

# FMDA – The Florida Society for Post-Acute and Long-Term Care Medicine Best Care Practices Trade Show Meeting & Display Information

Nov. 5-6, 2021 • *Loews Royal Pacific Resort at Universal Orlando* • Orlando, FL

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

**FRIDAY:** Nov. 5, 2021 ~ 2:05-3:20 p.m.; 5:30-7 p.m.

**SATURDAY:** Nov. 6, 2021 ~ 8-9 a.m. Breakfast; 11:40 a.m.-12:35 p.m. Coffee Break

**SET UP:** Friday, Nov. 5 ~ 10 a.m.-1:45 p.m. • **TEAR DOWN:** Saturday, Nov. 6 ~ 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 Royal Pacific Resort at Universal Orlando, 6300 Hollywood Way, Orlando, FL 32819; Phone: (407) 503-3000.**

**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 **Ian Cordes** at FMDA.

**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, Nov. 5, 2021.** 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, Nov. 6, 2021.** 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 Royal Pacific 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 Royal Pacific 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](http://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 Royal Pacific 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 **Oct. 1, 2021**, the exhibitor will receive a full refund less a **\$200** administrative fee. If cancellation occurs after **Oct. 1, 2021**, 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.

*Continued on the next page*

When sending shipments to the hotel, please label them in the following manner:

**Hold for Arrival:** FMDA's 30<sup>th</sup> Annual Conference: Best Care Practices  
**Attention:** Guest Name (Hold for Arrival)  
**FedEx, UPS, or U.S. Post Office:** Loews Royal Pacific Resort, 6300 Hollywood Way, Orlando, FL 32819

**HOTEL RESERVATIONS:** FMDA has reserved a block of rooms at **Loews Royal Pacific 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 (833) 243-4731, and mention you are attending **FMDA – The Florida Society for PALTC Medicine / Best Care Practices** conference. To guarantee rate and room availability, you must make your reservations no later than **Sept. 24, 2021**. 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](http://www.bestcarepractices.org/venue.html).

## APPLICATION to EXHIBIT

FMDA's Best Care Practices Trade Show • Nov. 5-6, 2021  
Loews Royal Pacific Resort • Orlando, FL

DATE: \_\_\_\_\_, 2021

Please reserve for our use, at FMDA's 30<sup>th</sup> 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 tabletop 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](http://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 [ian.cordes@fmda.org](mailto:ian.cordes@fmda.org) by **Sept. 10, 2021**.

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 \_\_\_\_\_.
- Display Fee:** The number of tabletop displays requested is \_\_\_\_\_. Display fees are **\$1,995** per table, or **\$1,895** for Organizational Affiliate members (current through Nov. 30, 2021), 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 \$1,995. 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](mailto: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 \$1,995 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](http://www.bestcarepractices.org) until at least **October 2022**: A \$500 value.
6. Online recognition with your company's logo and website link at [www.fmda.org](http://www.fmda.org) until at least **October 2022**: A \$500 value.
7. Sponsor of a refreshment break during the conference: A \$1,500 value.
8. Special recognition 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 \$6,135, 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 \$995 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 \$8,640, 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 \$11,440, plus, plus.*

### D. Educational Sponsorship

1. *National Leadership Forum* on Saturday, Nov. 6----- \$7,500

### E. General Sponsorships

1. Saturday morning Continental Breakfast----- (Sponsored by **VITAS Healthcare**) \$5,000
2. Sunday morning Continental Breakfast----- \$4,500
3. Friday's Welcome Reception in the exhibit hall----- \$3,500
4. Presidents Wine & Cheese Reception on Saturday evening----- (Sponsored by **VITAS Healthcare**) \$2,750
5. Tote bags imprinted with your company's logo----- \$2,250
6. Conference's Socio Mobile App sponsorship----- (Sponsored by **VITAS Healthcare**) \$2,000
7. T-shirts with your company's logo----- \$1,750
8. Quality Champion Award----- (Sponsored by **Optum**) \$1,500
9. Refreshment/Coffee Breaks----- \$1,500
10. Poster presentation sessions----- \$1,500
11. Name badge holders with your company's logo----- (Sponsored by **Optum**) \$1,500
12. Friday's Welcome Reception entertainment----- \$1,500
13. FMDA Mobile app annual sponsorship----- (Reserved by **United Health Care**) \$1,500
14. Product Theaters----- Sold Out

### 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](http://www.fmda.org) and [www.bestcarepractices.org](http://www.bestcarepractices.org)
- ◀ Recognition in the annual program brochure, if commitment is made by **Oct. 15, 2021**
- ◀ 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 Shane Bellotti at (561) 689-6321 or [sbellotti@fmda.org](mailto:sbellotti@fmda.org).*



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

## **FMDA – The Florida Society for Post-Acute and Long-Term Care Medicine Industry/Exhibitor Code of Conduct** *(Revised: March 2007)*

FMDA leadership has devised this Code of Conduct based on AMDA and FMDA guidelines. All exhibitors, grantors, product theater sponsors, and third parties who may be involved either directly or indirectly are required to agree to this Code when they submit an application to exhibit.

1. Exhibiting/participating in the FMDA meeting is a privilege and not a right.
2. FMDA reserves the right to reject an application to exhibit without giving a reason.
3. Potential exhibitors are invited to complete the Application to Exhibit form.
4. By submitting the form, potential exhibitors agree to:
  - a. Set up the exhibit during the designated time,
  - b. Staff the exhibit booth during exhibit hours,
  - c. Refrain from removing the exhibit before the conclusion of exhibit hours,
  - d. Conduct themselves in a courteous and professional manner — by respecting others and expecting respect — especially when in conversation with customers.
5. Potential exhibitors also agree to:
  - a. Refrain from holding any long-term care-related meetings or receptions within 10 miles of the location of the FMDA annual meeting, within 24 hours of the beginning or end of the FMDA meeting, unless specific written/email consent is obtained from the executive director of FMDA.
  - b. Unless authorized in writing/email by the executive director of FMDA, refrain from entertaining groups of FMDA meeting registrants during the FMDA annual meeting — unless there is a clearly designated time to do so — as this reduces the value of the meeting to exhibitors, product theater sponsors, and donors of educational/non-educational grants.
  - c. If in doubt about the propriety of a planned event, ask for guidance from FMDA's executive director.



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