Exhibitor Prospectus

Would physicians, health care professionals and other related disciplines focused on late-life mental illness be interested in your products or services?

Then don't miss your opportunity for a virtual exhibit booth at the 2021 AAGP Annual Meeting to:

- Maximize your exposure!
- Ability to connect one on one with attendees
- Access to number of attendee booth visits
- Customize your booth page with content, videos and more!!

Overview
Join the American Association for Geriatric Psychiatry for their 2021 Virtual Annual Meeting on March 15-19, 2021.

Make your presence known at the AAGP Virtual Annual Meeting! We are accepting applications for exhibits from commercial and non-profit entities. Click Here for a brief video overview of what a virtual booth will look like.

The AAGP Annual Meeting offers cutting-edge educational programming for a broad audience of allied health professionals, including geriatric and general psychiatrists, psychologists, nurse practitioners, social workers and researchers. We also encourage general psychiatry residents and medical students with a special interest in the mental health treatment of older adults to attend our annual meeting.

The Audience
The AAGP Annual Meeting attendance is comprised of Psychiatrists, Primary Care Physicians, Geriatricians, Medical Directors of Long-Term Care, Advanced Practice Nurses, Neurologists, Psychologists, Directors of Nursing, Social Workers and Pharmacists.
Exhibitor benefits
With access to approximately 1000 thought leaders and decision making physicians and other health care providers practicing in a variety of settings and treating older adults, you will be able to see and download who has been to your booth and how many times in real time. Attendees will have 24-hour live access to the exhibit hall and booth content beginning March 15, 2021 through March 15, 2022.

Your customizable virtual booth can include:

- Company Name
- Logo
- Company Description
- Informational Video(s)
- Search Tags
- Ability to connect with attendees and/or set up meeting appointments with attendees
- Informational Documents
- Links to other Resources
- Ability to Conduct Polls
- Instant access to lead retrieval information

One complimentary exhibitor registration will be provided, permitting entry to the AAGP Exhibit Hall. Exhibitors who wish to attend scientific sessions must register and pay posted registration fees.

Key Dates and Times

Meeting Dates: Monday, March 15 through Friday, March 19, 2021
Meeting platform will be accessible through March 15, 2022

Exhibitor Application Deadline: March 1, 2021

Exhibitor Access to design Booth: March 8, 2021

Exhibitor Booth Completion: March 12, 2021

Exhibitor Cancellation Deadline: March 5, 2021

Live Exhibit Hall Times*
Monday, March 15 at 3:30 PM-4:30 PM Eastern
Tuesday, March 16 at 3:30 PM-4:30 PM Eastern
Wednesday, March 17 at 3:30 PM-4:30 PM Eastern
Thursday, March 18 at 3:30 PM-4:30 PM Eastern
Friday, March 19 at 3:30 PM-4:30 PM Eastern

*Exhibit booths will be available for viewing throughout the duration of the meeting, through March 15, 2022.
Booth Information and Rates

<table>
<thead>
<tr>
<th>Virtual Exhibit Booth</th>
<th>$1,500</th>
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<td>Virtual Exhibit Booth</td>
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<td>Non-profit organization/Federal/State/Local government</td>
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Terms of Payment

Full payment to the American Association for Geriatric Psychiatry is required with the exhibit space application/contract. Space will not be allocated or held without the completed application and full payment. If paying by credit card, please complete all necessary credit card information on the contract. Make all checks payable to: American Association for Geriatric Psychiatry and forward to AAGP, 6728 Old McLean Village Drive, McLean, VA  22101.

Cancellation Policy

Exhibitors have until March 5 to cancel their Exhibitor application. All cancellations must be received in writing by the cancellation deadline date. Please send your email to meetinginfo@aagponline.org. Note that all refunds will be subjected to a service charge of 50% of the net contract price.

Exhibit Booth Listing

Clicking these logos will provide entry into each exhibit booth. Exhibit booths will appear in alphabetical order. AAGP management reserves the right to make any changes to booth appearance and content when such action is deemed to be in the best interest of the total exhibits.
Sponsorship 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 throughout the conference and on the Virtual Meeting platform. 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.

Sponsorship Opportunities

Product Theaters (Two available) 30 minutes (20 minutes content-10 minutes Q/A) $7,500
Exhibitors can enhance their marketing programs and booth displays at our conference with product theaters - a non-CME session allowing your company to bring in your own speakers and educate attendees about your products. Plan to take advantage of these popular marketing programs and expand your exposure to the conference attendees.

Product Theater sponsors are required to have a virtual exhibit booth. Sponsorship of a Product Theater includes:

• Pre-registration mailing list
• Post-registration mailing list
• Listing on AAGP Annual Meeting website

Sponsored Receptions and Social Events

• New Member Connect Reception $10,000
• Networking Lounge (One each day) $12,500
• Social Activities (2 opportunities available) $10,000
AAGP Mailing Lists
Requires approval of the mail piece by AAGP.

NEW! AAGP 2021 Annual Meeting Early Bird Pre-Registrant List Promotion Service
(available beginning of March) $850 (per occurrence)
Send your HTML ready content to AAGP and AAGP will promote your product or service to pre-registrants through a promotional email and/or push notification through the AAGP Virtual Meeting Platform.

AAGP 2021 Annual Meeting Final Attendee Mailing List (mailing label information only – no email addresses)
(available April 2021) $600
The complete mailing list of AAGP Annual Meeting Attendees is available after the meeting to follow up with attendees.

AAGP Member Mailing Address List $1,000
Information and Rate Card Available through Infocus Marketing:
https://www.infocusmarketing.com/lists/aagp
# AAGP 2021 Annual Meeting - Participation Contract/Exhibit and/or Sponsorship Application

**Deadline: March 1, 2021**

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## Exhibit VIRTUAL booth (s):

Each VIRTUAL BOOTH includes one complimentary 1 exhibitor registration.

- _____ @ $1500

## Exhibit VIRTUAL booth (s) Non-Profit Organizations:

Each VIRTUAL BOOTH includes one complimentary 1 exhibitor registration.

- _____ @ $900

## Additional virtual booth personnel:

Additional personnel will have access to the Exhibit Hall only. Additional personnel wishing to participate in the meeting must register for the meeting separately.

- _____ @ $75

## Name/email of Exhibit Personnel:

## Name/email of Additional Personnel:

## Product Theater:

(Two available) 30 minutes (20 minutes content-10 minutes Q/A)

- _____ @ $7500

## Receptions and Social Events:

New Member Connect Reception [$10,000]; Networking Lounge (One each day) [$12,500]; Social Activities (opportunities available) [$10,000]

- _____ @ $____

## AAGP Mailing Lists:

Early Bird Pre-Registrant List [$550]; Final Registration [$600]

- _____ @ $____

## Payment and Contractual Considerations:

Full payment must accompany this application for space to be reserved. Payment may be made by Check, VISA, or MasterCard. Send completed form by email (meetinginfo@aagponline.org) or fax (703-556-8729). AAGP’s tax ID number is 52-1945946.

**Total Amount Due:** $___________ **Credit Card #:** ____________________________ **Exp. Date:** ____________ **CVV Code:** ____________ **Check______ Visa______ MasterCard______ **Cardholder Name:** ____________________________ / ____________________________ **Print** **Sign**