXHIBITING/EXHIBIT INFORMATION

*Space Assignment*

**Applications for exhibit space must be received by December 30, 2016 to be included in the initial round of booth assignments**, and are subject to approval by the Exhibits Committee. A listing of specific products/services must be completed on the application form for inclusion in the program. Priority in space assignment will be accorded to previous exhibitors on the basis of one point for each year of exhibiting, and one point for each page of advertising during the past year in the Society's publication, the *Journal of the American Geriatrics Society*. Booths will be assigned by February 3, 2017.

Companies with a history of last minute cancellations (two years minimum) will have one year's worth of exhibiting points deducted for each booth space that was cancelled.

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## BOOTH DESIGN AND USE OF EXHIBIT SPACE

### *In-line Booths*

In-line booths may not be more than 8' in height, including company names and logos. All in-line booths will have an 8' high draped back wall with 36" high side dividers. A booth I.D. sign measuring 7" x 44" showing Company Name and Booth Number will be provided. All display material is restricted to a maximum height of 42" except for the back wall of the display, which is limited to 8' in height and a depth of 5'.

- The exhibit area is not carpeted. Carpet is mandatory at the expense of the exhibitor. Carpet rental arrangements can be made through Freeman. Advance order is recommended as pricing **increases** onsite
- No booth may have any roofing that prevents sprinklers from operating properly.
- No exhibit may span an aisle with roofing or floor covering.
- Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. In the event this is not done, and the exhibitor is not available, the Exhibits Manager will order such draping, which will be charged to the exhibitor.

### *Booth Sizes*

In-line / Corner Booths – All are 10' wide x 10' deep unless otherwise noted.

### *Rental Rates*

Each 10' x 10' corner booth is \$2,050.00

Each 10' x 10' inline booth is \$1,900.00

Scientific / Not-for-Profit booths are \$700.00 each

NOTE: the same rates apply for supporters of annual meeting programs.

PLEASE ADDRESS ALL  
COMMUNICATION REGARDING  
EXHIBITS TO:  
Gina Pozielli Exhibit Manager  
  
TALLEY MANAGEMENT GROUP  
19 Mantua Road  
Mt. Royal, NJ 08061  
Tel: 856-423-7222 Ext 227  
Email: gpozielli@talley.com

## SELLING OF PRODUCTS OR SERVICES

The purpose of the AGS exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to their professional interest. With the exception of book publishers and EMR vendors, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall.

## 2015 & 2016 EXHIBITORS

Abbott Nutrition  
ABIM  
Academy of Doctors of Audiology  
ACADIA Pharmaceuticals  
Afoundria  
AGS Career Connection  
Allied Powers LLC  
Alzheimer's Association  
AMDA – The Society for Post-Acute and Long-Term Care Medicine  
American Academy of Hospice & Palliative Medicine  
American Academy of Hospice and Palliative Medic  
Annals of Long-Term Care (HMP Communications)  
APDM Inc.  
Aspire Health  
Astavita  
Astellas Pharma US, Inc.  
Banner Health  
BioSensics, LLC  
Boehringer Ingelheim Pharmaceuticals, Inc.  
Borgess Health  
Bright Focus Foundation  
Brighter Day Health  
Brookdale Department of Geriatrics and Palliative  
Calmoseptine Inc  
CamNtech, Inc.  
Center to Advance Palliative Care (CAPCm  
Centura Health  
CHRISTUS Physician Group/CHRISTUS Health  
Chronic Care Management LLC  
Cleveland Clinic  
Doctor Alliance  
Edwards Lifesciences  
Elsevier  
Enovative Technologies  
Erickson Health Medical Group  
EvergreenHealth Medical Center  
Executive Communication Systems  
Extended Care Physicians  
FDA/CDER  
GAPNA  
GE Healthcare  
Hawaiian Moon  
Health and Aging Policy Fellows Program  
Health and Retirement Study  
HealthCare Partners  
Homewood Health Centre  
HRSA  
Humana  
Icahn School of Medicine at Mount Sinai  
Brookdale Department of Geriatrics and Palliative Medicine  
Impactactive Hip Protection  
Indiana University Geriatrics  
Infinite Trading Inc.  
IPC Healthcare  
JenCare  
Kaiser Permanente - Southern California  
Landmark Health  
Legacy Health  
Matrix Medical Network  
Mayo Clinic  
MDICS Physicians Inpatient Care Specialists  
MDops Corporation  
Merck  
Ministry Health Care  
National Death Index  
National Institute of Diabetes on Digestive and Kidney Diseases  
National Institute on Aging  
National Institute on Aging (JBS International)  
National Pressure Ulcer Advisory Panel  
NH Solutions  
Oak Street Health  
OraHealth Corp. (OraCoat XyliMelts)  
Otto Trading Inc.  
Oxford University Press  
Palmetto Health USC Medical Group  
Parkview Medical Center  
Pavilion Publishing and Media Ltd.  
Pharm Adva, LLC  
Piramal Imaging, SA  
Primary Diagnostic System Inc.  
Providence Health & Services  
Quest Diagnostics  
Riverside Health System  
Routledge Journals  
San Antonio Aging Program  
San Antonio Integrated Aging Program  
Sanofi Pasteur

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Selective Medical Services  
Society of Nuclear Medicine and Molecular  
Imaging  
Sparrow Medical Group  
Springer  
Sutter Health –Palo Alto Medical Foundation  
Swiss Medical Press GmbH  
The FEMR Group  
The Gerontological Society of America  
The Gideons International  
Today's Geriatric Medicine  
UBS  
UC Irvine Health-Division of Geriatric Medicine  
& Gerontology

UCB, Inc.  
UCLA Multicampus Program in Geriatric  
Medicine and Gerontology  
UNC Center for Aging and Health  
UNC Chapel Hill Division of Geriatric Medicine  
and Center for Aging and Health  
University of Florida-Department of Aging and  
Geriatric Practice  
University of Michigan Geriatrics Center  
USC Leonard Davis School of  
VITAS  
VITAS Healthcare  
VQ OrthoCare

# AGS 2017 APPLICATION AND CONTRACT FOR EXHIBIT SPACE

## EXHIBIT COMPANY

Please reserve exhibit space for the company listed below at the AGS 2017 Annual Scientific Meeting to be held at the San Antonio Convention Center in San Antonio, TX. This application becomes valid only after being signed by Exhibitor and a confirmation of space has been issued with a receipt of deposit acknowledged by Exhibit Management.

COMPANY NAME \_\_\_\_\_  
*Print name as you wish it to appear in the Final Program and Company ID Sign*

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ EMAIL \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

WEBSITE: \_\_\_\_\_

Is this your company's first time exhibiting at the AGS Annual Scientific Meeting?  
 Yes  No

## BOOTH PRICES

Each 10'x10' Technical Corner booth \$ 2,050.00  
Each 10'x10' Technical Inline booth \$ 1,900.00  
Each 10'x10' Scientific/Not-for-Profit booth \$ 700.00

## BOOTH SPACE

Total Booth Size: 10' x \_\_\_\_\_  
\_\_\_\_ Corner Booth(s) @ \$2,050 \$ \_\_\_\_\_  
\_\_\_\_ Inline Booth(s) @ \$1,900 \$ \_\_\_\_\_  
\_\_\_\_ Scientific/Not-for Profit Booth(s) @ \$700 \$ \_\_\_\_\_

**Total Booth Space Cost:** \$ \_\_\_\_\_

Preferred Booth Location: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
4) \_\_\_\_\_ 5) \_\_\_\_\_

*Exhibit Management reserves the right to alter the floor plan and/or assign any exhibit location if deemed necessary for the good of the show at any time.*

We prefer that our exhibit not be located next to or across from the following companies:

\_\_\_\_\_  
\_\_\_\_\_

**All furniture is the responsibility of the individual exhibitor. The American Geriatrics Society will not provide any tables, chairs, carpet or electricity. The Exhibit Hall is NOT carpeted.**

Request the Pre/Post Mailing List Order Form  Yes  No

## PAYMENT

Important: No booths will be assigned without the minimum deposit. We are enclosing with this application a minimum 50% deposit of the total booth price. We agree to pay the balance **before February 20, 2017**. Your signature on this form allows AGS to retain your credit card number in the file for an automatic debit in the amount of the total due on February 20, 2017. If you do not want this credit card to be charged, your check for the balance due must be received before February 20, 2017.

### CHECK

Please make checks payable in U.S. Funds, Drawn on a U.S. Bank to:  
**American Geriatrics Society**

Remit to: Gina Pozielli, Meetings and Exhibits Coordinator  
TALLEY MANAGEMENT GROUP, INC  
19 Mantua Road, Mt. Royal, NJ 08061-1006

**CHARGE MY**  American Express  VISA  MasterCard  
*[Fill in account number and expiration date at the bottom]*

Print Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Amount to charge: \$ \_\_\_\_\_

*Official Use Only: Approval of New Exhibitors*

## ACCEPTANCE

Rules and regulations for exhibitors on the reverse side of this contract are an integral part of this contract. It is understood by the undersigned that the American Geriatrics Society Annual Scientific Meeting 2017 rules and regulations for the San Antonio Convention Center govern all exhibit activities.

**It is understood** that the exhibitor is responsible for daily cleaning of their booth and will make arrangements with the General Services Contractor. Any exhibitor that has not ordered cleaning for the opening day will have their booth cleaned to present an attractive appearance. The cost will be charged to the exhibitor.

**It is understood** that as the Exhibiting Company, we are responsible for wall to wall carpet in our booth. It arrangements are not made in advance; carpet will be supplied onsite at full cost to the Exhibitor.

**Signed and accepted** by Authorized Agent of Exhibitor:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Dated

*Please address all communications regarding exhibit sales to:*  
Gina Pozielli, Exhibit Manager  
TALLEY MANAGEMENT GROUP, INC.  
19 Mantua Road, Mt. Royal, NJ USA 08061-1006  
TEL: (856) 423-7222 Ext. 227 FAX: (856) 423-3420  
EMAIL: [gpozielli@talley.com](mailto:gpozielli@talley.com)

Account Number

Expiration Date

## EXHIBITOR TERMS AND CONDITIONS

**SHOW MANAGEMENT** is TALLEY MANAGEMENT GROUP, INC., 19 Mantua Road, Mt. Royal, NJ 08061 USA (856) 423-7222, Fax (856) 423-3420, Email [gpozielll@talley.com](mailto:gpozielll@talley.com). Convention Center or Hotel Facility is printed on the Exhibitor Prospectus front cover.

**ELIGIBLE EXHIBITS:** SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

**INSTALLATION, SHOW AND DISMANTLEMENT:** Exhibitor agrees to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the Facility until final closing of the show unless special permission is obtained in writing in advance from SHOW MANAGEMENT. Exhibits must be removed from the hotel/facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths, without instructions will be discarded.

**CANCELLATION OR REDUCTIONS IN SPACE:** Written notification must be received to cancel or reduce space. The date the written notice is received will be the official cancellation/reduction date. It is agreed that (1) if the exhibitor cancels or reduces space 90 days or more prior to the opening date, Exhibitor will pay as liquidated damages 50% of the total contracted booth space fee. (2) If the exhibitor cancels or reduces space within 90 days, Exhibitor will pay as liquidated damages 100% of the total contracted booth space fee. (3) In the event the entire exhibit area is sold out, there will be an administrative fee of 25% of the canceled or reduced total contracted booth space fee. (4) For space not claimed and occupied by close of set-up times, the exhibitor will pay as liquidated damages 100% of the total contracted booth space fee.

### SPACE ASSIGNMENTS AND SUBLEASE

Booth assignments will be made according to the procedures outlined on the contract for space. Exhibitors may not sublease the booth or any equipment provided by SHOW MANAGEMENT, nor shall Exhibitor assign this lease in whole or in part without written approval by SHOW MANAGEMENT in advance of the trade show.

**RELOCATION OF EXHIBITS:** SHOW MANAGEMENT reserves the right to alter the official floor plan, and/or re-assign any Exhibitor's location as deemed advisable. SHOW MANAGEMENT further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the Show.

**LIMITATION OF EXHIBITS:** SHOW MANAGEMENT reserves the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice which in the opinion of SHOW MANAGEMENT is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that is in conflict with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of the Convening Organization(s).

**MUSIC, AUDIO EFFECTS, PHOTOGRAPHY and VIDEOTAPING:** Music and audio-visual devices with sound are permitted only in those locations designed by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other exhibitors. Photography and video taping other than by official SHOW MANAGEMENT photographers is not permitted within the exhibit hall. Only the exhibitor may grant permission to have its exhibit and/or products photographed.

**COPYRIGHT LAW:** No copyrighted music may be played or sung in the exhibition area in any fashion (including, nor limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor shall indemnify SHOW MANAGEMENT, the Convening Organization(s) and the facility, their officers, directors, employees, and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

**SECURITY:** Although security service will be furnished, SHOW MANAGEMENT can not and will not be responsible for damage to, loss and/or theft of property belonging to any exhibitor, its agents, employees, business invitees, visitors or guests. Each exhibitor must carry their own insurance.

**APPLICABLE LAWS:** This contract shall be governed by the laws of the State of New Jersey. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility. All displays and decorations must be fireproof.

**LIMITATION OF LIABILITY:** The exhibiting company assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the American Geriatrics Society, the TALLEY MANAGEMENT GROUP, the Headquarters Hotel and the Official Decorator and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by negligence of the employees of any the above. In Addition, exhibitor acknowledges that the American Geriatrics Society, the TALLEY MANAGEMENT GROUP, the Headquarters Hotel and the Official Decorator do not maintain insurance covering exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

**INSURANCE:** All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within confines of the Facility. SHOW MANAGEMENT does not maintain insurance covering Exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of

at least \$1,000,000 for Personal Injury Liability and \$500,000 for Property, Worker's Compensation with Employer's Liability with applicable statutory coverage. Certificates shall be furnished upon request.

**FORCE MAJEURE:** In the event the Facility or any part of the exhibit area thereof becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the move-in or installation time, show time or move-out time, SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

**TERMINATION OF RIGHT TO EXHIBIT:** SHOW MANAGEMENT reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of their representatives fail to observe the conditions of this contract, or in the opinion of SHOW MANAGEMENT, or they conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

**ADDENDUM:** SHOW MANAGEMENT reserves the right to make changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors will be notified of such changes.

## EXHIBITOR RULES AND REGULATIONS

**BOOTH CONSTRUCTION & SHOW SERVICES:** Standard booths are limited to 8 foot high background drapes and 3 foot high side drapes. Maximum height of exhibit is 8 feet and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 4 feet. Booths shall not obstruct other exhibitors or aisles. Booth carpeting (if facility is not carpeted), decorations, furniture, signs and electrical connections are available to the Exhibitor through the Official General Service Contractor, who will bill the Exhibitor directly. SHOW MANAGEMENT is not responsible for any service provided by independent contractors. SHOW MANAGEMENT reserves the right to finish and decorate any unfinished partitions, walls or backs of signs that are exposed to the public and to charge the cost to the Exhibitor. Peninsula Booths are not permitted.

**BOUNDARIES:** All parts of all exhibits must be exhibited within Exhibitor's assigned space boundaries. Aisle space is under the control of SHOW MANAGEMENT.

**GENERAL SHOW POLICIES:** Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. Canvassing the exhibit hall is strictly prohibited. No food or beverages may be distributed from Exhibitor's space without the pre-show approval of SHOW MANAGEMENT. The Exhibitor may not display signs that are not professionally prepared or that in the opinion of the Show Manager detracts from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times.

### CONFERENCE ACTIVITY APPROVAL

"Any conference activity or demonstration planned before, during or after the meeting by vendors (including but not limited to exhibitors, sponsors) that involve conference invitees, meeting attendees, delegates, officers must be approved by the Association. Generally such activities may not take place without pre-approval to maintain the educational integrity of the conference or meeting. Certain activities, once approved may warrant premium charges. "

**USE OF DISPLAY SPACE:** A representative of the exhibiting company must be present at the booth(s) at all times during the posted exhibit hours. With the exception of book publishers, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall. The use of the Convening Organization(s) logo on displays, signs, giveaways, promotional literature or other material is strictly prohibited. In addition, the use of the acronym of the Convening Organization must not be used on pre, at-show and/or post show promotional material unless specific written permission is granted. Use of any Convener, Sponsor or other logos is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium filled balloons or adhesive backed stickers may be used or given out by exhibitors.

**FDA APPROVAL/CLEARANCE:** If an exhibitor intends to display, introduce or feature an article whose pre-market approval or clearance is pending from the US Food & Drug Administration, the exhibitor's materials, and the exhibitor's personnel must disclose that such article has not received final FDA approval/clearance and clearly conveyed the status of such article consistent with such laws, rules and regulations administered by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the US. Exhibitors shall indemnify and hold harmless SHOW MANAGEMENT and the Convening Organization(s) from and against any and all costs, fees, expenses, penalties, damages and claims arising from exhibitor's failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article (including any law, rule or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

**EXHIBIT HALL BADGES:** All exhibitor personnel must be registered. Instructions for this process will be provided to exhibitor when confirmation of booth assignment is made.

**UNION LABOR:** Exhibitors are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.