



## 2024 Annual Meeting

### Reimagining Geriatric Mental Health:

Innovations to promote the  
well-being of patients and caregivers



### Exhibitor and Sponsor Prospectus

## Welcome



### Please Join Us!

On behalf of the American Association for Geriatric Psychiatry (AAGP), we invite you and your organization to be a part of our 2024 Annual Meeting focusing on “Reimagining Geriatric Mental Health: Innovations to promote the well-being of patients and caregivers” March 15-18, in Atlanta, Georgia.

The AAGP Annual Meeting is unique in that it is the only national conference that brings together psychiatrists and other mental health professionals responsible for treating older people 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. Additionally, meeting topics focus on many issues related to these illnesses including caregivers, nursing homes, pain management, and the elder care workforce. The 2024 Annual Meeting will also have a special focus on brain health for treatment and prevention of late-life neuropsychiatric disorders.

Our scientific meeting is designed for clinicians, educators, and researchers alike with easy access to all of our general sessions, plenaries, symposia, and other events. Participants look forward to being able to enjoy all the offerings at the Annual Meeting, as well as the many networking opportunities. Due to the specific nature of the meeting, many attendees cite the AAGP Annual Meeting as the only conference they attend all year.

We hope you will join us as an exhibitor. Our exhibit hall can help you promote your organization, products, and services to approximately 1,000 geriatric psychiatrists and health care professionals focusing on late-life mental illness and dementia. We also have additional sponsorship opportunities that allow for further promotion of brand-name products to help highlight your organization and its offerings.

Becoming involved with the AAGP and the AAGP Annual Meeting will give you direct access to organizational leadership and those who treat these late-life mental disorders and illnesses. You will also be helping support the public health imperative to increase access to quality mental health services for older adults.

We look forward to welcoming you in Atlanta!

Helen Lavretsky, MD  
President, American Association for Geriatric Psychiatry



## About AAGP

The American Association for Geriatric Psychiatry (AAGP) is the community of geriatric psychiatrists, health professionals, scientists, and advocates committed to improving mental health care and wellness in aging adults. 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.*

## Leadership

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AAGP MIT Caucus  
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# 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 1,200 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 2024 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 approximately 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 2024?

- Dedicated breaks for the Exhibit Hall to promote traffic
- Opening Reception in the Exhibit Hall
- Exhibit Hall Lounge Seating

## What are the benefits to the Exhibitors?

- Opportunities to network one on one with geriatric mental health provider leaders
- Access to decision makers
- Listing on the AAGP meeting website
- Listing in the AAGP meeting app
- Post-conference attendee list

AAGP's Annual Meeting attendance is expected to include more than 1,000 scientific attendees including:

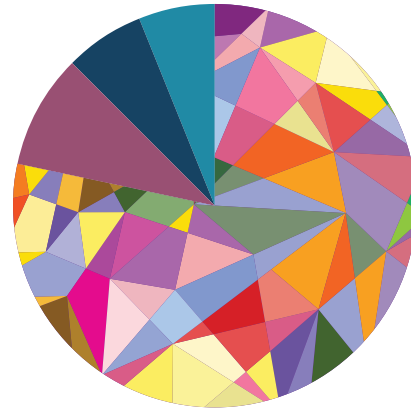
- Psychiatrists
- Primary Care Physicians
- Geriatricians
- Medical Directors of Long Term Care
- Advanced Practice Providers
- Nurses
- Neurologists
- Psychologists
- Directors of Nursing
- Social Workers
- Pharmacists

# Benefits of Exhibiting

## You Will ...

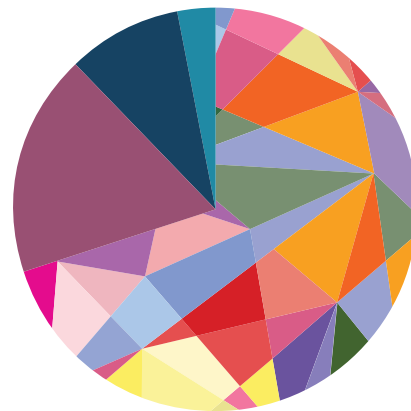
- Have the opportunity to interact with approximately 1,000 health care professionals responsible for the care of older adults with mental disorders: psychiatrists, physicians, psychologists, nurses and social workers who want to know about your products and services.
- Have dedicated time to network—exhibit 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



MD/DO 78.6%      APRN 6.5%  
PhD/PsyD 8.9%      Other 6.0%

## Percentage Attendees By Profession



Clinician 70%      Researcher 9%  
Academic/Educator 18%      In Training 3%

# Exhibitor Fast Facts

## Conference Site

Hyatt Regency Atlanta  
265 Peachtree Street NE  
Atlanta, Georgia 30303  
Exhibit Hall: Grand Hall

## Exhibit Dates

(Subject to change)

### General Exhibitor Move-in

Friday, March 15 - 8:00am-6:00pm

### Unopposed Exhibit Hours

Friday, March 15, 2024 - 6:30pm-8:30pm

Saturday, March 16, 2024 - 12:45pm-1:45pm

Saturday, March 16, 2024 - 5:00pm-7:00pm

Sunday, March 17, 2024 - 12:45pm-1:45pm

Sunday, March 17, 2024 - 5:00pm-7:00pm

### Exhibitor Move-out

Sunday, March 17 - 7:00pm-10:00pm

### Freight Re-route Time

Sunday, March 17 - 9:00pm

## Booth Traffic Generators

### Maximize Your Exhibit Experience

- ▶ Lead retrieval available to capture booth visitors' contact information
- ▶ Advertising opportunities in the mobile app and on the Annual Meeting website
- ▶ 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
- ▶ Visit our Booth passport to promote traffic

For additional information on these options, please see the **Sponsorship** section of this **Exhibitor Prospectus** or [info@AAGPonline.org](mailto:info@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." 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 January.

#### Tabletops - available for nonprofit or governmental organizations only

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. 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 \$50 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](http://www.AAGPmeeting.org) (available December 2023).*

## Assignment of Space

Space will be assigned beginning January 2024. Applications for priority assignment space must be received by December 20, 2023. Space assignments will be determined according to preferences listed on the application and the date of payment. If all preferences noted on an application have been assigned, AAGP Exhibit Management will determine the assignment. Applications received after December 20, 2023 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. 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

Jason Fluke, Association Manager, AAGP  
6728 Old McLean Village Drive  
McLean, VA 22101

[Jason@aagponline.org](mailto:Jason@aagponline.org)

## Application and Contract

### Reimagining Geriatric Mental Health: Innovations to promote the well-being of patients and caregivers

Meeting Dates: March 15-18, 2024 ■ Exhibit Dates: March 15-17, 2024 ■ Hyatt Regency Atlanta ■ Atlanta, GA ■ [www.AAGPmeeting.org](http://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 2024 rules and regulations for the Hyatt Regency Atlanta govern all exhibit activities.

**1. PLEASE RESERVE EXHIBIT SPACE** for the company listed below at AAGP Annual Conference 2024 to be held at the Hyatt Regency Atlanta in Atlanta, GA. 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 \_\_\_\_\_

### 6. INDIVIDUAL SPONSORSHIP ITEMS

\$ \_\_\_\_\_ (Name Item)

\$ \_\_\_\_\_ (Name Item)

\$ \_\_\_\_\_ (Name Item)

### 7. PAYMENT

We agree to pay the balance due **before February 1, 2024**. 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 **February 1, 2024**. If you do not want this credit card to be charged, your check for the balance due must be received **before February 1, 2024**.

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, 50% of the payment 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 AAGP reserves the right to resell space. \_\_\_\_\_ *initial here*

### 8. PAYMENT METHOD

To pay by check, 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 this contract to: AAGP, 6728 Old McLean Village Drive, McLean, VA 22101.

To pay by Credit Card, please complete the information below and fax to 703-556-8729.

Type of Card:  AMEX  VISA  MC  DISC

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

Name on Card \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_

Other \_\_\_\_\_

### 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 Show Decorator. 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:

\_\_\_\_\_ Date \_\_\_\_\_

Accepted by / Exhibit Management:

\_\_\_\_\_ Date \_\_\_\_\_

### 12. Please address all communications regarding exhibits to:

Jason Fluke, Association Manager

AAGP

6728 Old McLean Village Dr.

McLean, VA 22101

E-MAIL: [info@AAGPonline.org](mailto:info@AAGPonline.org)

FAX: 703-556-8729

### 2. EXHIBIT BOOTH PRICING AND SELECTION

All booths are 10' x 10' unless otherwise noted.

#### SPACE

Standard inline booth(s) around perimeter of exhibit hall; bounded by side aisle only

Corner or non-perimeter booth(s)

Island(s): 20' x 20'

Island(s): 20' x 30'

Island(s): 30' x 30'

Non-profit organization/Federal/State/Local government (table top)

Non-profit organization/Federal/State/Local government (Standard inline)

#### Booth Prices

\$3,000

\$4,500

\$12,000

\$13,800

\$18,000

\$1,500

\$2,000

### 3. BOOTH SPACE REQUESTED

Total Display Size is: \_\_\_\_\_ x \_\_\_\_\_

Total Space Price Due: \$ \_\_\_\_\_

AAGP will provide a booth ID sign for all exhibiting companies. All furniture is the responsibility of the individual exhibitor. AAGP 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. DIRECT OVER-THE-COUNTER SALES

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. \_\_\_\_\_ *initial here*

Will you sell merchandise in your booth? Yes  No

If yes, refer to sale of goods form which must be completed and returned in order to process Exhibit Application form.

# Terms and Conditions

**CONVENING ORGANIZATION and SHOW MANAGEMENT** is American Association for Geriatric Psychiatry (AAGP), 6728 Old McLean Village Drive, McLean, VA 22101, e-mail [info@AAGPonline.org](mailto:info@AAGPonline.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 Shepard, 7079 Oakland Mills Road, Columbia, MD 21046.

**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. 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 re-sell space.

**SPACE ASSIGNMENTS AND SUBLEASE:** Both 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 all 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 not to 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, nor 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.

**APPLICABLE LAWS:** This contract shall be governed by the laws

of Atlanta, GA. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials, as well as 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 Organization(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 Shepard Exhibitor Services, Inc. as co-insured. Certificates shall be furnished upon request. A copy of exhibitor COI is required

**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, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, 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 their 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.

**ADDENDUM:** 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 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 backs 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 pre-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, at-show and/or post show promotional material unless specific written permission is granted. Use of any Convenor, 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, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip 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 conveyed 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 hotel, 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.

# Sale of Merchandise/Products/ Equipment

**Reimagining Geriatric Mental Health:  
Innovations to promote the well-being of patients and caregivers**

Meeting Dates: March 15-18, 2024 ■ Exhibit Dates: March 15-17, 2024  
Hyatt Regency Atlanta ■ Atlanta, GA ■ [www.AAGPmeeting.org](http://www.AAGPmeeting.org)

Exhibiting Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**Sales at the Exhibition:** Exhibitors may take orders for products to be delivered at a later date or distributed onsite. However, AAGP reserves the right to allow or prohibit the sale and delivery of goods and services at the exposition without notice. A counter-signed exhibit application and a counter-signed Sale of Merchandise form are required for Exhibitor to sell goods other than books/publications during tradeshow hours.

List items of Merchandise/Products/Equipment that will be sold at your booth and provide a description of each. If additional space is required to list items, please attach another page.

1. Item Name \_\_\_\_\_  
a. Item Description \_\_\_\_\_
2. Item Name \_\_\_\_\_  
a. Item Description \_\_\_\_\_
3. Item Name \_\_\_\_\_  
a. Item Description \_\_\_\_\_
4. Item Name \_\_\_\_\_  
a. Item Description \_\_\_\_\_
5. Item Name \_\_\_\_\_  
a. Item Description \_\_\_\_\_

Checking this box indicates that you agree to all terms. Failure to pay 100% of balance due by **February 1, 2024** will result in exhibitor being dropped from the tradeshow. Both the Sale of Merchandise form and Application/Contract for Exhibit Space form must be counter-signed by AAGP and are required for sale of merchandise in exhibitor booth.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted By/Exhibit Management: \_\_\_\_\_ Date: \_\_\_\_\_

# **Exhibit Hall Floor Plan - Coming Soon!**

Hyatt Regency Atlanta  
Floor



# 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 Annual Meeting App, on signage throughout the conference, and on the website. For more information on how your company can support AAGP, contact Jason Fluke ([Jason@AAGPonline.org](mailto:Jason@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.

## Industry Sponsored Symposium

*(Multiple time slots available)*

- One complimentary registration  
2-hour session \$45,000

Industry-Supported Symposia (ISS) are unique forums for presenting educational information to Annual Meeting participants and are scheduled during meal slots each day. Approximately 800-1000 physicians and other health care providers are expected to attend AAGP's 2024 Annual Meeting. Actual attendance at individual industry-supported symposia ranges from 200 - 400 individuals depending on the topic, reputation and quality of speakers, and innovation of educational presentation.

Each session is scheduled for two hours with 30 minutes for registration and meal service and 90 minutes for content presentation. Sponsors have the option of providing CME during the session. All ISS must follow the guidelines for commercial support from the ACCME, the U.S. Food and Drug Administration (FDA), the American Medical Association (AMA), and other agencies and appropriate professional organizations. Additional information on ISS policies and guidelines will be provided upon request.

*Connect with the Best  
in Geriatric Psychiatry  
at AAGP's Meeting  
in Atlanta, GA!*

## Product Theaters

**Product Theater in the Exhibit Hall (Multiple time slots available)**

- One complimentary registration  
30 minutes \$10,000

Product Theater sessions allow your company to bring in your own speakers and educate attendees about your products. Sponsorship of a Product Theater includes:

- Basic AV equipment and lectern
- Listing in the Meeting App
- One sign to include title/speaker/date/time and logo
- 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	\$15,000
Lunch in the Exhibit Hall	\$12,500
Closing Reception	\$20,000
Coffee Break in the Exhibit Hall	\$7,500

## Meeting Website

[www.AAGPmeeting.org](http://www.AAGPmeeting.org)

# Sponsorship and Marketing Information

**Conference Bag Inserts** **\$1,500 per insert**

Insert a one page promotional piece into the conference bag. Sponsor is responsible for production of 1,200 pieces. AAGP must approve piece.

**AAGP Annual Meeting Mobile App Banner Ads** **\$2,000**

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 tablets. The mobile app will be launched in March 2024. Banner ads will be available.

**Sponsor a Resident** **\$3,000**

The 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.

**Photo Booth Sponsor** **\$4,000**

Make your brand synonymous with the fun and education of the Annual Meeting. Sponsor the attendee photo booth and your logo will appear in attendee’s keepsakes — and their social media feeds.

**Room Drops** **\$5,000**

Have material regarding your product(s) distributed to Annual Meeting attendees’ hotel rooms on the date that you specify.

**Hotel Room Keys** **\$7,500**

Have your logo on all room keys provided to AAGP attendees staying at the conference hotel.

**Conference Bags with AAGP and Supporter’s Logos** **\$7,500**

The official bag for the meeting is distributed to every attendee and many of them use it for years to come. Gain visibility by imprinting your name and logo on one side of the bag. AAGP will be responsible for production.

**Headshot Lounge Sponsor** **\$10,000**

This is a highly brand-able sponsorship with great engagement and activity. Attendees receive a professional head shot that they can use long after they return home from the meeting!

**Custom Sponsorships**

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.



**Sponsorship Listings**

On most Conference materials, sponsors will be listed alphabetically.

**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 Jason Fluke via e-mail at [Jason@AAGPonline.org](mailto:Jason@AAGPonline.org).

**AAGP Member Mail List** **\$2,000**  
**Exhibitors and Sponsors ONLY.**

Promote your product or service to AAGP Annual Meeting attendees. AAGP must approve all communications to members prior to mailing.

# Important Dates

## 2024

### February 1

Application and payment due for Exhibit Hall Booths

### Friday, March 15

Exhibitor Move In

Friday, March 15/Saturday, March 16/

### Sunday, March 17

AAGP Annual Meeting Exhibit Hall Open

### Sunday, March 17

Exhibitor Move Out