Exhibitor Prospectus
Information about Exhibiting, Sponsorship and Advertising

Meeting Dates
March 24-27, 2017

Exhibit Dates
March 25-26, 2017
Welcome

An Invitation to Participate

On behalf of the American Association for Geriatric Psychiatry (AAGP), we invite you to be a part of our 2017 Annual Meeting focusing on “Integrated Care Through Innovation” in Dallas, Texas.

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 Dallas.

Daniel Sewell, 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 2017 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 1,000 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 2017?
• 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

<table>
<thead>
<tr>
<th>Degree</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>MD/DO</td>
<td>78.6%</td>
</tr>
<tr>
<td>PhD/PsyD</td>
<td>8.9%</td>
</tr>
<tr>
<td>APRN</td>
<td>6.5%</td>
</tr>
<tr>
<td>Other</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Percentage Attendees By Profession

<table>
<thead>
<tr>
<th>Profession</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinician</td>
<td>70%</td>
</tr>
<tr>
<td>Academic/Educator</td>
<td>18%</td>
</tr>
<tr>
<td>Researcher</td>
<td>9%</td>
</tr>
<tr>
<td>In Training</td>
<td>3%</td>
</tr>
</tbody>
</table>
Exhibitor Fast Facts

Conference Site
Hilton Anatole
2201 N Stemmons Freeway
Dallas, TX 75207
Exhibit Hall: Grand Ballroom
For more information on special conference rates at the Hilton Anatole, visit www.AAGPmeeting.org.

Exhibit Dates (Subject to change)
Exhibitor Set-Up
Friday, March 24
Saturday, March 25
Exhibit Hours
Saturday, March 25
Friday, March 24
Dismantle
Sunday, March 26
Monday, March 27

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.

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) and in the Advance Program (available November 2016).

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/audiovisual, electronic, or print resources. Press credentials are required. Please contact Victoria Cooper at vlaliberte@AAGPonline.org for further information.

Assignment of Space
Space will be assigned beginning December 16, 2016. Applications for priority assignment space must be received by November 14, 2016. 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 14, 2016 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
Application and Contract for Exhibit Space

Integrated Geriatric Mental Health Care through Innovation
Hilton Anatole  Dallas, TX  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 2017 rules and regulations for the Hilton Anatole 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 ________________________________
Billing 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.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Standard inline booth(s):</td>
<td>$1,800</td>
<td>$1,900</td>
<td>$2,000</td>
</tr>
<tr>
<td>Corner or non-perimeter booth(s):</td>
<td>$1,900</td>
<td>$2,100</td>
<td>$2,300</td>
</tr>
<tr>
<td>Island(s): 20’ x 20’</td>
<td>$7,000</td>
<td>$7,900</td>
<td>$8,800</td>
</tr>
<tr>
<td>Island(s): 20’ x 30’</td>
<td>$10,300</td>
<td>$11,300</td>
<td>$12,600</td>
</tr>
<tr>
<td>Island(s): 30’ x 30’</td>
<td>$15,000</td>
<td>$16,200</td>
<td>$18,000</td>
</tr>
<tr>
<td>Table top (6’ wide)</td>
<td>$700</td>
<td>$800</td>
<td>$900</td>
</tr>
<tr>
<td>Non-profit organization/Federal/ State/Local government (table top)</td>
<td>$450</td>
<td>$500</td>
<td>$550</td>
</tr>
<tr>
<td>Non-profit organization/Federal/ State/Local government (Standard inline)</td>
<td>$1,000</td>
<td>$1,100</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

3. BOOTH SPACE REQUESTED
Total Display Size: ______________________ x ______________________
Inside Booth(s): $ ______________________
Corner Booth(s): $ ______________________
Island Booth(s): $ ______________________
Total 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, 2017. 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, 2017. If you do not want this credit card to be charged, your check for the balance due must be received before December 5, 2016.

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:

Authorized Agent: ______________________
Signature ______________________
Date ______________________

12. Please address all communications regarding exhibits to:
Christopher Wood, AAGP
6728 Old McLean Village Drive
McLean, VA 22101
E-MAIL: cwood@AAGPonline.org
CONVENING ORGANIZATION and SHOW MANAGEMENT is American Association for Geriatric Psychiatry (AAGP), 6720 Old McAlpin Village Drive, McLean, VA 22101. www.AAGPMeeting.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 J&J Exhibitors Service, Inc., 2336 South Indiana Avenue, Chicago, IL 60616, (312) 225-3323, e-mail info@jjexhibitors.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; if written notice is received less than 90 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-assign 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 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 to not 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 cannot 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.

APPLICATIONS: This contract shall be governed by the laws of the Dallas, Texas. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and local laws and regulations which may be required by SHOW MANAGEMENT. The exhibitor agrees to maintain insurance covering 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 or agency(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 J&J Exhibitors Services, 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, insect weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor disputes, 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 its 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.

ADDITIONAL: 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 a 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 back 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 prior 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- and post show promotional material unless specific written permission is granted. Use of any Convene, 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, belts or any other tool or material which could mar the floor or walls is prohibited. Trip 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 convey 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 Hilton Anatole Hotel, 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.
*Floorplan subject to change at management’s discretion.
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 Dallas, TX!

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
- Lanyards (featuring company name) $7,500

Meeting Website

www.AAGPmeeting.org
Sponsorship and Marketing Information

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bag Inserts</td>
<td>$1,500</td>
<td>Insert a one page promotional piece into the conference bag. Sponsor is responsible for production of 1,200 pieces. AAGP must approve piece.</td>
</tr>
<tr>
<td>Electronic Signage</td>
<td>$1,500</td>
<td>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.</td>
</tr>
<tr>
<td>AAGP Annual Meeting Mobile App Banner Ads</td>
<td>$2,000</td>
<td>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 2016. Banner ads will be available.</td>
</tr>
<tr>
<td>Sponsor a Resident</td>
<td>$2,500</td>
<td>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.</td>
</tr>
<tr>
<td>Conference Pens</td>
<td>$4,000</td>
<td>Distributed to all attendees at registration with their conference materials. Get your company’s name to each attendee.</td>
</tr>
<tr>
<td>Room Drops</td>
<td>$4,500</td>
<td>Have material regarding your product(s) distributed to Annual Meeting attendees’ hotel rooms on the date that you specify.</td>
</tr>
<tr>
<td>Hydration Stations</td>
<td>$6,000</td>
<td>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.</td>
</tr>
<tr>
<td>Cell Phone/Tablet Charging Station/Kiosk</td>
<td>$7,000</td>
<td>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.</td>
</tr>
<tr>
<td>Conference Bags with AAGP and Supporter’s Logos</td>
<td>$7,500</td>
<td>The official bag for the meeting is distributed to every attendee and many of them use it for years to come. Gain visibility by imprinted your name and logo on one side of the bag. AAGP will be responsible for production.</td>
</tr>
<tr>
<td>Flash Drive</td>
<td>$10,000</td>
<td>Support a flash drive distributed to all attendees with your company’s logo imprinted on it. The flash drive will contain all of the 2017 Annual Meeting Abstracts and Handouts and will be a resource that the attendees will use over and over again.</td>
</tr>
<tr>
<td>WiFi Café</td>
<td>$15,000</td>
<td>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.</td>
</tr>
<tr>
<td>Custom Sponsorships</td>
<td></td>
<td>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.</td>
</tr>
</tbody>
</table>

**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 7, 2016), and the AAGP On-Site Final Program (January 2017 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.

- **AAGP 2017 Annual Meeting Early Bird Pre-Registrant List** (available mid February 2017) $550
  Promote your product or service to pre-registrants.

- **AAGP 2017 Annual Meeting Final List** (available April 2017) $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
Advertising Opportunities

AAGP 2017 Annual Meeting Advertising Opportunities
The AAGP 2017 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

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, 2016
Final Art by November 10, 2016

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

Reserve by January 9, 2017
Proof by January 16, 2017
Final Art by January 22, 2017

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

For information on this advertising opportunity, contact Christopher Wood at cwood@AAGPonline.org.
Advertising Contract

Ad Sizes and Artwork Requirements for AAGP 2017 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

### 2016

- **October 17**
  Super Early Bird Exhibit Hall Discounts

- **October 17–December 23**
  Early Bird Exhibit Hall Discounts

- **November 4**
  Ad Reservations Due for Advance Program

- **November 11**
  Final Ad Artwork Due for Advance Program

### 2017

- **January 9**
  Ad Reservations Due for Final Program

- **January 16**
  Total Payment Due for Exhibit Hall Booths

- **January 20**
  Final Ad Artwork Due for Final Program

- **Friday, March 24/Saturday, March 25**
  Exhibitor Move In

- **Saturday, March 25/Sunday, March 26**
  AAGP Annual Meeting Exhibit Hall Open

- **Sunday, March 26/Monday, March 27**
  Exhibitor Move Out

### 2018

- **March 15–18**
  AAGP Annual Meeting
  Honolulu, Hawaii

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AAGP • 6728 Old McLean Village Drive • McLean, VA 22101 • 703.556.9222 • meetinginfo@aagponline.org

2017 Annual Meeting • March 24-27, 2017 • Dallas, TX • www.aagpmeeting.org