

# Exhibitor Prospectus

Information about Exhibiting,  
Sponsorship and Advertising

AAGP

American  
Association  
for Geriatric  
Psychiatry

## American Association for Geriatric Psychiatry's **2016 Annual Meeting**

*New Perspectives on  
Brain Health and Aging*

**March 17-20, 2016**

Washington Hilton and Towers  
Washington, DC

**Meeting Dates**

March 17-20, 2016

**Exhibit Dates**

March 18-19, 2016





## AAGP Board of Directors 2015–2016

### Officers

#### President

Gary W. Small, MD  
Los Angeles, CA

#### President-Elect

Dan Sewell, MD  
San Diego, CA

#### Past President

Susan K. Schultz, MD  
Iowa City, IA

#### Secretary/Treasurer

Amita Patel, MD, CMD, MHA, CPE  
Dayton, OH

#### Secretary/Treasurer-Elect

Brent P. Forester, MD  
Belmont, MA

#### Directors

Eve Byrd, MSN, MPH, APRN, BC  
Atlanta, GA

Julie Dumas, PhD  
Burlington, VT

Helen Lavretsky, MD  
Chair, AAGP Research Committee  
Los Angeles, CA

Susan Lehmann, MD  
Baltimore, MD

Amita Patel, MD, CMD, MHA, CPE  
Chair, AAGP Clinical Practice Committee  
Dayton, OH

Ipsit Vahia, MD  
San Diego, CA

Kirsten Wilkins, MD  
Chair AAGP Teaching and Training Committee  
West Haven, CT

Laura Marrone, MD  
MIT Board Member  
San Diego, CA

### 2016 AAGP Annual Meeting

Meeting Dates: March 17–20, 2016

Exhibit Dates: March 18–19, 2016

### Future AAGP Annual Meeting

March 24–27, 2017  
Dallas, TX



# Welcome

## An Invitation to Participate

On behalf of the American Association for Geriatric Psychiatry (AAGP), we invite you to be a part of our 2016 Annual Meeting in Washington, DC. AAGP's Annual Meeting is unique because it is the only national conference that brings together psychiatrists and other health care professionals responsible for the care of older adults with mental disorders. Illnesses ranging from Alzheimer's disease and other dementias, depression, Parkinson's disease, bipolar disorder, schizophrenia, alcohol and substance addictions, and sleep disorders are discussed in detail among clinicians, researchers, educators, and trainees. In addition, the meeting topics focus on the many issues related to these illnesses including caregivers, nursing homes, pain management, and the elder care workforce.

Our meeting is a "small" scientific meeting, with easy access to all sessions and other events. Participants look forward to being able to enjoy all of the offerings at the Annual Meeting as well as the networking opportunities. Due to the distinctive nature of the meeting and its emphasis on late-life mental illness, many attendees cite this as the only meeting they attend during the year.

Join us as an exhibitor; sponsorships are available for extra visibility; and advertising opportunities allow for the promotion of brand-name products. The AAGP Annual Meeting can assist you in promoting your products by reaching more than 1,000 geriatric psychiatrists and health care professionals focusing on late-life mental illness. Your involvement in the AAGP Annual Meeting not only gives you direct access to the organization's leadership and those who treat late-life mental disorders, but also supports the public health imperative to increase access to quality mental health services for older adults. We look forward to seeing you in Washington, DC.

Gary W. Small, MD  
AAGP President

## About AAGP

The American Association for Geriatric Psychiatry (AAGP) is a national association serving its members and the field of geriatric psychiatry and late-life mental health. It is dedicated to promoting the mental health and well-being of older people and improving the care of those with late-life mental disorders. Physicians make up 78 percent of the approximately 1,000 conference attendees along with advanced practice nurses, psychologists, and pharmacists.

AAGP is managed by Degnon Associates.



## Why Attend

The number of older adults with mental illness is growing at a rapid rate in our society and having a significant impact on our nation's health. The AAGP Annual Meeting is the largest meeting of physicians and other health care professionals focused on late-life mental illness. Many of AAGP's 1,500 members choose to attend the AAGP Annual Meeting over APA or other scientific meetings due to the specific content in the geriatric field and the meeting's intimate size. In addition, the AAGP meeting is attracting an increased number of generalists who find they need to educate themselves on the latest information in order to better treat their increasing number of older adult patients.

The AAGP's 2016 Annual Meeting provides high visibility to supporting organizations and unique opportunities to interact with AAGP leadership, members, and other conference attendees. The numbers of attendees continue to increase each year, as this meeting has become the primary scientific meeting for the presentation of cutting-edge research and new clinical innovations related to late-life mental illness. Exhibit hours have been scheduled at times that allow maximum opportunity to network. Receptions, Product Theaters, Posters, and breaks are hosted in the Exhibit Hall to increase traffic to you.

### What does my company gain by exhibiting at AAGP?

Access to over 1,100 thought leaders and decision making physicians and other health care providers practicing in a variety of settings and treating older adults

### What are the Exhibit Hall highlights planned in 2016?

- Dedicated breaks for the Exhibit Hall to promote traffic
- Product Theaters offering informative topical presentations
- Poster Sessions
- Lunch and Afternoon Receptions in the Exhibit Hall

### What are the benefits to the Exhibitors?

- Opportunities to network one on one with geriatric mental health provider leaders
- Access to decision makers
- Complimentary listing in the Final Program
- Listing on the AAGP meeting website

AAGP's Annual Meeting attendance is expected to include more than 1,000 scientific attendees including:

- Psychiatrists
- Primary Care Physicians
- Geriatricians
- Medical Directors of Long Term Care
- Advanced Practice Nurses
- Neurologists
- Psychologists
- Directors of Nursing
- Social Workers
- Pharmacists

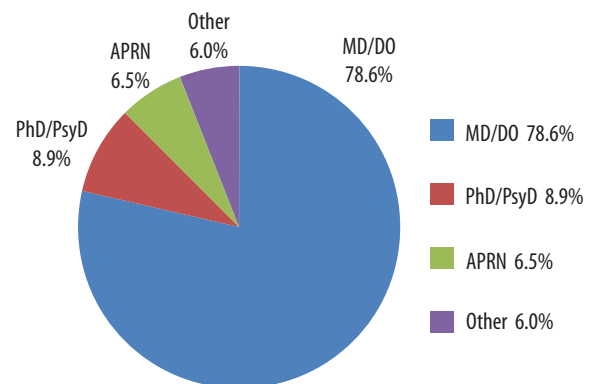


## Benefits of Exhibiting

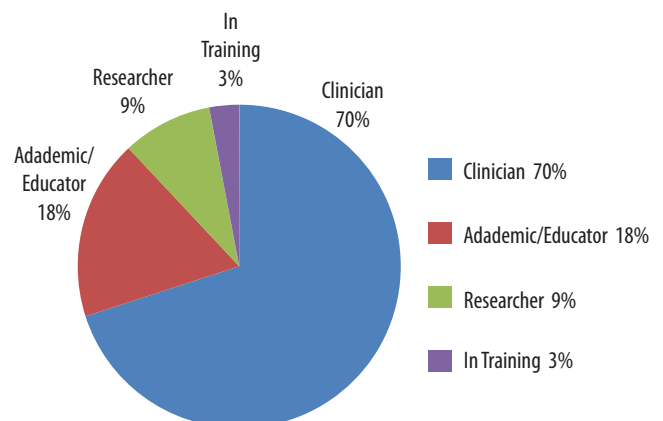
### You Will . . .

- Have the opportunity to interact with approximately 1,000 health care professionals responsible for the care of older adults with mental disorders: psychiatrists, physicians, psychologists, nurses and social workers who want to know about your products and services.
- Have dedicated time to network—exhibit hours are scheduled at dedicated times that will allow you maximum opportunity. Receptions are also hosted in the Exhibit Hall to increase traffic.
- Be able to establish national, regional, and local leads for your products or services.

## Percentage Attendees By Degree



## Percentage Attendees By Profession







# Exhibitor Fast Facts

## Conference Site

Washington Hilton  
1919 Connecticut Ave., NW  
Washington, DC 20009

*Exhibit Hall: Grand Ballroom*

For more information on special conference rates at the Washington Hilton, visit [www.AAGPmeeting.org](http://www.AAGPmeeting.org).

## Exhibit Dates (Subject to change)

### Exhibitor Set-Up

Thursday, March 17  
Friday, March 18

### Exhibit Hours

Friday, March 18  
Saturday, March 19

### Dismantle

Sunday, March 20  
Monday, March 21

## Booth Traffic Generators

### Maximize Your Exhibit Experience

- ★ Lead retrieval available to capture booth visitors' contact information
- ★ Advertising opportunities in the on-site program and on the Annual Meeting app
- ★ Hotel Room Drops to highlight your booth location to meeting attendees
- ★ Pre-registration mailing list to let attendees know that you will be at the meeting
- ★ Final registration list to follow-up after the meeting
- ★ Additional sponsorship opportunities to highlight visibility for your company's products and services

For additional information on these options, please see the **Sponsorship** section of this **Exhibitor Prospectus** or contact Christopher Wood at [cwood@AAGPonline.org](mailto:cwood@AAGPonline.org).

## EXHIBIT SPACE

### Island Space

Island booths are four or more 10' x 10' booths in a square or rectangle. Island booths are open on all four sides. However, please design your island to be "see-through." Please contact Christopher Wood for

further details and approval of design. Maximum height is 20 feet. Island booths will NOT be set with pipe, drape, or a sign. Furniture and electricity are NOT included and are the responsibility of the exhibiting company. An online service manual with order forms will be available in December/January.

### Booths

#### (Corner, Perimeter, and Non-Perimeter)

A booth is 10' x 10', and limited to 8' in height. Corner booths are standard booths with traffic on two sides. Corner booths may drop the side rail separating their booth from the side aisle. Booths are not equipped with any furniture. Each booth will have an 8' drape behind it and 3' draped side rails. The company ID sign is included in booth price. Furniture and electricity are NOT included and are the responsibility of the exhibiting company. An online service manual with order forms will be available in December/January.

### Tabletops

The package provides one 6' table (skirted in show color), one chair, and a company ID sign affixed to the front of your table. The display MUST fit on the top of the table and is limited to 4' in height from the table's surface.

## Exhibitor Registration

Exhibitors are encouraged to register in advance; a registration form will be included in the exhibitor service kit. Badges can be picked up onsite. Exhibiting companies will receive two (2) Exhibitor Personnel badges for a tabletop exhibit or for each 10' x 10' space. These badges allow entry into the hall only. Additional exhibitor badges may be purchased for \$40 each. To register for an exhibitor badge, an individual must be an employee of the exhibiting company. All other personnel must be paid registrants of the Annual Meeting. There will be a \$20 charge for replacement badges onsite.

### Conference Registration

**Exhibiting companies do not receive any conference registration with their tabletop or booth(s) as part of their exhibiting fee.**

Those who want to attend the conference must register and pay the registration fee. Registration forms will be available on the AAGP website ([www.AAGPmeeting.org](http://www.AAGPmeeting.org)) and in the Advance Program

(available November 2015).

### Press Registration

AAGP welcomes press coverage of its Annual Meeting, and invites journalists to apply for complimentary registration. Complimentary press registration is limited to working journalists of the general and mental health/medical/aging press. Press registration will not be extended to management, publishing, marketing, advertising, public relations, or administrative staff, or to organizations that primarily produce continuing medical education (CME) audio/visual, electronic, or print resources. **Press credentials are required. Please contact Victoria LaLiberte at [vlaliberte@AAGPonline.org](mailto:vlaliberte@AAGPonline.org) for further information.**

### Assignment of Space

Space will be assigned beginning December 15, 2015. Applications for priority assignment space must be received by November 15, 2015. Space assignments will be determined according to preferences listed on the application and the date of submission. If all preferences noted on an application have been assigned, AAGP Exhibit Management will determine the assignment. Applications received after November 15, 2015 will be assigned space on a first-come, first-served basis.

## Cancellation

Cancellation or reductions in space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation to Christopher Wood. If written notice is received more than 90 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 90 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to resell space.

## Contact Information

### Exhibit Sales

Christopher Wood, AAGP  
6728 Old McLean Village Drive  
McLean, VA 22101  
703-556-9222 ★ [cwood@AAGPonline.org](mailto:cwood@AAGPonline.org)



# Application and Contract for Exhibit Space

## New Perspectives on Brain Health and Aging

Meeting dates: March 17–20, 2016 ★ Exhibit dates: March 18–19, 2016

Washington Hilton and Towers ★ Washington, DC ★ www.AAGPmeeting.org

*Rules and regulations for exhibitors on the reverse side of this contract are an integral part of the contract. It is understood by the undersigned that the American Association for Geriatric Psychiatry Annual Meeting 2016 rules and regulations for the Renaissance Orlando govern all exhibit activities.*

**1. PLEASE RESERVE EXHIBIT SPACE** for the company listed below at AAGP Annual Conference 2016 to be held at the Washington Hilton and Towers in Washington, DC. 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.

Exhibiting Company Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail \_\_\_\_\_

## 2. EXHIBIT BOOTH PRICING AND SELECTION

All booths are 10' x 10' unless otherwise noted.

### SPACE

	Before Oct. 16, 2015	Oct. 16– Dec. 22, 2015	After Dec. 22, 2015
<input type="checkbox"/> Standard inline booth(s) around perimeter of exhibit hall; bounded by side aisle only	\$1,800	\$1,900	\$2,000
<input type="checkbox"/> Corner or non-perimeter booth(s)	\$1,900	\$2,100	\$2,300
<input type="checkbox"/> Island(s): 20' x 20'	\$7,000	\$7,900	\$8,800
<input type="checkbox"/> Island(s): 20' x 30'	\$10,300	\$11,300	\$12,600
<input type="checkbox"/> Island(s): 30' x 30'	\$15,000	\$16,200	\$18,000
<input type="checkbox"/> Table top (6' wide)	\$700	\$800	\$900
<input type="checkbox"/> Non-profit organization/Federal/State/Local government (table top)	\$450	\$500	\$550
<input type="checkbox"/> Non-profit organization/Federal/State/Local government (Standard inline)	\$1,000	\$1,100	\$1,300

## 3. BOOTH SPACE REQUESTED

Total Display Size is: \_\_\_\_\_ x \_\_\_\_\_

Inside Booth(s): \$ \_\_\_\_\_

Corner Booth(s): \$ \_\_\_\_\_

Island Space(s): \$ \_\_\_\_\_

Total Space Price Due: \$ \_\_\_\_\_

No booths will be assigned without the required **50% deposit check**. The American Association for Geriatric Psychiatry will provide a booth ID sign for all exhibiting companies. All furniture is the responsibility of the individual exhibitor. The American Association for Geriatric Psychiatry will not provide any tables, chairs, carpet or electricity.

## 4. PREFERRED LOCATION

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

We prefer that our exhibit not be located next to the following companies: \_\_\_\_\_

\* 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.

## 5. INDIVIDUAL SPONSORSHIP ITEMS

- ☐ \$ \_\_\_\_\_ (Name Item)  
☐ \$ \_\_\_\_\_ (Name Item)  
☐ \$ \_\_\_\_\_ (Name Item)

## 6. DEPOSIT/PAYMENT

Important: We are enclosing with this application a deposit of 50% of the total booth price or sponsorship for each requested. We agree to pay the balance **before January 16, 2016**. Your signature on this form allows AAGP to retain your credit card number in the file for an automatic debit in the amount of the total due on **January 16, 2016**. If you do not want this credit card to be charged, your check for the balance due must be received **before December 5, 2015**.

Amount Enclosed: \$ \_\_\_\_\_

**Cancellation Policy:** It is agreed that: A) If a company cancels its space 90 days or more prior to the opening date of the meeting, the deposit shall be retained. Exhibitors shall give written notice of cancellation. B) If a company cancels its space less than 90 days prior to the opening date of the meeting, the company will be responsible for paying the entire booth cost and EXHIBIT MANAGEMENT reserves the right to resell space.

## 7. EXHIBITOR DIRECTORY

Exhibitor Description Request Form will be sent with booth assignment.

## 8. PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS, DRAWN ON A U.S. BANK, TO:

American Association for Geriatric Psychiatry (AAGP)

And forward along with contract to: AAGP, 6728 Old McLean Village Drive, McLean, VA 22101

**Fax to (using credit card): 703-556-8729**

Type of Card: ☐ AMEX ☐ VISA ☐ MC Exp. Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Credit Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

## 9. INSTALL & DESIGN COMPANY

☐ YES, my company will be utilizing an Install & Design Company.

**10. 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.

## 11. SIGNED AND ACCEPTED BY AUTHORIZED AGENT of Exhibitor:

\_\_\_\_\_  
Date \_\_\_\_\_

Accepted by / Exhibit Management:

\_\_\_\_\_  
Date \_\_\_\_\_

## 12. Please address all communications regarding exhibits to:

Christopher Wood, AAGP  
6728 Old McLean Village Drive  
McLean, VA 22101

TEL: 703-556-9222  
FAX: 703-556-8729  
E-MAIL: cwood@AAGPonline.org



# Terms and Conditions

**CONVENING ORGANIZATION and SHOW MANAGEMENT** is American Association for Geriatric Psychiatry (AAGP), 6728 Old McLean Village Drive, McLean, VA 22101, 703-556-9222, e-mail main@AAGPonline.org. Convention Center or Hotel Facility is printed on the Exhibitor Prospectus front cover. Facility Rules & Regulations will be printed in the Service Manual.

**SHOW DECORATOR** is Hargrove, Inc., One Hargrove Drive, Lanham, MD 20706, 301-731-2527, e-mail customerservice@hargroveinc.com.

**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, WITHDRAWAL OR REDUCTIONS IN SPACE:** Cancellation or reductions in space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation to Christopher Wood. If written notice is received more than 90 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 90 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.

**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 are 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, but not 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, CONVENING ORGANIZATION, and SHOW DECORATOR 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 Louisiana. 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 Exhibitor agrees to make no claim for any reason whatsoever against: SHOW MANAGEMENT, SHOW DECORATOR, the Convening Organization, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following: loss, theft, damage to goods, or injury to himself, his employees, or attendees while in the exhibition area, nor any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither SHOW MANAGEMENT nor the Convening Organization(s) maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property insurance covering such losses by Exhibitor.

**THE ABOVE-CITED REGULATIONS** as well as all conditions stated in the Exhibitor Prospectus and exhibit application become a part of the contract between the Exhibitor and the Convening Organization(s).

**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 and CONVENING ORGANIZATION do 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 naming AAGP and Hargrove, Inc. as co-insured. 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, CONVENING ORGANIZATION, and SHOW DECORATOR are 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 CONVENING ORGANIZATION. 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.

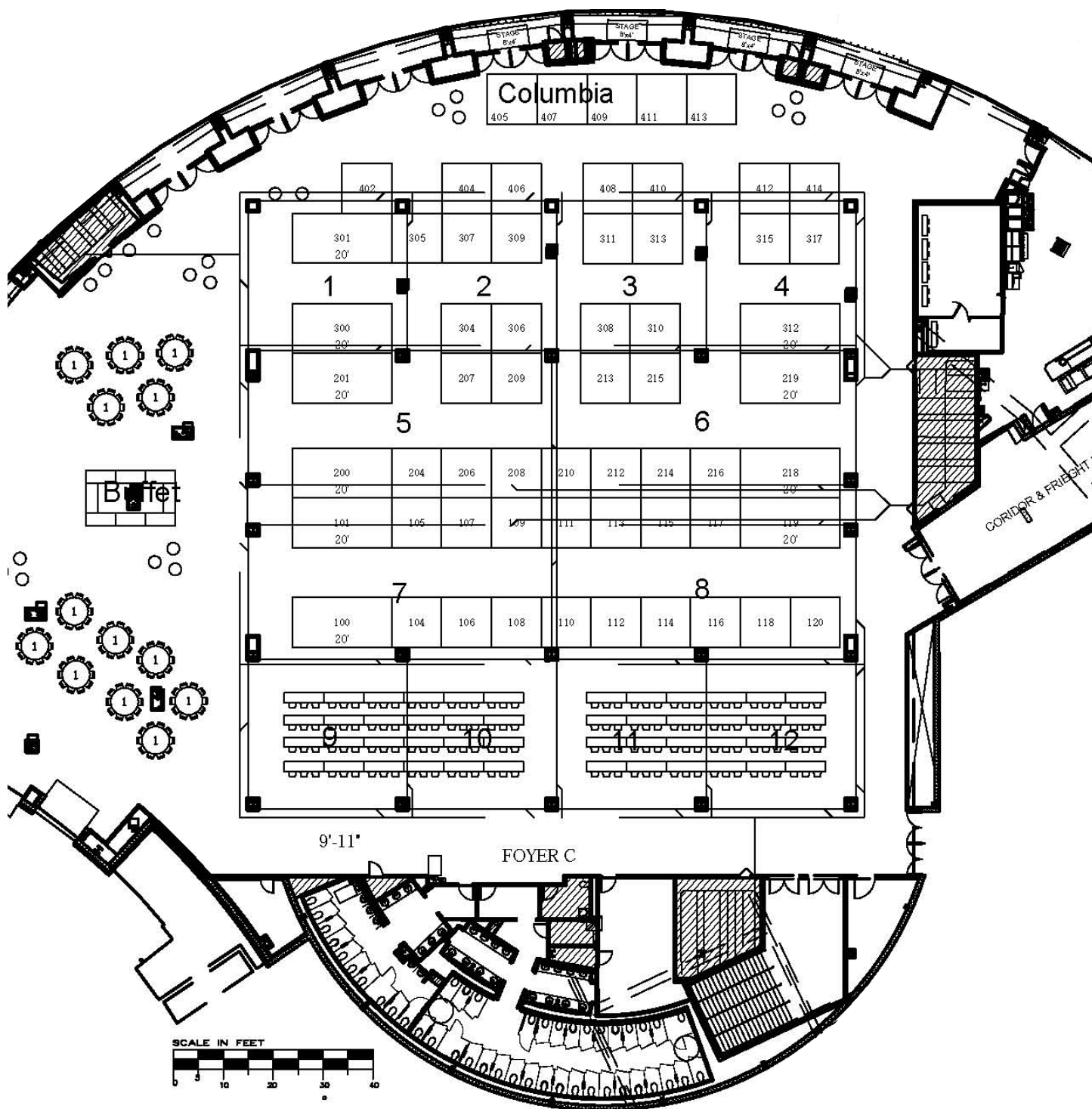
**USE OF DISPLAY SPACE:** A representative of the exhibiting company must be present at the booth(s) at all times during the posted exhibit hours. With the exception of book publishers, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall without prior approval from SHOW MANAGEMENT. 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 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. Exhibitor assumes responsibility and agrees to indemnify and defend the American Association for Geriatric Psychiatry and the JW Marriott, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the American Association for Geriatric Psychiatry nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

# Exhibit Hall Floor Plan





# Sponsorship and Marketing Information

## Benefits of Sponsorship

- ★ Sponsorship is an ideal way to gain prime, credible exposure and make a long-term impact among a highly influential audience.
- ★ Sponsors stand out from other exhibitors and deliver a message of commitment and support to attendees.
- ★ Proven traffic builders will assist in increasing your visibility and help you achieve a greater return on your exhibit investment.

AAGP is the primary scientific meeting for the presentation of cutting-edge research and new clinical innovations related to late-life mental illness. By joining us as a sponsor you have the opportunity to:

- ★ Build your brand
- ★ Highlight the value of your services to participating clinicians and fellows
- ★ Network
- ★ Leverage new partnerships and build new alliances
- ★ Improve the care for those with late-life mental disorders

Sponsors will be recognized in the Final Program, on signage throughout the conference, and on the website. For more information on how your company can support AAGP, contact Christopher Wood (cwood@AAGPonline.org) for all industry-sponsored CME programs and all non-CME sponsorship opportunities.

Exhibitors can enhance their marketing programs and booth displays at our conference with product theaters. Plan to take advantage of these popular marketing programs and expand your exposure to the conference attendees.

*Connect with the Best  
in Geriatric Psychiatry  
at AAGP's Meeting  
in Washington, DC!*

## Sponsorship Opportunities

### Product Theaters

30 minutes \$17,000

45 minutes \$22,000

(4 time slots available)

A non-CME session allowing your company to bring in your own speakers and educate attendees about your products. Sponsorship of a Product Theater includes:

- Pre-registration mailing list
- Post-registration mailing list
- Basic AV equipment and lectern
- One sign
- Recognition in the Final Program
- Registration bag insert (listing all product theaters)
- Sponsor ribbon for all company representatives
- Listing on AAGP Annual Meeting website and in Annual Meeting app

## Sponsored Receptions and Social Events

Opening Reception \$10,000

Exhibit Hall meal function \$12,500

Exhibit Hall Reception \$15,000

## Identity Items

WiFi Café \$15,000

Charging Station \$7,000

Cyber Café \$5,000

Lead Retrieval Cards \$25,000

Lanyards (featuring company logo) \$7,500

**Meeting Website**  
[www.AAGPmeeting.org](http://www.AAGPmeeting.org)



# Sponsorship and Marketing Information

## Conference Bag Inserts

**\$1,500 per insert**

Insert a one page promotional piece into the conference bag. Sponsor is responsible for production of 1,200 pieces. AAGP must approve piece.

## Electronic Signage

**\$1,500**

Display your company's logo and/or product information on a 40" LED display monitor located in a prominent place in the meeting area. The sign will include meeting information as well as sponsorship information.

## AAGP Annual Meeting Mobile App Banner Ads

**\$2000**

The AAGP Annual Meeting Mobile App provides attendees with meeting information and allows them to engage before, during and after the meeting on their phones and iPads. The mobile app will be launched in November/December 2015. Banner ads will be available.

## Sponsor a Resident

**\$2,500**

The GMHF Scholars Program includes "named" scholars. These individuals are chosen through a competitive process and are awarded a grant to attend and participate in the AAGP Annual Meeting. Evidenced based studies demonstrate a direct link to exposing early residents to the field of geriatric psychiatry and the number of residents who enter geriatric psychiatry fellowships.

## Conference Pens

**\$4,000**

Distributed to all attendees at registration with their conference materials. Get your company's name to each attendee.

## Room Drops

**\$4,500**

Have material regarding your product(s) distributed to Annual Meeting attendees' hotel rooms on the date that you specify.

## Conference Bags with AAGP and Supporter's Logos

**\$5,000**

The official bag for the meeting is distributed to every attendee and many of them use it for years to come. Gain visibility by imprinting your name and logo on one side of the bag. AAGP will be responsible for production.

## Hydration Stations

**\$6,000**

Quench the thirst of attendees and show your respect for the environment at "Hydration Stations." The sponsor's logo will appear at each station as well as on reusable water bottles given to attendees to use during and after the conference.

## Cell Phone/Tablet Charging Station/Kiosk

**\$7,000**

Meeting attendees will be delighted to see a free charging kiosk, available during the entire course of the meeting, to charge up the batteries of their cell phones, laptops, tablets and iPods. Each charging kiosk will charge multiple devices simultaneously. The charging components are ADA-compliant. The sponsors' signage will be displayed on the kiosk.

## Flash Drive

**\$10,000**

Support a flash drive distributed to all attendees with your company's logo imprinted on it. The flash drive will contain all of the 2015 Annual Meeting Abstracts and Handouts and will be a resource that the attendees will use over and over again.

## WiFi Café

**\$15,000**

The WiFi Café, located in the Exhibit Hall, is sure to be a popular destination for meeting participants. Open during the Exhibit Hall hours on Saturday and Sunday, it will offer free WiFi and a charging station. The sponsor's signage will be displayed.

## Custom Sponsorships

Don't see anything here that is an exact fit for what you're looking for? Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives.

## Sponsorship Listings

On most Conference materials, sponsors will be listed alphabetically.

## Advertising Requirements and Deadlines

A great way to add to your visibility, ask about advertising opportunities in the AAGP Online Advance Program (deadline November 6, 2015), and the AAGP On-Site Final Program (January 2016 deadline). See page 10.

## Registration

All representatives of sponsoring companies wishing to attend the educational sessions of the Annual Meeting must register.

## Sponsorship Questions

Questions and inquiries relating to all sponsorships should be directed to Christopher Wood at 703-556-9222 or via e-mail at cwood@AAGPonline.org.

## AAGP Mail Lists

*Requires approval of the mail piece by AAGP.*

### 2016 Annual Meeting Early Bird Pre-Registrant List

*(available mid February 2016)*

**\$550**

Promote your product or service to pre-registrants.

### AAGP 2016 Annual Meeting Final List

*(available April 2016)*

**\$600**

The complete mail list of AAGP Annual Meeting Attendees is available after the meeting to follow up with attendees.

### AAGP Member Mail List

**\$1,000**

Managed by InFocus Marketing, Inc.

800.708.5478

[www.infocusmarketing.com](http://www.infocusmarketing.com)



# Advertising Opportunities

## AAGP 2015 Annual Meeting Advertising Opportunities

The AAGP 2015 Annual Meeting offers several unique opportunities to showcase your company's programs, products, and services to a highly influential group of medical professionals and meeting attendees. Annual Meeting attendees include geriatric psychiatrists, general psychiatrists, geriatricians, family practice physicians and internists, advance practice nurses, neurologists, and others who want to know the latest on Alzheimer's disease and dementia, affective disorders, practice management, schizophrenia, psychosis, health services research and more.

### To reserve ad space, contact

Christopher Wood  
AAGP

6728 Old McLean Village Drive  
McLean, VA 22101

Phone 703-556-9222 ★ Fax 703-556-8729 ★ E-mail [cwood@AAGPonline.org](mailto:cwood@AAGPonline.org)

### AAGP Advance Program (Online only)

The advance program will be available online in November. Postcards advertising the program are mailed to 15,000 prospective attendees. The program includes all educational sessions and registration information.

#### Full-Color Rates

Full Page: \$1,000

½ Page: \$500

Reserve by November 3, 2015

Final Art by November 10, 2015



### AAGP On-Site Final Program

This on-site and take-home reference guide covers all of the AAGP Annual Meeting offerings, faculty, and more. The program will be included in all 1,200 attendee registration bags.

#### Black & White Rates

Full Page: \$3,750

½ Page: \$1,000

#### Preferred Positions (Covers only)

Cover 2 or 4:  
color rates + 50%  
Cover 3: +25%

#### Full-Color Rates



Full Page: \$4,250

½ Page: \$2,000

Reserve by January 8, 2016

Proof by January 15, 2016

Final Art by January 22, 2016



### AAGP Meeting Website

Online banner and other advertising is available on the AAGP Meeting Website ([AAGPmeeting.org](http://AAGPmeeting.org)) visited by thousands of individual health care providers.

For information on this advertising opportunity, contact Christopher Wood at [cwood@AAGPonline.org](mailto:cwood@AAGPonline.org).



# Advertising Contract



## Ad Sizes and Artwork Requirements for AAGP 2016 Annual Meeting Publications

### Ad Sizes

#### Full Page (no bleed)

7.5" w x 10" h

#### Full Page (with bleed)

8.5" w x 11" h trim size

plus 0.25" bleed on all sides

#### Half Page

7.5" w x 4.75" h

### Ad Reproduction Requirements

- ★ Please provide your 4C process or B&W ad as a highres (300 dpi) press-ready PDF with embedded fonts and bleeds+registration marks, if applicable.
- ★ Do not use Microsoft Word, PowerPoint, Publisher, or Excel to create ads.
- ★ Files under 8 MB may be e-mailed to Christopher Wood at cwood@AAGPonline.org. If over 8 MB, please provide on CD or via an online file transfer service.

### Ad Reservation

To reserve your ad space, mail or fax this contract and payment to:

Christopher Wood, AAGP  
6728 Old McLean Village Drive  
McLean, VA 22101  
Fax 703-556-8729

#### Questions?

Please contact Christopher Wood at 703-556-9222 or cwood@AAGPonline.org.

*Please complete this contract and return it with your full non-refundable payment, due at the time of reservation and made payable to AAGP.*

### Please reserve an ad space in:

1) Advance Program (Insert ad size and color) \_\_\_\_\_

2) Final Program (Insert ad size and color) \_\_\_\_\_

Preferred Position \_\_\_\_\_

Company/Product \_\_\_\_\_ Contact Name/Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Billing Information (if contact information is different from above)

☐ Check (payable to AAGP in U.S. dollars) Total Amount \$ \_\_\_\_\_

Type of Card: ☐ AMEX ☐ VISA ☐ MC Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Name on the account (print) \_\_\_\_\_

Company/Product \_\_\_\_\_ Contact Name/Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_





# Important Dates

## 2015

**October 16**

Super Early Bird Exhibit Hall Discounts

**October 16–December 22**

Early Bird Exhibit Hall Discounts

**November 3**

Ad Reservations Due for Advance Program

**November 10**

Final Ad Artwork Due for Advance Program

## 2016

**January 3**

Ad Reservations Due for Final Program

**January 16**

Total Payment Due for Exhibit Hall Booths

**January 23**

Final Ad Artwork Due for Final Program

**Thursday, March 17/Friday, March 18**

Exhibitor Move In

**Friday, March 18/Saturday, March 19**

AAGP Annual Meeting Exhibit Hall Open

**Saturday, March 19/Sunday, March 20**

Exhibitor Move Out