

FMDA – The Florida Society for Post-Acute and Long-Term Care Medicine
FMDA’s LIVE Annual Trade Show
Oct. 21-25, 2020

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

WEDNESDAY: Oct. 21 ~ 5-7 p.m. Virtual Conference Orientation & Reception in the Trade Show Lobby

THURSDAY: Oct. 22 ~ 12:15-1:15 p.m. Annual Trade Show – Bring your own lunch!

FRIDAY: Oct. 23 ~ 2:05-3:20 p.m. Annual Trade Show

SATURDAY: Oct. 24 ~ 4:35-6:05 p.m. Meet & Greet in the Trade Show Lobby

LIVE Trade Show!
“Live Interactive Virtual Experience”

UNIQUE FEATURES OF VIRTUAL TRADE SHOW

1. Dedicated live Trade Show hours
2. Scheduled live training sessions with FMDA staff on virtual platform
3. Pre-Convention Attendee lists to send samples, brochures, fliers, etc.
4. FMDA staff support during the Annual Conference & Trade Show
5. Network live with the attendees in numerous ways
6. Customize your booth with YouTube video links, pdfs (brochures, flyers, etc.), social media links, video meeting links, etc.
7. Individual app login and customizable profile for each exhibitor rep
8. Schedule phone and video appointments with attendees through app with personal/company video account link
9. Invite attendees for video product demos through personal/company video account link
10. Use personal/company video account link to connect live with attendees during the Trade Show
11. Attendees to compete in planned point-based games that motivate maximum interaction with exhibitors
12. Top point earners to be featured on the leaderboard as they compete to win door prizes
13. Offer door prizes to encourage attendees to visit your booth
14. Offer conference-wide door prizes with FMDA staff assistance
15. Post-Convention Attendee lists to send samples, brochures, fliers, etc.
16. Listed in Exhibitor Directory
17. Listed in Convention Syllabus
18. Multiple sponsor recognition sections
19. Connect live in the Trade Show Lobby during the exhibit hours
20. **Successful Strategies:** FMDA staff would be happy to discuss ways you can maximize your time and investment
21. **Enduring Value:** After the conference is over, your exhibit will be open 24/7 until at least **Jan. 1, 2021**



EXHIBITOR CONDUCT, CONTACT HOURS & RESTRICTIONS: 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. 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. Exhibitors will conduct their business in a courteous and professional manner at all times.

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.

Continued on the next page

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 virtual exhibit in preferred area of Annual Trade Show: **A \$1,495 value.**
3. 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.**
4. Online recognition with your company's logo and website link at www.bestcarepractices.org until at least **October 2021**: **A \$500 value.**
5. Online recognition with your company's logo and website link at www.fmda.org until at least **October 2021**: **A \$500 value.**
6. Sponsor of a virtual refreshment break during the conference: **A \$1,750 value.**
7. Sponsor of a Virtual Trade Show Lobby 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. Recognition highlighting your level of support — for you and your staff.
— *These benefits total \$6,640, plus, plus.*

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

1. 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”).
2. One free 1/2-page ad in the printed onsite conference syllabus/program: **A \$525 value.**
3. Recognition as the sponsor of the Best Care Practices planning committee meeting: **A \$1,250 value.**
— *These benefits total \$8,895, plus, plus.*

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

1. 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”).
2. Upgrade to one (1) free full-page ad in the printed onsite conference syllabus/program: **A \$875 value** (extra **\$350** more than “Silver”).
3. Recognition as the “**Official Sponsors**” of a second scheduled **Virtual Lobby Break**: **A \$1,500 value.**
— *These benefits total \$11,445, plus, plus.*

D. General Sponsorships

1. Welcome Reception & Orientation on Wednesday ----- \$2,500
2. Welcome Reception in the exhibit hall on Friday evening ----- (Reserved by **Optum**) \$3,500
3. T-shirts with your company's logo — mailed to attendees in advance ----- \$3,000
4. Tote bags imprinted with your company's logo — mailed to attendees in advance ----- \$2,500
5. Virtual Lobby Breaks ----- \$1,750
6. Name badge holders with your company's logo — mailed to attendees in advance ----- \$1,500
7. **FMDA Quality Champion Award**: Reserved by **Optum** ----- \$1,000
8. **Mobile app annual sponsorship**: Reserved by **UnitedHealthCare** ----- \$1,000
9. Product Theaters ----- Call FMDA

Sponsors will receive:

- ✓ Recognition in the FMDA *Progress Report* newsletter
- ✓ Recognition in annual program's materials
- ✓ Recognition in the mobile app, virtual platform
- ✓ 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's printable conference syllabus
- ✓ 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.

APPLICATION to EXHIBIT

FMDA's Best Care Practices Virtual Trade Show • Oct. 21-24, 2020

DATE: _____, 2020

Please reserve for our use, at FMDA's Virtual 29th Annual Trade Show, 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 your organization and FMDA. **Each virtual exhibit booth costs \$1,495*** 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 virtual 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 **sbellotti@fmda.org** by **Sept. 13, 2020**.

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 _____.
- The number of exhibit booths requested is _____. Exhibit fees are **\$1,495** each, 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 \$1,495. 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.



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

FIRST-CLASS MAIL
PRESORTED
U.S. POSTAGE
PAID
WEST PALM BCH FL
PERMIT NO. 3591

Save the Date!

FMDA's Virtual

29th Annual Conference

Oct. 22-25, 2020



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



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

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