



# Sponsor PROSPECTUS

2025 CALTCM  
Summit for Excellence

**Paradise Point**  
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San Diego, CA 92109

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# About Us

The California Association of Long Term Care Medicine (CALTCM) is the professional organization for California physicians, medical directors, nurses, pharmacists, administrators, and other professionals working in long-term care. CALTCM is positioned at the forefront of statewide efforts to advocate quality patient healthcare, provide long-term care education, and influence policy.



Founded in 1975 as the California Association of Medical Directors (CAMD), CALTCM is California's statewide chapter of AMDA: The Society for Post-Acute and Long-Term Care Medicine (formerly the American Medical Directors Association (AMDA)). In 2000, the organization changed its name to CALTCM, to recognize the importance of other disciplines in long-term care, and to better reflect the interdisciplinary team approach needed to carry out its mission: To promote quality patient care across the long-term care continuum through medical leadership and education.

# What We Do



## Networking

CALTCM is the recognized voice of medical leadership in post-acute and long-term care (PALTC).



## Education

The Annual Meeting focuses on getting the right professionals engaged in the right conversations.



## Quality Patient Care

Promoting quality patient care across the long-term care continuum through medical leadership and education.

## Mission Statement

CALTCM promotes quality patient care across the long-term care continuum through medical leadership and education.

## Vision Statement

CALTCM is the medical voice of long term care in California. We value excellent and individualized medical care, a team approach, and the integration of medical science with personalized care. CALTCM is the organization of choice for long term care physicians and other long term care professionals in California. As such, we exist to:

- Provide quality education for long term care professionals;
- Promote effective medical leadership;
- Promote ethical delivery of care; and
- Promote the rights of patients.



# About the Summit

*Celebrating 50 years of medical leadership and education.*

CALTCM's 51st Annual Meeting

## 2025 CALTCM Summit for Excellence

CALTCM's annual meeting, the CALTCM Summit for Excellence, is designed to engage and benefit direct care practitioners - all members of the PALTC interprofessional and administrative leadership team.

Thursday  
**Oct 23**  
2025

President's Reception

6PM-9:00PM\*

SUMMIT: Day 1

8AM-6PM\*

Friday  
**Oct 24**  
2025

Saturday  
**Oct 25**  
2025

SUMMIT: Day 2

8AM-1PM\*

Paradise Point Resort & Spa  
San Diego, CA

\*SCHEDULE SUBJECT TO CHANGE.

# Invitation

## CALTCM 2025 Summit for Excellence

It is our pleasure to invite you to sponsor or exhibit at the California Association of Long Term Care Medicine (CALTCM) Annual Meeting, the CALTCM Summit for Excellence. This Summit is the premier performance improvement training and educational conference on PALTC medicine in California. With over 200 program attendees expected, your organization will be recognized by physicians/medical directors, nurse practitioners, nursing home administrators, and other interprofessional providers working in PALTC.

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Supporting CALTCM will promote your organization with the thought leaders in PALTC, to:

- Build more meaningful relationships with key PALTC decision-makers;
- Increase recognition and trust with your brand;
- Provide greater exposure and visibility in the PALTC industry.

*Thank you for your consideration.*



# Opportunities

## Premier Sponsorship Package

*(Three opportunities.)*

For the organization who is seeking maximum name recognition. It includes:

- Product Theater\*\* (Space, food, and basic audio visual.)
- Exhibit Table\* October 24 & 25 - Premium location.
- 5 Tickets to President's Reception
- Large Company Logo recognition at President & Member Receptions
- Acknowledgment at Event

Breakfast Product Theater: \$25,000 | ~~Lunch Product Theater: \$30,000~~ **Full**

## À La Carte Menu

### **Exhibit Table\*: \$1,750**

Single 6' tabletop display with name recognition in all marketing & event signage. \*Includes two exhibitor access badges, additional exhibitor access badges can be added for a fee of \$500 per person.

### ~~Product Theater\*\*: \$7,500 - \$10,000~~ **Full**

This is a prime opportunity to have dedicated and focused time with attendees to promote your products and services. Product Theater Sponsorship includes:

- A 45-minute Product Theater session to accommodate up to 150 attendees.
- Name recognition in all marketing and event signage.
- Dedicated email blast with program information to all attendees prior to meeting.

\*\*Any costs associated with speakers, food and beverage, and audiovisual equipment are the responsibility of the host company. Sponsors are required to provide meals during the time slot at their expense. Please see Product Theater Guidelines & Application for full details.

### **Morning or Afternoon Break Sponsorship: \$2,500**

Friday, October 24 or Saturday, October 25: Greet and spoil our Summit attendees by sponsoring a Break during our event and your company logo will be featured on the buffet tables. (Multiple opportunities available.)

### **CALTCM Poster Session Reception Sponsorship: \$3,000**

Friday, October 24: Get the Poster Session started by sponsoring a light reception; greet the attendees and feature your company logo. (Partial or Full Sponsorship available.)

## Thursday, October 23rd *President's Reception*

Join us for an unforgettable evening of networking with the top leaders in PALTC as we kick off the annual meeting in style! Building on the undeniable success of the 2024 Gala/Reception, this event offers tremendous value for attendees and sponsors alike. Sponsoring the reception is a powerful way to enhance your organization's visibility and make a lasting impression throughout the annual meeting.

### SPONSORSHIP PACKAGES

#### ~~Platinum Sponsor: \$10,000~~ **Full**

- 10 VIP Tickets to Reception
- Exhibit Table\* at Annual Meeting
  - Two additional exhibitor badges
  - Two 10-Minute Exhibitor Speed Sessions (Assigned time during Friday and Saturday Breakfast)
- Large Logo Recognition at Thursday & Friday's Reception
- Acknowledgment at Event

#### **Silver Sponsor: \$2,500**

- 2 General Admission Tickets to Reception
- Small Logo Recognition at Thursday's Reception
- Acknowledgment at Event

#### **Gold Sponsor: \$5,000**

- 5 VIP Tickets to Reception
- Exhibit Table\* at Annual Meeting
  - One 10-Minute Exhibitor Speed Session (Assigned time during Friday or Saturday Breakfast)
- Medium Logo Recognition at Thursday & Friday's Reception
- Acknowledgment at Event

#### **Bronze Sponsor: \$1,500**

- 2 General Admission Tickets to Reception
- Name Recognition at Thursday's Reception
- Acknowledgment at Event

**\*Exhibit Table:** Single 6' tabletop display. Includes two exhibitor access badges, additional exhibitor access badges can be added for a fee.



# Registration

To secure your spot online, click the link below, visit our website, or scan the QR code on the right.

<https://caltcm.memberclicks.net/caltcm-2025-sponsorship-form>



## Contact CALTCM



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*Thank You*

