

**AMERICAN GERIATRICS SOCIETY  
2022 ANNUAL SCIENTIFIC MEETING**

**MAY 12-14  
ORLANDO  
#AGS22**



**EXHIBIT AND SUPPORT PROSPECTUS  
ORLANDO, FLORIDA  
MAY 12-14, 2022**

Walt Disney World Swan and Dolphin, 1500 EPCOT Resorts Boulevard, Lake Buena Vista, FL32830  
More online at <http://meeting.americangeriatrics.org>

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**Dear Colleague:**

We are pleased to invite you to join the American Geriatrics Society (AGS) at its 79<sup>th</sup> Annual Scientific Meeting scheduled on May 12<sup>th</sup> – 14<sup>th</sup>, (pre-conference day: Wednesday, May 11<sup>th</sup>) at the Walt Disney World Swan and Dolphin Hotel in Orlando, Florida. Our website and program pages will be updated frequently in the coming months -- so bookmark this link:

**<https://meeting.americangeriatrics.org>** 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 2022 Annual Meeting offers many continuing education sessions, including invited symposia, and workshops. These sessions will address emerging clinical issues, current research in geriatrics, education, health policy, and delivery of geriatric health care. Physicians, nurses, pharmacists, physician assistants, social workers, long-term care and managed care providers, health care administrators, and others will have an opportunity to update their knowledge and skills through state-of-the-art education sessions and research presentations.

Attendees will have opportunities to network and exchange ideas and information with colleagues during the Presidential Poster Reception, Special Interest Group Meetings, Section Meetings for Fellows-in-Training, Nurses, Pharmacists, Social Workers, Teachers, and Women in Geriatrics. All great opportunities to interact with your colleagues!

The health, safety, and well-being of our meeting attendees, exhibitors, and staff remains a top priority. To this end, we have adopted a “Vaccination Required” policy for the 2022 Annual Scientific Meeting in Orlando, FL. This means that everyone attending the meeting will be required to be fully vaccinated with a COVID-19 vaccine in order to be permitted to attend the in-person meeting. More details and information on providing proof of vaccination will be available once registration opens.

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

*Christine Bradway, PhD, CRNP*  
2022 Program Chair

*Peter Hollmann, MD*  
President

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*More online at <http://meeting.americangeriatrics.org>*

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## Top Five Reasons to Get Involved and Support the 2022 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 2022 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.

## QUICK FACTS

### DATES TO REMEMBER:

Initial Booth Assignments	February 4 <sup>th</sup>
Directory Form	March 4 <sup>th</sup>
Giveaway Request	April 8 <sup>th</sup>
Questionnaire	April 8 <sup>th</sup>

### MOVE IN

Wednesday, May 11 <sup>th</sup>	12:00 PM - 4:30 PM
Thursday, May 12 <sup>th</sup>	8:00 AM – 11:00 AM

### EXHIBIT HOURS

Thursday, May 12 <sup>th</sup>	12:00PM – 6:00PM
Friday, May 13 <sup>th</sup>	12:00PM – 4:00PM

### MOVE OUT

Friday, May 13 <sup>th</sup>	4:00PM – 8:30PM
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### CONTACTS:

Support opportunities and Product Theatre:  
Denise McAlpin:  
[dmcAlpin@americangeriatrics.org](mailto:dmcAlpin@americangeriatrics.org)

Exhibit Rentals and Logistics:  
[agsexhibits@apollogroup.com](mailto:agsexhibits@apollogroup.com)

### REGISTRATION:

2 Full Conference Badges  
5 Exhibit Hall Only Badges

Registration is coordinated with Showcare Event Solutions. Once your booth is confirmed, you will receive an email with details about how to register your team.

### LEAD RETRIEVAL:

Lead retrieval service is also provided by Showcare. Forms for this service will be included in the Service Manual (AKA Exhibitor Kit)

### CANCELLATION POLICY

Written notification is required to cancel or reduce exhibit booth space no later than **April 1, 2022**. Cancellations 90 days or more prior to the opening date will be charged 50% of the total contracted booth space fee. Cancellations within 90 days or less prior to opening date will be charged 100% of the total contracted booth space fee. **No refund will be issued after April 1, 2022.**

In the event the entire exhibit area is sold out, an administrative fee of 25% of the canceled or reduced total contracted booth space fee will be charged.

The exhibitor will be required to pay as liquidated damages, 100% of the total contracted booth space fee for any space not claimed and occupied by close of set-up times.

2022 AGS ANNUAL MEETING EXHIBIT PROGRAM

Exhibit Dates and Hours:	
Thursday, May 12 <sup>th</sup>	12:00PM – 6:00PM
Friday, May 13 <sup>th</sup>	12:00PM – 4:00PM

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 poster sessions held in the Exhibit Hall on exhibit days during unopposed hours:

Unopposed Exhibit Dates and Hours:	
Thursday, May 12 <sup>th</sup>	12:30 PM – 1:30PM
	5:00 PM – 6:00PM ( <i>Presidential Poster Session Reception</i> )
Friday, May 13 <sup>th</sup>	12:30 PM – 1:30PM

- An opportunity to network with attendees when they visit your booth in search of answers to the AGS22 Attendee Questionnaire. To participate, each exhibitor must submit one question along with the answer to be included on the questionnaire.

Helpful Tips:

Preparing ahead of time has proven to increase the number of tangible leads and build your client base. Here are some helpful questions to ask yourself as you prepare for exhibiting at the AGS 2022 Annual Meeting.

- What marketing will I do for this?
- How will I prepare?
- How will I follow up?
- What are my team’s goals?

### 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 grown 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

Exhibit space applications must be received by **December 31, 2021**, to be included in the initial round of booth assignments. Applications must include a listing of specific products and services that will be exhibited during AGS22. The initial round of booth assignments is based on priority points - priority is given to previous exhibitors based on one point for each year of exhibiting at the AGS Annual Scientific Meeting. Applications received after December 31<sup>st</sup> will be assigned on a first come first served basis. Initial booth assignments will be done on **February 4, 2022**.

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

### ELIGIBLE EXHIBITS

The American Geriatrics Society reserves the right to determine the eligibility of any Company to exhibit at the meeting and further reserves the right to decline any application and/or limit space assigned to any one Company.

### CANCELLATION POLICY

Cancellation of exhibit booth must be received in writing no later than April 1, 2022. Requests must be submitted in writing to Denise McAlpin at [dmcalpin@americangeriatrics.org](mailto:dmcalpin@americangeriatrics.org). Requests will be processed based on the guidelines outlined below. No refund will be issued after April 1, 2022.

- 90 days or more prior to the opening date - 50% of total contracted booth space fee will be forfeited
- 90 days or less prior to the opening date - 100% of total contracted booth space fee will be forfeited
- 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.
- 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.

**PLEASE ADDRESS ALL COMMUNICATION  
REGARDING EXHIBITS TO:**

**JENNA MANCUSO**

**APOLLINE GROUP**

**403 ROUTE 70 EAST, STE 203**

**CHERRY HILL, NJ 08034**

**TEL: 484-905-2581**

**EMAIL:**

[agsexhibits@apollinegroup.com](mailto:agsexhibits@apollinegroup.com)

## 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" × 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'.

### Booth Sizes

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

#### *Rental Rates*

10' × 10' Corner booth	\$2,150
10' × 10' Inline booth	\$2,000
10' x 10' Corner Not-for-Profit	\$1,050
10' x 20' Inline Not-for-Profit	\$900

### Booth Rentals Include

- Two (2) full conference registration (access to entire conference)
- Five (5) exhibit hall only registrations (access to exhibit hall only)
- Pipe and drape
- I.D. sign displayed at booth
- Complimentary refreshment breaks in Exhibit Hall.
- Company name on the AGS Annual Meeting website with a link to your company website
- A chance to participate in the attendee questionnaire
- One time use of the Pre-Conference Attendee Mailing List

**Note:** All conference participants must be fully vaccinated to attend the AGS Annual Meeting. More details and information on providing proof of vaccination will be available once your exhibit application has been approved.

### Furniture

- Advance order is recommended as pricing increases onsite
- All furniture is the responsibility of the exhibitor

### 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. Except for book publishers and EMR vendors, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall.



## Exhibit Space

- Carpet - to minimize costs at AGS22, the Atlantic Exhibit Hall at the Swan and Dolphin is carpeted. Exhibitors are not required to carpet their individual booths with additional carpeting. This is a significant cost saving.
- 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 and install necessary draping at the exhibitor's expense.





## PAST EXHIBITORS

A Place for Mom	Ferndale Healthcare, Inc.
Acadia Pharmaceuticals	Food and Drug Administration
ACEP Geriatric Emergency Department Accreditation Program	FDA/CDER/DDI
ACEP Geriatric Emergency Department Accreditation Program	FSU Department of Geriatrics
Adako USA Adfinitas	GAPNA
Health Allied Powers LLC	GEHRIMED
Alzheimer's Association	Get Smart Education
American Board of Internal Medicine	Global Biomedical Technology
American College of Surgeons - Geriatric Surgery Verification Program	Health and Aging Policy Fellows Program
American Occupational Therapy Association	Health and Retirement Study
American Society of Clinical Oncology - Cancer.Net	Henry Ford Health System
American Speech-Language-Hearing Association (ASHA)	Home Centered Care Institute (HCCI).
APDM Wearable Technologies	Humana
AstaMed	Indiana University GeriatricsIora
Astellas	Primary Care
Avadel Pharmaceuticals	Janssen Pharmaceuticals, Inc.
Avanir Pharmaceuticals	Kacelia, LLC
Aventic LLC	Kasier Permanente-Southern California
Avera Marshall Regional Medical Center	Permanente Medical Group
Baystate Health	Kogod Center on Aging - Mayo Clinic
Bellin Health Biophytis, Inc Biosensics, LLC	Laclede Inc
CareKinesis, Inc. Centra Medical GroupChenMed	LifeWalker Mobility Products
CLEAR DysphagiAide™	Loma Linda University Faculty Medical Group
Cleveland Clinic	Mayo Clinic
Cogstate Healthcare	Mount Sinai Health System
Concierge Choice Physicians	National Death Index
CTAD-ICFSR	National Institute on Aging
DaVita Medical Group	National Pressure Ulcer Advisory Panel
Delaware Gerontology Institute, LLC	NiaMedic - Healthcare and Research Services
Dove Medical Press Ltd	Oak Street Health
ellura (by Trophikos)	OptumCare
Feel Good, Inc.	Oxford University Press
	PeaceHealth
	Pfizer Vaccines Pharma
	Medical USA
	Provider Solutions + Development
	Revivo Project Inc
	Rochester Regional Health Safe
	Mobility for Life Coalition

San Antonio Geriatric Research, Education,  
and Clinical Center (GRECC)Seqirus  
SIMED Health  
Springer NatureSun  
Pharma TeamHealth  
The Gideons International  
U of L Institute for Sustainable Health &  
Optimal Aging  
UCLA Alzheimer's & Dementia Program  
UCLA Multicampus Program in Geriatric  
Medicine & Gerontology (MPGMG)

UNC Chapel Hill Division of Geriatric  
Medicine, Center for Aging and Health  
University of Florida College of Medicine  
- Department of Aging and GeriatricResearch  
University of Michigan Geriatrics Center  
University of Oklahoma Donald W Reynolds  
Department of Geriatric Medicine  
UPMC Pinnacle  
Visiting Physicians Association  
WellMed Medical Group Wolter  
Kluwer



# AGS 2022 APPLICATION AND CONTRACT FOR EXHIBIT SPACE



## EXHIBIT COMPANY

Please reserve exhibit space for the company listed below at the AGS 2022 Annual Scientific Meeting to be held in Orlando, Florida.

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 Exhibit Directory 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

What products and/or services does your company provide? Please provide detail: \_\_\_\_\_

Are any of these products launching at the AGS Meeting? ☐ Yes ☐ No

## BOOTH PRICES

Each 10' x 10' Corner booth	\$2,150
Each 10' x 10' Inline booth	\$2,000
Each 10' x 10' Corner Not-for-Profit	\$1,050
Each 10' x 10' Inline Not-for-Profit	\$900

## BOOTH SPACE

Total Booth Size: 10' x \_\_\_\_\_

\_\_\_\_ Corner Booth(s) @ \$2,150 \$ \_\_\_\_\_

\_\_\_\_ Inline Booth(s) @ \$2,000 \$ \_\_\_\_\_

\_\_\_\_ Corner Not-for Profit Booth(s) @ \$1,050 \$ \_\_\_\_\_

\_\_\_\_ Inline Not-For Profit Booth(s) @\$900 \$ \_\_\_\_\_

**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, or electricity.**

Request the 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 21, 2022.**

Your signature on this form allows AGS to keep your credit card number in the file for an automatic debit in the amount of the total due on February 21, 2022.

☐ **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: \$ \_\_\_\_\_

## ACCEPTANCE

Rules and regulations for exhibitors listed 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 2022 rules and regulations for the Long Beach 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.

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Dated

Please address **all communications** regarding exhibit sales to:  
Jenna Mancuso  
Apolline Group  
403 Route 70 East, Ste 203, Cherry Hill, NJ 08034  
Tel: 484-905-2581  
Email: agsexhibits@apollinegroup.com

Official Use Only: Approval of New Exhibitors \_\_\_\_\_

Account Number

Expiration Date

## EXHIBITOR TERMS AND CONDITIONS

**SHOW MANAGEMENT** is the Apolline Group, 403 Route 70 East, Ste 203, Cherry Hill, NJ 08034, USA (856)324.8256, Email [agsexhibits@apollinegroup.com](mailto:agsexhibits@apollinegroup.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 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 Apolline Group, the Facility 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 Apolline Group, the Facility 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.

### ADVERTISING OPPORTUNITIES

The American Geriatrics Society invites you to take advantage of our advertising opportunities at the 2022 Annual Scientific Meeting to be held in Orlando, Florida. Contact **Denise McAlpin** at **[dmcalpin@americangeriatrics.org](mailto:dmcalpin@americangeriatrics.org)** to reserve one of the following advertising opportunities. 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**.

### CONFERENCE BAG INSERTS - \$5000

Put your brand directly into the hands of all attendees. Up to 2500 copies of a one-page document will be included in every attendee's conference bag distributed at registration. We allow a maximum of 10 inserts per company.







## PRODUCT THEATER OPPORTUNITIES

### Host a face-to-face Product Theater at AGS22!

This is a great opportunity to showcase and get immediate feedback on your company's products and services, increase your visibility at the meeting, and gain access to primary care providers that are in key decision-making roles.

#### Product Theater fees are \$20,000 and include:

- Function space inside the Exhibit Hall - set in rounds for maximum seating of 100
- 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
- On-Site Signage strategically placed in conference areas as allowed by the facility
- Email blast to pre-registered attendees within three weeks of the meeting date
- Lead retrieval for capturing attendance

#### GUIDELINES:

Companies interested in hosting a Product Theater must complete and submit the product theater application by **February 17, 2022**. Product Theaters must present new and relevant information with significance to geriatrics and of importance to an interprofessional audience. Applications will be reviewed by AGS Annual Meeting Program Director to ensure that promotional programs are suitable for the AGS attendees.

Product Theater slots will be assigned on a first-come, first-served basis. Priority is offered to repeat hosts. **All companies hosting a product theater are also required to exhibit at the meeting where the product theater is being held.** Only one product theater slot will be assigned per company. **Continuing education credit will not be offered for these promotional programs.**

#### NO IMPLIED ENDORSEMENT

Product Theaters are considered unofficial programs (not supported by the AGS), therefore, there can be no implication in any promotional materials, mailers, or during these events, that sessions are connected with the AGS 2022 Annual Scientific Meeting, are presented in cooperation with AGS, or are endorsed by AGS. There is just one exception to this rule, which is included in the "Pre-registrant List" section below. Otherwise, the use of "AGS 2022 Annual Meeting" is strictly prohibited unless it is written in the required disclaimer statement on all promotional pieces: **"This session is not a part of the official AGS 2022 Annual Meeting Education Program and does not offer CME credit."** The use of the AGS name, logo, or seal is strictly prohibited from all promotional materials. Faculty should be informed of these restrictions.



## **PRE-REGISTRANT LIST**

The mailer must be approved by the AGS Program Committee and comply with policies as outlined in the Registrant List Use Agreement, Policies, and Order Form.

- Pre-registrant mailers are the only promotional materials in which a phrase such as “presented during the AGS 2022 Annual Meeting” is allowed.
- The pre-registrant mailer must include the following statement: “This session is not a part of the official AGS 2022 Annual Meeting Education Program and does not offer CME credit.”

## **PRODUCT THEATER TIME SLOTS**

**Thursday, May 12, 2022**  
**12:45 pm – 1:30 pm**

**Friday, May 13, 2022**  
**12:45 pm -1:30 pm**

*Contact Denise McAlpin to reserve your time slot today at [dmcalpin@americangeriatrics.org](mailto:dmcalpin@americangeriatrics.org)*

# PRODUCT THEATER AGREEMENT

**NAME OF ORGANIZATION HOSTING THE PRODUCT THEATER:**

\_\_\_\_\_

**TITLE OF PRODUCT THEATER:**

\_\_\_\_\_

\_\_\_\_\_

**CONTACT INFORMATION FOR THE PERSON ORGANIZING THE PRODUCT THEATER:**

**(please notify the AGS if/when the contact person changes)**

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

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

## PROGRAM DESCRIPTION

### 1. Description of the Product Theater

provide an outline of the product or service to be presented. include:

- Name of the Host company

\_\_\_\_\_

- Significance to geriatrics / Relevance to an interprofessional audience

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- The learning objectives - describe what attendees should expect to learn

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

## **SPEAKER DETAILS**

**Speaker 1 (Name, Degrees, Title, City and State):**

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**Speaker 1 Bio**

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**Speaker 2 (Name, Degrees, Title, City and State):**

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**Speaker 2 Bio:**

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**Speaker 3 (Name, Degrees, Title, City and State):**

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**Speaker 3 Bio:**

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**TIME SLOTS:** Please indicate your preferred time slot below

**Thursday, May 12, 2022**  
\_\_\_\_ **12:45 pm - 1:30 pm**

**Friday, MAY 13, 2022**  
\_\_\_\_ **12:45 pm – 1:30 pm**

I certify that this application is complete and understand the fees and guidelines related to hosting a Product Theater at AGS22.

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return completed applications to Denise McAlpin at: [dmcalpin@americangeriatrics.org](mailto:dmcalpin@americangeriatrics.org)**

### WHO WE ARE

The American Geriatrics Society (AGS) is a not-for-profit organization of more than 6,000 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

We are all able to contribute to our communities and maintain our health, safety, and independence as we age.

We all have access to high-quality, person-centered care informed by geriatrics principles and free of ageism.

We all are supported by and able to contribute to communities where ageism, ableism, classism, homophobia, racism, sexism, xenophobia, and other forms of bias and discrimination no longer impact healthcare access, quality, and outcomes for older adults and their caregivers.

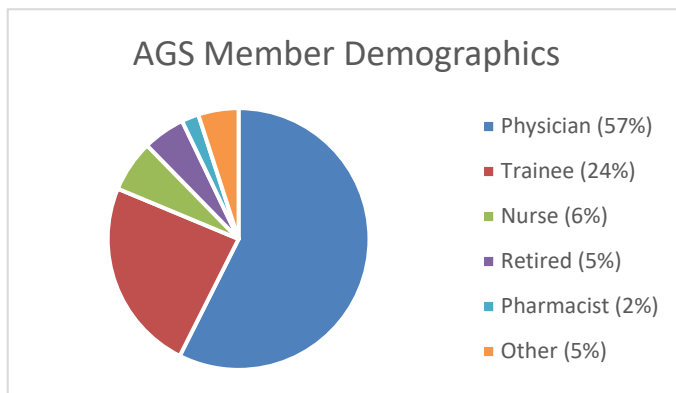
### STRATEGIES FOR ACHIEVING OUR VISION

- Working across our strategic priorities in health care to identify and eliminate ageism, ableism, classism, homophobia, racism, sexism, xenophobia, and other forms of social and structural bias/discrimination given their impact on health, safety, and independence as we age.
- Expanding the geriatrics knowledge base by disseminating basic, clinical, and health services research focused on the health of all older people.
- Increasing the number of healthcare professionals employing geriatrics principles when caring for diverse older persons by supporting the integration of geriatrics concepts into health professional education.
- Recruiting healthcare professional trainees into geriatrics by focusing on the rewards and potential of a career caring for older people.
- Advocating for public policy that promotes the health and independence of older Americans, with the goal of improving health, quality of life, and healthcare systems serving us all as we age.
- Creating awareness about the ways geriatrics can support older people remaining active, independent, and engaged in our communities.

## 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.

