

**CMDA – The Colorado Society for Post-Acute and Long-Term Care Medicine and
The Colorado Health Care Association/Colorado Center for Assisted Living Present:**

CMDA's Virtual 26th Annual Conference & Trade Show Moving Forward in PALTC Medicine — April 23, 2021

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

THURSDAY, APRIL 22, 2021 ~ 5-6 p.m.

Virtual Conference Orientation & Welcome Reception (BYOB) in the Conference Lobby

FRIDAY, APRIL 23, 2021 ~ 12:00 p.m. -12:50 p.m.

Break and lunch with exhibitors in the Conference Lobby – Bring your own lunch!

FRIDAY, APRIL 23, 2021 ~ 2:10 p.m. - 2:40 p.m.

Break and visit with exhibitors in the Conference Lobby



UNIQUE BENEFITS OF CMDA'S VIRTUAL TRADE SHOW

- 1.) **Exhibitor Spotlight:** You will be scheduled for a 3- to 5-minute Live Spotlight in the Conference Lobby with participants
- 2.) **Customized Conference Webpage:** Exhibitors provide the content and CMDA staff will build your page for you
 - a.) Customize your page with your organization's contact information, logo, phone number, email address, website, and description (500-word maximum)
 - b.) Include up to 15 resources, e.g., YouTube video links, PDFs (brochures, flyers), JPGs, PNGs, TIFFs, external video links, etc.
 - c.) Add social media links including Facebook, LinkedIn, Instagram, Twitter, YouTube, etc.
 - d.) Add a Welcome Video as one of the many resources on your page
 - e.) Offer door prizes to encourage attendees to provide their direct contact information
- 3.) **We Support You:** Scheduled Live Training Sessions with CMDA conference staff on virtual conference (to be recorded)
- 4.) **Free Ad:** One (1) complimentary 1/4th-page color ad (3.625" x 4.875") in the digital conference program (JPG, PDF, TIFF, etc.)
- 5.) **Successful Strategies:** CMDA staff will share ideas on how you can maximize your time and investment
- 6.) **Enduring Value:** Your webpage will be open 24/7 until at least Aug. 1, 2021
- 7.) **Exhibitor Staff:** May register to attend the seminars and earn contact hours at no cost
- 8.) **Swag Bag:** Exhibitor mailing to attendees who register by April 1, 2021 – include company's materials and giveaways (4 oz limit per exhibitor)

**\$695 Early-Bird Rate
good until March 15, 2021**

Exhibitor Conduct, Contact Hours, and Restrictions

Events that conflict with CMDA's schedule will not be allowed. Up to four (4) representatives are included in the fee per virtual booth, and there is a \$25 charge for each additional representative. Exhibitors are welcome to attend all educational sessions. CMDA reserves the right to restrict all displays that interfere with the smooth and professional operation of the trade show.

SAVE THE DATE!
April 23, 2021
**CMDA's Virtual 26th Annual Conference:
Moving Forward in PALTC Medicine**

**Join us for interactive cutting edge education
with leaders in geriatric medicine!
Virtual reception the evening of the 22nd!
Register at cmda.us**

CHCA
Colorado Health Care Association
& Center for Assisted Living

cmda
THE COLORADO
SOCIETY FOR
POST-ACUTE AND
LONG-TERM CARE
MEDICINE

CME/CMD Credit: This meeting has been approved for a max. of 6.0 *AMA PRA Category 1 Credits*™. Ask CMDA for a copy of the official approval statement.

Continued on the next page

CMDA's 26th Annual Conference & Trade Show



Sponsorship Opportunities



CMDA and The Colorado Health Care Association/Colorado Center for Assisted Living invite you to become a conference sponsor.

A. Bronze Sponsor: \$2,850

1. One virtual exhibit: **A \$750 value.**
2. Two (2) free, 1/4-page ads or the equivalent (must use within 18 months): **A \$500 value**
3. Online recognition with your company's logo and website link at www.cmda.us until at least **Aug. 1, 2021:**
A \$500 value
4. Sponsor of the Break and Lunch (bring your own lunch) with exhibitors in the virtual conference lobby:
A \$1,500 value
5. High profile in printed conference program, collateral material, website, etc.: **A \$250 value**
6. Your organization's logo included on the swag bag tote: **A \$250 value**
7. Recognition highlighting your level of support — for you and your staff.

— *These benefits total \$3,750.*

B. General Sponsorships

1. **Welcome Reception & Orientation on Thursday** ----- \$1,500
2. **Tote bags** imprinted with your company's logo — mailed to attendees in advance ----- \$2,000
3. **Virtual Conference Lobby Breaks** ----- \$500
4. Other Ideas _____ -----
5. Assorted items to select from to be included in swag bag mailing ----- Ask CMDA
6. **Zoom Virtual platform** ----- \$1,250

Sponsors will Receive:

- ◀ Recognition in Annual Conference program
- ◀ Recognition during the conference
- ◀ Recognition on CMDA's website at www.cmda.us until Aug. 1, 2021



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@corecare.net.



APPLICATION to EXHIBIT

CMDA's Virtual 26th Annual Trade Show • April 23, 2021
\$695 Early-Bird Rate is good until March 15, 2021



DATE: _____, 2021

Please reserve for our use, at CMDA's Virtual 26th Annual Trade Show, as requested below. We understand that our use of this space is subject to the conditions and terms outlined in this agreement, which, upon acceptance by CMDA – **The Colorado Society for Post-Acute and Long-Term Care Medicine**, shall become a binding agreement between your organization and CMDA. **Each virtual exhibit booth costs \$750*** if paid by **check** or by **credit card** at **www.cmda.us**. An exhibitor may not share any part of its virtual booth with another vendor, whether or not it is a related company. Full refunds apply to vendors whose application to exhibit is not accepted. Once submitted, this application is not cancellable or contingent upon any funding approval. This application is not considered accepted unless it is signed by an authorized representative of CMDA.

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 representatives are included per booth, with a \$25 charge for each additional representative):

- 1. _____ 2. _____
- 3. _____ 4. _____

Description of Organization or Service: If you would like to be included, please email a 500-word-maximum description of your company, its products, and/or services to sbellotti@corecare.net by **March 26, 2021**.

Yes! We want to be: 1. ___ A Bronze Sponsor, and/or 2. reserve sponsor opportunity B# _____. Total amount of \$ _____.

Exhibit fees are **\$750** per virtual booth, or **\$695** Early-Bird Rate is available until March 15, 2021 Total amount of \$ _____.

- a. A check in the amount of \$ _____ to cover the exhibit and sponsorship(s) fees are enclosed, or
- b. A credit card payment of \$ _____ was made at www.cmda.us on _____ (date).

We are e-mailing/faxing this completed and signed agreement to CMDA.

CANCELLATION OF EXHIBIT SPACE: Requests for cancellations of exhibit space must be presented to the association in writing. If cancellation occurs on or before **April 1, 2021**, the exhibitor will receive a full refund less a **\$200** administrative fee. If cancellation occurs after **April 1, 2021**, no refunds shall be due the exhibitor. An exhibitor who cancels may not transfer or assign an exhibit space.

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 CMDA: _____ Title: _____ Date: _____

Register online at www.cmda.us, or make checks payable to "CMDA" and mail to:
CMDA – The Colorado Society for PALTC Medicine
c/o Corecare Associates, 400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401

Tel: (561) 689-6321 • Fax: (561) 689-6324 • Email: sbellotti@corecare.net
www.cmda.us