

FMDA – The Florida Society for Post-Acute and Long-Term Care Medicine

Best Care Practices Trade Show Meeting & Display Information

Oct. 22-25, 2020 • *Loews Sapphire Falls Resort at Universal Orlando* • Orlando, FL

DISPLAY DATES & TIMES (the times below are subject to change):

FRIDAY: Oct. 23, 2020 ~ 2:05-3:20 p.m.; 5:30-7 p.m.

SATURDAY: Oct. 24, 2020 ~ 8-9 a.m. Breakfast; 11:45 a.m.-12:30 p.m. Coffee Break

SET UP: Friday, Oct. 23 ~ 10 a.m.-1:45 p.m. • **TEAR DOWN:** Saturday, Oct. 24 ~ 12:35-3:15 p.m.



LOCATION INFORMATION: FMDA's Best Care Practices in the Post-Acute & Long-Term Care Continuum Trade Show will be held at **Loews Sapphire Falls Resort at Universal Orlando, 6601 Adventure Way, Orlando, FL 32819; Phone: (407) 503-5000.**

HOTEL CATERING & SPECIAL SERVICES: If you are planning a special event that has been pre-approved by FMDA and requires services such as catering a reception, planning a product theater, etc., contact **Margie Sanchez, CPCE, CMP**, Complex Senior Catering and Conference Manager, Loews Sapphire Falls Resort, 6601 Adventure Way, Orlando, FL 32819; **407-503-5123**, Margie.Sanchez@loewshotels.com.

ASSIGNMENT OF SPACE: Upon receipt of the completed application to exhibit, FMDA will confirm the acceptance of your application. Each display space will be furnished with one 6-foot, draped and skirted table with two chairs. All exposed portions of a display must be finished so as not to be objectionable to other exhibitors or FMDA. Displays not conforming to these specifications will be prohibited. Assigned space may not be shared or transferred for any reason.

TERMS & CONDITIONS

INSTALLATION OF EXHIBITS: Exhibits are to be set up by **1:45 p.m.** on **Friday, Oct. 23, 2020.** In the event that an exhibitor fails to complete installation by **1:45 p.m.**, FMDA reserves the right to remove the display table at the exhibitor's expense and risk.

REMOVAL OF EXHIBITS: There will be no breaking down of exhibits before **12:35 p.m.** on **Saturday, Oct. 24, 2020.** Any exhibitor who breaks down before **12:35 p.m.** shall be deemed to be in violation of this agreement. All exhibits not removed by **3:15 p.m.** on Saturday may be removed by the association or the hotel, at the risk and expense of the exhibitor.

CARE OF SPACE: The exhibitor agrees not to deface, injure, or mar the exhibit area of **Loews Sapphire Falls Resort** or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor shall be liable to the association and/or **Loews Sapphire Falls Resort** for any damage resulting to such furniture and fixtures contained therein and/or such property placed therein by the association and occurring by reason of the commissions or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor shall defend and hold harmless the association from all claims and suits against said association arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All materials used by exhibitors must conform to the requirements of the local fire department, and exhibits must meet all state and local codes.

AUDIOVISUAL & ELECTRICAL SERVICES: Visit our website at www.bestcarepractices.org.

INSURANCE: The association or its representatives assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, and damage by fire, accident, or other cause must do so at his/her own expense.

SECURITY: Due to the informal nature of the tabletop exhibits, we strongly encourage you to keep your display simple. If you choose to bring special equipment for your display, you are responsible for securing the equipment. FMDA will not be providing security for this area.

EXHIBITOR CONDUCT, CONTACT HOURS & RESTRICTIONS: This application and agreement is subject to FMDA's Industry Exhibitor Code of Conduct, which can be found on the back of this flier. Events that conflict with FMDA's schedule will not be allowed. Up to four (4) representatives are included in the fee per booth, and there is a **\$50** charge for each additional representative name badge. Exhibitors are welcome to attend all educational sessions. If contact hours are needed, a **\$50** registration fee is required per licensee. FMDA reserves the right to restrict all displays that, because of noise or other objectionable features, interfere with the orderly procedure of the exhibition; also to prohibit any display or procedure that, in its judgment, runs counter to the general character of the exhibition. Exhibitors will conduct their business in a courteous and professional manner from the confines of the display area they have rented.

LIABILITY: The association or its representatives shall not be liable for any damages in the event that performance of this contract is rendered impossible by any of the following causes: destruction of the hotel, or any substantial portion thereof, by fire, earthquake, hurricane, the elements, or a public enemy, strikes, or other public disorder; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of **Loews Sapphire Falls Resort**. The association will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors the amount of fees paid.

CANCELLATION OF EXHIBIT SPACE: Requests for cancellations of exhibit space must be presented to the association in writing. If cancellation occurs on or before **Sept. 20, 2020**, the exhibitor will receive a full refund less a **\$200** administrative fee. If cancellation occurs after **Sept. 20, 2020**, no refunds shall be due the exhibitor. An exhibitor who cancels may not transfer or assign an exhibit space.

MATERIAL SHIPPING & HANDLING: We recommend whenever possible that exhibitors hand-carry their materials to the hotel. The hotel cannot accept shipments until three (3) days prior to the Best Care Practices conference and has limited storage capability.

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WHEN SENDING SHIPMENTS TO THE HOTEL, PLEASE LABEL THEM IN THE FOLLOWING MANNER:

Hold for Arrival: FMDA's 29th Annual Conference: Best Care Practices
Attention: Guest Name (Hold for Arrival)
FedEx, UPS, or U.S. Post Office: Loews Sapphire Falls Resort, 6601 Adventure Way, Orlando, FL 32819

HOTEL RESERVATIONS: FMDA has reserved a block of rooms at **Loews Sapphire Falls Resort**. The group rate is **\$219** single/double occupancy; discounted self-parking (\$15/day) and valet parking (\$23/day) for all attendees; complimentary Wi-Fi service; and no daily resort fee. To make a reservation, please call **Loews Reservation Center** at (866) 360-7395, and mention you are attending **FMDA – The Florida Society for PA/LTC Medicine / Best Care Practices** conference. To guarantee rate and room availability, you must make your reservations no later than **Sept. 1, 2020**. This special group rate will be applicable three (3) days prior to and three (3) days following the main program dates, subject to availability. You may also reserve your hotel room at www.bestcarepractices.org/venue.html.

APPLICATION to EXHIBIT

FMDA's Best Care Practices Trade Show • Oct. 23-24, 2020
Loews Sapphire Falls Resort • Orlando, FL

DATE: _____, 2020

Please Note: This Application is eFillable

\$1,495 Early-Bird Rate
good until July 31, 2020

Please reserve for our use, at FMDA's 29th Annual Trade Show, display space as requested below. We understand that our use of this space is subject to the conditions and terms outlined in this agreement, which, upon acceptance by **FMDA – The Florida Society for Post-Acute and Long-Term Care Medicine**, shall become a binding, non-cancellable agreement between our organization and FMDA. **Each 6-foot table-top display area costs \$1,995** if paid by **check or by credit card** (you are not required to have a PayPal account) at www.fmda.org. An exhibitor may not share any part of its booth with another vendor, whether or not it is a related company. Full refunds apply to vendors whose application to exhibit is not accepted. Once submitted, this application is not cancellable or contingent upon any funding approval. This application is not considered accepted unless it is signed by an authorized representative of FMDA.

Print exactly as name should appear in the conference program and promotional material.

Organization Name: _____ Contact Person: _____

Address: _____ City: _____ State: _____ ZIP: _____

Telephone: () _____ Fax: () _____ Email: _____

Booth representatives (up to 4 representative names badges included per booth, with a \$50 charge for each additional representative):

1. _____ 2. _____

3. _____ 4. _____

Description of Organization or Service: If you would like to be included in the onsite trade show material, please email a **50-word-maximum description of your company, its products, and/or services** to icordes@bellsouth.net by **Sept. 13, 2020**.

When making display assignments, please avoid the following competitors (if possible): _____

Get Involved! Join FMDA to network with LTC medical directors, attending physicians, pharmacists, PAs, and NPs. Distinguish your company from the competition by becoming an **Organizational Affiliate** member in good standing of FMDA.

- ☐ Yes! **Organizational Affiliate** annual member dues in the amount of **\$325** are enclosed.
- ☐ Yes! We want to reserve Sponsorship Opportunity D or E # _____, and/or Grande Sponsorship A / B / C _____.
- ☐ **Early-Bird Rate:** The number of tabletop displays requested is _____. Early-Bird display fees are **\$1,495** per display, or **\$1,395** for Organizational Affiliate members (current through Oct. 31, 2020), for a total amount of \$ _____.
- ☐ a. A check in the amount of \$ _____, to cover the exhibit fee, membership dues, and sponsorship(s) is enclosed, or
- b. A credit card payment of \$ _____, was made at www.bestcarepractices.org on _____ (date). We are mailing/faxing this completed and signed agreement directly to FMDA.

*** Standard fee is \$1,995. Organizational Affiliate members receive \$100 member discount per tabletop display.**

I have read the terms of this agreement and accept the stipulations as outlined, as the authorized representative of this company.

Signature: _____ Name: _____ Title: _____

Application to exhibit approved by FMDA: _____ Title: _____ Date: _____

Make all payments payable to **FMDA or Best Care Practices** and return to:
FMDA – The Florida Society for Post-Acute and Long-Term Care Medicine
400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401
Tel: (561) 689-6321 • Fax: (561) 689-6324 • Email: ian.cordes@fmda.org

FMDA is a not-for-profit corporation. Its federal tax identification number is 81-3438184.

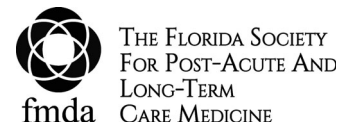
Best Care Practices in the Post-Acute & Long-Term Care Continuum



Sponsorship Opportunities

FMDA, NADONA, Florida Chapters of GAPNA, and FGS

invite you to become a conference Grande Sponsor.



A. Bronze Grande Sponsorship: \$5,000

1. Annual FMDA membership dues for **Vendors & Organizational Affiliates**: A \$325 value.
2. One (1) 6-foot tabletop exhibit in preferred area of Annual Trade Show: A \$1,895 value.
3. Upgrade to a double-tabletop exhibit for only \$1,250 (optional): A \$745 value.
4. Two (2) free, 1/4-page ads or the equivalent (must use within 18 months) in the award-winning *Progress Report* newsletter: A \$570 value.
5. Online recognition with your company's logo and website link at www.bestcarepractices.org until at least **October 2020**: A \$500 value.
6. Online recognition with your company's logo and website link at www.fmda.org until at least **October 2019**: A \$500 value.
7. Sponsor of a refreshment break during the conference: A \$1,500 value.
8. High profile in printed conference program, collateral material, website, onsite signage, mentioned in announcements, etc.: **Value = Priceless.**
9. High-profile recognition will appear in *Progress Report*, the award-winning statewide newsletter: **Value = Priceless.**
10. Ribbons highlighting your level of support — for you and your staff.

— *These benefits total \$6,035, plus, plus.*

B. Silver Grande Sponsorship: \$7,500 — All above benefits PLUS...

1. Upgrade to a double-tabletop exhibit for only \$1,000 (optional): A \$895 value (extra \$250 more than “Bronze”).
2. Upgrade to two (2) free, 1/2-page ads or the equivalent (must use within 18 months) in the award-winning *Progress Report* newsletter: A \$1,050 value (additional \$480 more than “Bronze”).
3. One free 1/2-page ad in the printed onsite conference syllabus/program: A \$525 value.
4. Recognition as the sponsor of the onsite Best Care Practices planning committee meeting: A \$1,250 value.

— *These benefits total \$8,540, plus, plus.*

C. Gold Grande Sponsorship: \$10,000 — All above benefits PLUS...

1. Upgrade to a double-tabletop exhibit for only \$750 (optional): A \$1,245 value (extra \$250 more than “Silver”).
2. Upgrade to two (2) free, full-page ads or the equivalent (must use within 18 months) in the award-winning *Progress Report* newsletter: A \$1,750 value (extra \$700 more than “Silver”).
3. Upgrade to one (1) free full-page ad in the printed onsite conference syllabus/program: A \$875 value (extra \$350 more than “Silver”).
4. Recognition as the “Official Sponsors” of a second scheduled **Coffee Break**: A \$1,500 value.

— *These benefits total \$11,340, plus, plus.*

D. Educational Sponsorship

1. *National Leadership Forum* on Saturday, Oct. 24 ----- \$7,500

E. General Sponsorships

1. Saturday morning Continental Breakfast ----- \$5,000
2. Sunday morning Continental Breakfast ----- \$4,500
3. Welcome Reception in the exhibit hall on Friday evening ----- (Reserved by **OptumCare**) \$3,500
4. Presidents Wine & Cheese Reception on Saturday evening ----- (Reserved by **Consulate Health Care**) \$2,500
5. Tote bags imprinted with your company's logo ----- \$2,000
6. T-shirts with your company's logo ----- \$1,750
7. Refreshment/Coffee Breaks ----- \$1,500
8. Name badge holders with your company's logo ----- \$1,500
9. Welcome Reception entertainment for Friday evening ----- \$1,500
10. Poster Sessions ----- (Reserved by **OptumCare**) \$1,000
10. Mobile app annual sponsorship: Includes recognition with your company's logo on the app (Reserved by **UnitedHealthCare**) \$1,000
11. Product Theaters ----- Call FMDA

Sponsors will receive:

- ✓ Recognition in the FMDA *Progress Report* newsletter
- ✓ Recognition in annual program's printed materials
- ✓ Recognition on both FMDA websites at www.fmda.org and www.bestcarepractices.org
- ✓ Recognition in the annual program brochure, if commitment is made by **Sept. 13, 2020**
- ✓ Recognition in the annual program syllabus
- ✓ Special signs prominently displayed at supported function(s)
- ✓ Introduction at supported function(s)

Thank you for your interest and your support! Please note that some of the options featured here are offered on a limited basis and are reserved as first-come, first-served. So, please don't delay; call us today.

Should you have any questions, please contact Ian Cordes at (561) 689-6321 or ian.cordes@fmda.org.



400 Executive Center Drive, Suite 208
West Palm Beach, FL 33401
(561) 689-6321 • fax: (561) 689-6324
www.bestcarepractices.org

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Early-Bird Rate good until July 31, 2020.

Visit www.bestcarepractices.org today, and sign up to exhibit!

Save the Date!

FMDA's 29th Annual Conference & Trade Show

Oct. 22-25, 2020



THE FLORIDA SOCIETY
FOR POST-ACUTE AND
LONG-TERM
CARE MEDICINE

LOEWS
SAPPHIRE FALLS
RESORT
UNIVERSAL ORLANDO®



**Best Care
Practices**
*In the Post-Acute &
Long-Term Care Continuum*



We hope to see you all there! Please visit BestCarePractices.org for updates!

Sign-up to exhibit today by visiting www.bestcarepractices.org! While there, you will find two excellent videos that highlight the excitement at the Loews Sapphire Falls Resort and the parks at Universal Orlando. In addition to all the fun, you can take the complimentary water taxis from the Sapphire Falls Resort right to the steps of CityWalk (<http://www.citywalk.com>). Across the canal from the theme parks, and open to the public (for free), Universal's pedestrian mall entertainment district has themed restaurants, bars, a multiplex movie theater, miniature golf, shops and a fountain for kids to play in. Live music, great food and FUN sum up the many entertainment options.