

# 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 BENEFITS OF VIRTUAL TRADE SHOW

1. Dedicated live Trade Show hours
2. Scheduled live training sessions with FMDA staff on virtual platform (to be recorded as well)
3. Pre-Convention Attendee list to be provided to send introductions, invitations, samples, brochures, fliers, etc.
4. One (1) complimentary 1/4<sup>th</sup>-page color ad (3.625 x 4.875 inches) in the digital conference syllabus
5. FMDA will schedule two (2) push notifications for your company to all participants.
6. Exhibitor may post comments or content on the Wall in the mobile app.
7. **Exhibitor Spotlight:** You will be scheduled for a 3- to 5-minute live spotlight in the Trade Show lobby with participants.
8. Add a Welcome Video link as one of the many resources in your booth
9. FMDA staff support during the Annual Conference & Trade Show
10. Network live with the attendees in numerous ways
11. Customize your booth with your organization's description (500-word maximum)
12. Include up to 15 resources, e.g., YouTube video links, .pdf (brochures, flyers), jpeg, .png, .tiff, external video meeting links, social media links, etc.
13. Social media links could include Facebook, LinkedIn, Instagram, Twitter, YouTube, etc.
14. Individual app login and customizable profile for each exhibitor rep
15. Schedule phone and video appointments with attendees through app with personal/company video account link
16. Invite attendees for video product demos through personal/company video account link
17. Use personal/company video account link to connect live with attendees during the Trade Show
18. Attendees to compete in planned point-based games that motivate maximum interaction with exhibitors
19. Top point earners to be featured on the leaderboard as they compete to win door prizes
20. Offer door prizes to encourage attendees to visit your booth
21. Offer conference-wide door prizes with FMDA staff assistance
22. Listed in Exhibitor Directory
23. Listed in Convention Syllabus
24. Multiple sponsor recognition sections for Bronze, Silver, and Gold Grande Sponsors
25. Connect live in the Trade Show Lobby during the exhibit hours
26. Post-Convention Attendee list will be provided to send thank you notes, samples, brochures, fliers, etc.
27. **Successful Strategies:** FMDA staff would be happy to discuss ways you can maximize your time and investment
28. **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](http://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](http://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](http://www.fmda.org) and [www.bestcarepractices.org](http://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 29<sup>th</sup> 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](mailto: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](http://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](mailto: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](http://www.bestcarepractices.org)

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# Save the Date!

## FMDA's Virtual

### 29<sup>th</sup> 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](http://BestCarePractices.org) for updates!**

*Visit [www.bestcarepractices.org](http://www.bestcarepractices.org) today, and sign up to exhibit!*