

Support & Advertising Opportunities at a Glance

Top Five Reasons to Get Involved and Support the 2009 AGS Annual Meeting

Health care professionals look to the AGS Annual Meeting as the primary source of current information on managing the complex, chronic health problems often faced by older adults. Annual Meeting Supporters and Exhibitors play a crucial role in helping the AGS present new knowledge and skills to professionals who are on the front lines of geriatrics research and clinical practice. The top five reasons for your organization to get involved with the AGS 2009 Annual Meeting are:

1. Network with the leading professionals involved in the health and well-being of older adults
2. Distribute information regarding the latest treatment developments
3. Disseminate information to those who are in the “front line” of care for older adults
4. Identify current needs and issues in the industry
5. Promote knowledge of the special health care needs of our rapidly expanding older population

Support Opportunities at a Glance

We are pleased to discuss any of these support opportunities with you, or to explore other ideas that you may have. Please contact Caitlin Connolly at cconnolly@americangeriatrics.org or 212-308-1414.

All supporters will receive the following benefits:

- Acknowledgement in the 2009 Advance and Final Programs.
- Listing of all supporters on the AGS Annual Meeting website.
- Signage at the *Hyatt Regency* acknowledging all supporters.

Supporters of particular events will receive benefits unique to that event, which are detailed in each listing.

OPPORTUNITIES	COST	ADDED VISIBILITY & OUTREACH	PAGE
MEAL TIME SYMPOSIA			
Meal Time Symposia	\$30,000	Signage at entrance to session room and acknowledgement in the session handout.	7
EXTEND THE REACH OF MEAL TIME SYMPOSIA THROUGH...			
Virtual Annual Meeting	\$150,000 for total package.	Support the webcast capture and delivery of the 2009 Virtual Annual Meeting on the AGS website.	8
Webcasts	\$30,000 educational grant	MTS sessions can be individually webcast as part of the virtual Annual Meeting	8
<i>Journal of the American Geriatrics Society</i> Supplement (no CME offered)	Direct costs, please call for details.	Acknowledgement of support in the supplement. <i>JAGS</i> is peer reviewed and has a circulation of 9,598.	9
<i>Clinical Geriatrics and Annals of Long-Term Care</i> Supplements (CME included)	Educational grant + direct costs. Please call for details.	Acknowledgement of support in the supplement. Circulation numbers for these journals are approximately: <i>Annals of Long-Term Care</i> : 53,000 <i>Clinical Geriatrics</i> : 70,000	9
EDUCATIONAL SESSIONS			
Plenary Sessions	\$35,000	Signage at entrance to session room and acknowledgement in the session handout.	9
Regular Symposia	\$15,000		9
Meet-the-Experts and Workshops	\$5,000		9

OPPORTUNITIES	COST	ADDED VISIBILITY & OUTREACH	PAGE
SUPPORT THE STUDENT RESEARCHER FUND			
<i>An Evening with Friends</i>	\$50,000 (multiple supporters welcome)	Newsletter article announcing support; acknowledgement of support in the Program for the evening; at the Student Poster Session; at the Event; in onsite reporters and in the AGS newsletter following the meeting; and on the AGS and FHA website.	12
SUPPORT FOR MEETING EVENTS			
Presidential Poster Reception	<i>Please call for details.</i>	Newsletter article announcing support; acknowledgement of support at the Reception, in onsite reporters, in the AGS newsletter and on the AGS and FHA websites.	13
Mentoring Program	\$10,000	Additional supporter recognition in Final Program, supporter acknowledgement in program materials & correspondence	13
Special Interest Groups and Special Section Breakfasts or Luncheons (see SIG list on page 13)	\$3,500	Additional supporter recognition in final program and on event-specific signage.	13
Beverages, Snacks or Box Lunches in Exhibit Hall (Thursday and Friday)	<i>Please call for details.</i>	Signage in area	13
ADVERTISING			
Journal Abstract Supplement Sponsorship	<i>Please call for details.</i>	Advertising space in the supplement.	14
Announcements of Meal-Time Symposia in AGS Journals	<i>See page 14 for details.</i>	Advertising space in AGS Journals.	14
Post-Meeting Reporter	<i>Please call for details.</i>	Advertising in the <i>Annals of Long-term Care</i> .	14
AGS Exhibits 2009: Your Innovation and Information Source	<i>Please call for details.</i>	Product-specific advertising	14
Annual Meeting Daily Planner	\$20,000	Supporter will receive advertising space on back cover, as well as the inside back cover & facing page of the Planner.	15
Registration Tote Bags	\$12,500	Supporter name and logo on one side of the bag.	15
Expo Cards	\$5,000	Supporter name and logo on one side of the card.	15
Internet Café	\$15,000	Signage at the Internet Café; supporter's company or product name/logo on screen saver.	15
Annual Meeting eNewsletter NEW FOR 2009!	\$5,000 per issue.	Support an issue of the NEW 2009 pre-meeting eNewsletter.	15
AGS Product Theatres NEW FOR 2009!	<i>\$Please call for Pricing, Guidelines, & Application</i>	Have your experts share new research findings on key products, conduct product details and demonstrations, or highlight new products, equipment, and services to an audience of geriatric health care professionals.	15