

Sponsorship Opportunity FORM — Deadline January 10, 2020

Dear Sponsoring Companies:

Act Now to reserve your sponsorship of the 2020 PAELA Annual Winter Conference. This event offers unequalled opportunities for suppliers to showcase innovative products and services tailored to Elder and Special Needs Law practitioners working to improve the quality of life of older adults and individuals with special needs. PAELA conferences attract OVER 80 PAELA member attorneys from all areas of the Commonwealth; the registration numbers increase each year because of the exceptional programming and sponsor support.

Please join us for another year of excellent programming and PAELA members interested in your product and/or services. A sponsor reception immediately following the Saturday, February 22 program has been added! Thank you for your interest and support.

REPRESENTATIONS PAELA makes no representation that its members will attend or visit any booth or purchase any product or service; however, our organization will use its best efforts to promote each sponsor during our meetings so that the experience and expense is meaningful to both the sponsor and our membership. PAELA reserves the right to limit the number of exhibitors and sponsors at our meetings. Sponsors and exhibitors shall not attend the plenary sessions of our organization except by explicit prior invitation.

NOTE: Sponsoring company representatives who are also PAELA members should attend the full conference by registering on PAELA's official conference registration form and paying the appropriate fees. CLE credits available.

HOW TO REGISTER FOR A WINTER MEETING SPONSORSHIP

You may register online for a sponsorship at www.paela.info, click on the Events Tab, and navigate to the sponsorship section. You may pay by credit card online, or check made out to PAELA and send to:

PAELA c/o Farrell Associates, LLC
1706 Liberty Cove
Mechanicsburg, PA 17055

Full payment due no later than 1/11/2020

QUESTIONS? For additional information, please contact Elaine Farrell at this email: efarrell@farrell-assoc.com

CANCELLATION POLICY: No refund of fees after January 10, 2020.

NOTE ON INCLEMENT WEATHER. Fees are nonrefundable in the event of inclement weather unless the conference is cancelled under the terms of PAELA's contract with the hotel.

OMNI Bedford Springs Resort & Spa
2138 Business Route 220
Bedford, PA 15522 ▪ 814-623-8100
www.omnihotels.com/hotels/bedford-springs

Overnight Room Reservations
Call 814-623-8100 by **January 22, 2020**. Indicate attending PAELA Conference. Online registration Omni web-site using the **GROUP CODE LINK:**
<https://www.omnihotels.com/hotels/bedford-springs/meetings/paela-winter-meeting-2020-02212020>

Hotel Room Rates. \$189 Single/Double Rooms plus 6% sales tax, 2% local occupancy tax, and \$15 resort fee/room/night. Includes high speed and wireless

internet access, valet parking, fitness center, pool, etc. Includes pre/post dates depending upon availability.

Check-in and Check-out

Check-in 3:00 PM; Check-out 12 Noon

Dining Rooms & Reservations

For dinner on Saturday night, call in advance for reservations at 814.624.5642. Dining Rooms include: 1796 Room, Frontier Tavern, The Crystal Room.

SPA Reservations. Make reservations 6-7 weeks out. Call 814-624-5633

What To Wear. Dress is business casual.

DEADLINES

January 10, 2020

Sponsorship form/full payment due. Forms not accepted after this date.

January 22, 2020

Omni Hotel overnight room reservation cut-off date.

January 31, 2020

~Sponsor Ads in JPG format due (email to efarrell@farrell-assoc.com);
~Pre/Post Sponsor email blast promotion due with appropriate wording in Word.

NOTE TO SPONSORING COMPANIES:

Please note that the deadline for your sponsor form including payment is **JANUARY 10, 2020**. Forms received after this date cannot be accepted. PAELA appreciates the many companies that have continued to be generous sponsors at PAELA's meetings; there is limited space available at the Omni for sponsor exhibits so they will be accepted on a first-come basis.

Sponsorship Application — DEADLINE IS January 10, 2020

SELECT SPONSORSHIP LEVEL: Check all that apply. Podium time schedule based on commitment and receipt of sponsorship on-line

<input type="checkbox"/> PLATINUM Level \$1,500 "Welcome Reception" on February 21nd	GOLD Level \$1,000 (check one) <input type="checkbox"/> Badge Lanyards <input type="checkbox"/> WiFi w/ company as password <input type="checkbox"/> New Member Dinner February 22	<input type="checkbox"/> SILVER Level \$750 Basic Sponsorship	<input type="checkbox"/> BRONZE Level \$300
Exhibit Table	Exhibit Table	Exhibit Table	*Program Ad – ¼ Page
*Program Ad – Full Page	*Program Ad – ½ Page	*Program Ad – ¼ Page	Pre /Post PAELA Member Blast Emails
10 minute Sponsor Promotion Presentation outlining how your service can be used in the elder law and special needs planning community	8 minute Sponsor Promotion Presentation providing an overview of how your service can be used in the elder law and special needs planning community	5 minute Sponsor Promotion Presentation providing an overview of how your service can be used in the elder law and special needs planning community	
Pre/Post PAELA Member Blast Emails	Pre /Post PAELA Member Blast Emails	Pre /Post PAELA Member Blast Emails	
Welcome Reception Attendance/Recognition	Reception Attendance	Reception Attendance	
Prominent sponsorship display in program	WiFi includes sponsoring company name as password		
	BADGE lanyards include sponsoring company name		

COMPANY REPRESENTATIVES

Platinum, Gold, Silver Levels include the first representative from your company. Additional representatives added will cost \$215 per person and be included on your total when you pay.

FEES & PAYMENT

Included for first sponsor company representative:

- * **Saturday** breakfast, lunch and breaks
- * **Sunday** breakfast and break
- * **Exhibit Table** draped, 2 chairs
- * **Conference Program Ad** (varies by type of sponsorship)
- * **Additional representatives** must register online at PAELA.info.
- * **Email blast** to entire PAELA membership on your products or services
- * **Company Rep PAELA Member.** If a sponsoring company representative is a PAELA member the individual must submit a separate conference registration online form and fee. Go to paela.info, click on events tab, click on 2020 Winter Meeting and login

Registration online at www.paela.info; Events Tab. If paying by check, send sponsorship fee to:

Elaine Farrell, PAELA Administrator
 Farrell Associates, LLC
 1706 Liberty Cove, Mechanicsburg, PA 17055

For additional information, please contact Elaine Farrell
efarrell@farrell-assoc.com

AD INFORMATION

- **JPG format**
- **Full Color**
- **Full Page is 10.5" w x 7.5" w (Platinum Level)**
- **Half Page is 4.5" h x 7.5" w (Gold Level)**
- **Quarter Page is 4.5" h x 3.75" w (Silver and Bronze Levels)**
- **Email to efarrell@farrell-assoc.com**
- **Deadline to submit is January 31, 2020**

EXHIBITOR SETUP

- In Constitution Room on Second Floor of Omni
- Friday, February 21, 2020 after 8 PM (note that there is a reception for the PAELA attendees that evenings. Feel free to set up following the reception)

FUTURE PAELA MEETINGS

SUMMER Meeting

July 15, 2020 Crowne Plaza Harrisburg, Harrisburg, PA

WINTER Meeting

February 26-28, 2021 at the Omni Bedford Springs Resort & Spa, Bedford, PA

SCHEDULE

FRIDAY FEBRUARY 21, 2020

If arriving early, registrants have several options:

Omni Spa Treatments

If interested, contact the Omni's activity coordinator at 814-624-5633 for reservations and fee schedule. Omni recommends calling between 6—8 weeks in advance of your stay. Or, utilize their web-site to book treatments.

2:00—3:30 PM

Facilitated Unprogram A forum for PAELA members to discuss issues of concern. This could include an update on implementation of Community Health Choices and Home and Community Based Services, estate planning involving tax qualified funds to trusts, revision of the POMS and effect on fees for elder law attorneys, and issues concerning ABLE accounts.

Facilitators: Jan Colliton, CELA, Colliton Elder Law Assocs, PC; Karyn Seace, CELA, Nescio & Seace, LLP; Kristen Matthews, CELA, MacElree Harvey Ltd. Bring your questions and be eligible to win prizes for best questions that "stump the group!" No additional fee!

4:00 —5:00 PM

Yoga Session with experienced yoga instructor, for all levels, no fee. Sign-up on PAELA on-line registration form.

4:00—5:45 PM Registration

5:45 - 6:45 PM Welcome Reception

Join your colleagues for a welcome reception. to enjoy networking with old and new peers. Dinner will be on your own after the reception. Make dinner reservations at the Omni, or restaurants in the Bedford area.

7:00 PM

Chef's Table Dinner by reservation only; maximum of 18 guests. Call the Omni directly at 814-624-5642 or dinner on your own

SATURDAY, FEBRUARY 22, 2020

7:30 —8:45 AM

Registration and Breakfast with Introduction of Sponsors

8:45—9:45 AM: SESSION 1

Serving as an Expert Witness in Professional Liability Matters

Presented by Stephen Feldman, Esq, Feldman & Feldman LLP

Facilitator Robert C. Gerhard, III, CELA, Gerhard & Gerhard, P.C.

9:45—10:15 AM

Break and visit with sponsor booths

10:15—11:45 AM: SESSION 2

Understanding Medicare and Medicaid, How to Play in the Same Sandbox

Presented by William McKendree, Pennsylvania Healthcare Benefit Support

Facilitator Anthony Marone, McAndrews Law Offices

11:45 AM – 12:15 PM

Meet Our Sponsors

12:15 — 1:15 PM

Lunch and Pennsylvania Public Policy Update

Presented by Joseph Uliana, Uliana and Associates

1:15—2:15 PM: SESSION 3

Pennsylvania Guardianship; Practical Challenges under the New Rules

Presented by The Honorable Paula Ott, Pennsylvania Superior Court

Facilitator Karyn Seace, CELA, Nescio & Seace, LLP

2:15—3:15 PM: SESSION 4

Elder Law Insights

Presented by Bernie Krooks, Esq., Litman Krooks LLP

Facilitator Marielle Hazen, CELA, Hazen Law Group

3:15—3:30 PM

Break and Visit with Sponsors

3:30—4:30 PM: SESSION 5

Future of the Elder Law Practice

Presented by Bernie Krooks, Esq., Litman Krooks LLP

Facilitator Linda Anderson, CELA, Anderson Elder Law

4:30—5:30 PM

Sponsors Reception including open bar for some great networking.

7:00 PM

Chef's Table Dinner by reservation only; maximum of 18 guests. Call the Omni directly at 814-624-5642

Time also to Work-Out, Enjoy the Spa, Relax Before Dinner (on your own)

SUNDAY FEBRUARY 23, 2020

7:30 AM Breakfast

8:00—9:00 AM

Book Discussion: "First: Sandra Day O'Connor" by Evan Thomas. "Lawyers and Judges are not immune. Dementia does not discriminate among the people it touches. Lessons that can be learned from the life of a Supreme Court justice and how she responded to her husband's diagnosis and her own in her professional and personal life as a lawyer, judge, and wife."

Presented by Sally Schoffstall, CELA, Schoffstall Elder Law.

Moderated by Leslie Wizelman, CELA, Law Office of Leslie Wizelman

9:00—10:00 AM: SESSION 6

NAELA Update: Public Policy and Trends Presented by David Goldfarb, NAELA Lobbyist Facilitator Marielle Hazen, CELA, Hazen Law Group

10:00—10:30 AM

Break and Visit with Sponsors

10:30 AM—12 Noon: SESSION 7

Marketing Growth Plan; Our Year-long Strategy for Consistent, Predictable Law Firm Marketing Growth.

Presented by Tom Foster, Founder & CEO, Foster Web Marketing

Facilitator Rich Newman, Law Office of Richard L. Newman

CLE Credits. PAELA has submitted the appropriate information to obtain CLE credits for this schedule. Currently pending.

Speaker Handouts. PAELA reaches out to all speakers for handouts at the winter meeting. They will be circulated to all registrants in advance of the meeting and posted on the web-site immediately following the meeting.

NOTE: Speakers and topics subject to change.

Sponsorship Agreement—Please PRINT OFF , Sign, Fax to PAELA 717-724-5435

PAELA Sponsor Rules and Regulations

The following rules and regulations have been designed for the benefit of all sponsors. The Pennsylvania Association of Elder Law Attorneys (PAELA) requests the full cooperation of sponsors in their observance and PAELA reserves the right to terminate the sponsor's display privileges at any time for breach of any terms, rules, and regulations. PAELA trademark and logo, and the meeting branded marks and logos, are the property of PAELA. Any use of these trademarks, marks, or logos without written authorization is strictly forbidden and a violation of state and federal law.

Exhibit Space Assignments and Occupancy are determined based on the floor plan of the venue and a first come/first serve basis. PAELA reserves the right to make changes as deemed necessary. Sponsors may not alter the location of exhibits without the written consent of PAELA staff. All exhibits must be staffed during regular exhibit hours. Exhibitors may not permit non-exhibiting companies' representatives in their exhibit area. All exhibitors must wear their name badges at all times.

General Standards of Conduct: Exhibitors are to present their products and services, and their personnel, in a professional manner. Any activity or behavior that is disruptive, distracting, or undignified is prohibited. No recorded or live music may be played or performed in the exhibit space assignments, subletting, sharing, or apportioning of space is not permitted. An Exhibitor may not exhibit, advertise, or offer for sale goods or services other than those of the Exhibitor. No exhibition or solicitation is permitted outside of the Exhibitor's assigned space, including elsewhere in the hotel or surrounding geographic area.

Attendee Roster: In lieu of providing attendee rosters, PAELA markets on behalf of all sponsors to attendees in accordance with the terms of the sponsorship level. PAELA does not provide a list of attendees to sponsors.

Installation and Dismantling of Exhibits: Sponsors can begin setting up as prescribed on the Sponsorship Application. All shipping must be handled through the conference hotel staff and sponsor is responsible for any costs incurred. Sponsor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date. PAELA reserves the right to alter the conference hours in any manner in the best interest of PAELA. Sponsor shall not cause any violation of the rules of the exhibit hall location. Sponsors are advised to provide locked facilities within their own display for excess merchandise.

Terms of Payment, Cancellation and Refund: Full payment is due with the Sponsorship Application. Cancellations must be received in writing by email, fax, or mail by the cancellation deadline. If you cancel afterwards your entire fee will be forfeited. PAELA reserves the right to deny exhibit space to companies that have overdue account balances with PAELA.

Copyright or Other Intellectual Property Authorizations: The sponsor shall be solely responsible for any necessary licenses or consents regarding copyright, patent or other intellectual property or privacy right implicated by or arising from sponsor's activities while at the meeting.

Indemnification: The Sponsor shall indemnify and hold harmless PAELA and its officers, directors, agents and employees (collectively, "PAELA") from and against any and all liabilities, damages, actions, losses, claims, costs, and expenses (including attorney's fees) on account of actual or alleged personal injury, death, or damage to or loss of property arising out of or contributed to by any actual or alleged act or omission of Sponsor, its employees, agents, or contractors.

Limitation of Liability: Notwithstanding any other provision of these rules and regulations or any other document, under no circumstances shall PAELA be liable to Sponsor, its principals or owners for indirect or consequential damages, including lost profits, interference with business relations, or similar damage or harm. Further, any liability of PAELA for direct damages shall arise only to the extent caused by the gross negligence or willful misconduct of PAELA and shall be limited to the amount of the sponsorship fee paid by Sponsor.

Governing Law; Dispute Resolution. This Agreement shall be governed by the laws of the Commonwealth of Pennsylvania without regard to its conflicts principles. For any disputes solely between the parties that cannot be resolved through negotiation, the parties hereby submit to the exclusive jurisdiction of the state and federal courts in or for Dauphin County, Pennsylvania, and further agree that they are subject to the personal jurisdiction of such courts in Pennsylvania in any such dispute.

No Assignment: This Agreement may not be assigned by the Sponsor absent the written consent of PAELA.

Taxes, Licenses, Etc.: The sponsor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implications arising from activities while a sponsor at the meeting. Sponsor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state, or national law applicable to Sponsor's activity at the meeting.

Security and Insurance: Sponsors are expected to carry all risk insurance on their exhibits, utilize lock boxes, and/or arrange for their own security in their exhibits, as appropriate, at their own expense. All sponsors, their contractors and suppliers working in the exhibit hall are required to carry general liability insurance. Sponsors must operate and maintain their exhibit so that no injury will result to any person or property. All sponsors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition. Proof of insurance coverage shall be provided to PAELA upon request.

Interpretations, Determinations, and Other Matters: PAELA has full discretion in the interpretation and enforcement of these rules and regulations, and the decisions of PAELA shall be final. All matters and questions not covered by these rules and regulations are subject to the decision of PAELA. These rules and regulations may be amended at any time by PAELA, and all such amendments shall be binding on all parties affected.

Conformity with Facility Requirements: This agreement is subject to rules of the hotel, exhibit hall, or other facility in which the conference/exhibition is being held.

Offer and Acceptance: By signing this agreement, Sponsor agrees to abide by the rules and regulations and all amendments thereto and the decisions of PAELA.

I, the authorized representative of Sponsor, have read and understand the foregoing in its entirety, and on behalf of Sponsor agree to the terms and conditions stated herein.

Sponsor Company: _____

Representative Name: _____ Designation: _____

Authorized Signature: _____ Date: _____