

4TH ANNUAL CME SYMPOSIUM



Early Disease Detection & Disease Prevention in Family Practice

VIRTUAL
March 25th - 28th, 2021

EXHIBITOR PROSPECTUS

THE CONFERENCE

The 2021 Virtual AFPPANP 4th Annual CME Symposium offers exciting and productive opportunities to showcase your products and services to the most influential decision-makers in the nation. Spend quality, VIRTUAL time with current customers and meet prospective ones. AFPPANP provides the perfect experience on Zoom and Socio to launch new products and gain real visibility. Though our annual meeting may not be what we had expected for 2021, our 2020 conference was virtual, which gives AFPPANP a solid understanding of what it takes to connect attendees with exhibitors and sponsors. We assessed what worked and what did not work from our 2020 conference and are excited to make the 2021 virtual symposium better. We are arranging creative ways to ensure attendees come into the virtual exhibit hall by providing them with a social platform app, Socio. Socio offers opportunities to connect with exhibitors, as well as engage attendees with raffles and other incentives. For even more visibility, check out sponsorship opportunities or product theaters.



WHO ATTENDS

With our 2020 symposium taking a quick change to a virtual style conference, AFPPANP is more than ready for the 2021 virtual conference. The 2020 conference brought in a little shy of 100 attendees, and we are certain that 2021 will bring in the same, if not more!



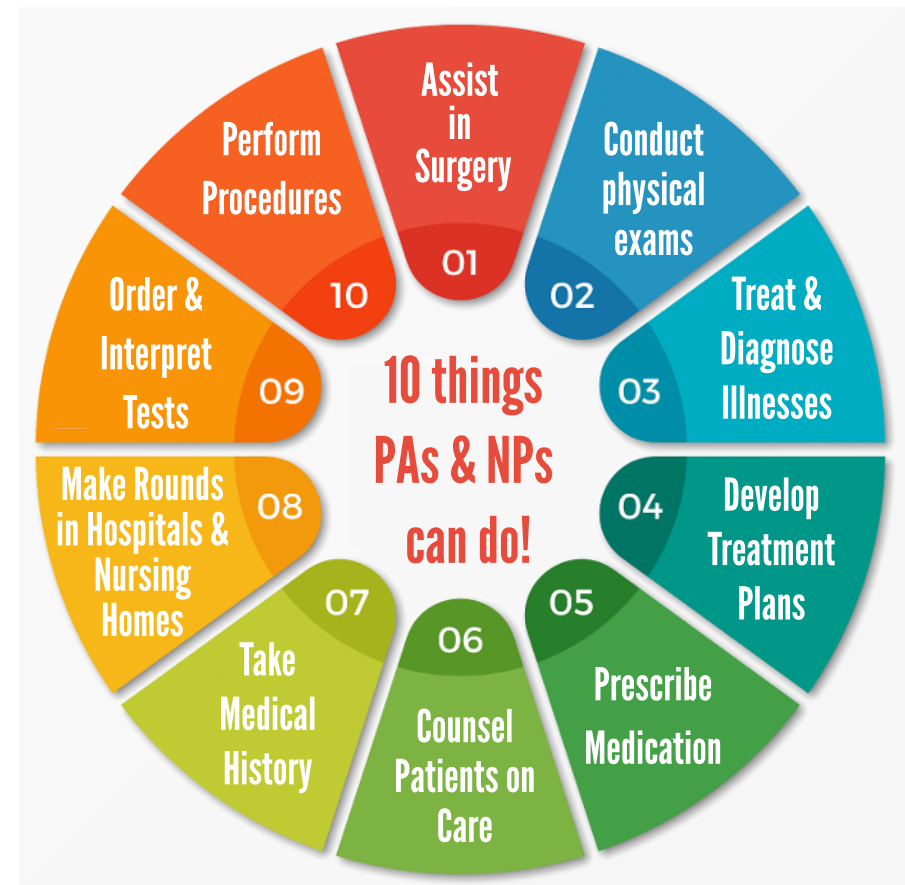
PA/NP FACTS

PAs have more than 400 MILLION patient interactions per year.

95.7% of **NPs** prescribe medications, & those in full-time practice write an average of 20 prescriptions per day.

131,000 **PAs** currently reside and work in the U.S. 36% in hospitals; 5.9% in urgent care; 53.3% in outpatient office or clinic; 4.3% other.

The majority of **NPs** (57.4%) see three or more patients per day.



EXHIBITOR INFORMATION

Dedicated hall hours are set aside, with no outside classes or meetings scheduled. With the virtual aspect, exhibitors will be given a individual "exhibit booth" link to have one on one time with attendees.

Conference Dates: March 25th - 28th, 2021

Exhibit Dates: March 25th - 28th

EXHIBIT HALL TIMES

Exhibit Area Open:

Thursday, March 25th: 10am & 1:30pm

Friday, March 26th: 10am & 1:30pm

Saturday, March 27th: 10am

EXHIBITORS FEES: \$1,250

EXHIBIT SPACE

- Highlighted on a running bar during the exhibit times.
- Exhibitors will provide their own communication platform link.
- Communication link will be placed in the exhibitors personal virtual booth for attendees to connect.
- Recognition as an exhibitor on AFPPANP website & mobile app.
 - Recognition on all event emails to attendees.

EXHIBITOR BONUS

Attendee list - Pre-conference attendee email blast - Logo is placed in a premier location on main conference page.

SPONSORSHIP OPPORTUNITIES

MOBILE APP SPONSOR- \$2,000

- Signage recognition w/instructions at registration
- Recognition as Mobile App Sponsor on the website/app
- All instructions will be emailed to attendees with logo included in email.
- Personalized accessibility code.

SPONSORSHIP ADD-ONS

Rotating Home Page Images:

One slot, on a 4-5 sponsor rotating image, on the home page of mobile app. Logo linked to company website or place of your choice.

\$1,000

Social Wall:

Let all the attendees see you! Place your logo on the social wall of the mobile app. Logo linked to company website or place of your choice.

\$1,000

Session Banner Ad:

Place your logo under a specific session on the mobile app. Logo will be linked to company website or place of your choice.

\$750

Email Blast to attendees.

Let us send a mass email to our attendees about your product!

\$200

SPONSORSHIP OPPORTUNITIES

Audio Visual Sponsor

\$10,000

This sponsorship helps provided the technology needed to deliver a dynamic conference!

- Complimentary VIRTUAL exhibitor booth and sponsorship information.
- Logo on screen during virtual registration.
- Logo and company name highlighted on the mobile app & website.
- Attendee contact list.
- Personal "Thank you" during the conference from society President.

Virtual Commercial Sponsor

\$1,000

Advertising to the attendees with a commercial on the **Socio** app.

- Up to five minute time slot to promote product.
- Commercial will run once.
- First come, first serve for time slot.
- Recognition on mobile app, & website sponsor page.

Coffee Break Sponsor

\$3,000 each opportunity*

Great way to connect with attendees! *Provide a coffee voucher to get every one excited. Attendees have the opportunity to network with the exhibitors in between sessions on **Thursday, Mar.25th & Friday, Mar. 26th.**

- Complimentary virtual exhibitor time and sponsorship logo recognition.
- Coffee break sponsor announcement with chat room link included.
- *Coffee voucher not included.

Session Sponsor

\$1,000 per session

This sponsorship helps provide the speakers needed to deliver a dynamic conference.

- Recognition on mobile app & website for the session.
- Logo on conference agenda via website and Socio app for session.
- Option for sponsor representative to introduce session speaker!

PRODUCT THEATERS

Product theaters are 60 minute sessions that provide the sponsor a "live"-virtual marketing opportunity. Product theaters may be scheduled at any of our breakfast or lunch times. These product theaters are promotional and usually concentrate on a specific product or medication. Opportunity to offer food voucher or coupon incentive to attendees. No CME credit is provided for these sessions.

BREAKFAST PRODUCT THEATER

\$3,500

- Logo displayed onscreen pre & post presentation.
- Recognition on AFPPANP website, mobile app & listed on agenda
- Note: NOT INCLUDED: Opportunity to offer food voucher or coupon incentive to attendees.
- No CME credit is provided for these sessions.

LUNCH PRODUCT THEATER

\$5,000

- Logo displayed onscreen pre & post presentation.
- recognition on AFPPANP website, mobile app & listed on agenda. Includes virtual exhibit booth.
- Note: NOT INCLUDED: Opportunity to offer food voucher or coupon incentive to attendees.
- No CME credit is provided for these sessions.

AFPPANP 4th Annual VIRTUAL CME Symposium

Conference & Exhibit Dates: March 25th - 28th, 2021

10:00 am & 1:30pm



Exhibitor/Sponsorship Application & Contract

Contact Information

Company _____

Contact Name/Title _____

Email _____

Phone _____

Address _____

Exhibit & Sponsorship Opportunities

Exhibit Opportunities:

Virtual Space \$1,250

____VISA ____MasterCard ____American Express

____Discover ____Check (payable to AFPPANP)

Premium Sponsorship:

Audio Visual \$10,000

Mobile Ap \$2,000

Coffee Break \$3,000 each

Session \$1,000 (per session)

Virtual Commercial Break \$1,000

Card #

Name as it appears on card

Expiration Date

Security Code

Authorized Signature

Product Theaters: **PLEASE CIRCLE THE DAY WANTED. *FOOD COST NOT INCLUDED.**

Thursday Breakfast \$3,500*

Friday Breakfast \$3,500*

Saturday Breakfast. \$3,500*

~~Thursday Lunch~~ ~~\$4,999*~~

~~Friday Lunch~~ ~~\$5,500*~~

Saturday Lunch \$5,000

By signing this contract we (the sponsor) agree to support the opportunity or opportunities listed above. Furthermore, a signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of AFPPANP This contract is binding once signed.

____ I have read and understood this agreement, and serve as an authorized agent for the applicant.

Add Ons:

Rotating Home Page Image \$1,000

Social Wall \$1,000

Session Banner Ad \$750

One Page Flyer in Bags \$200

Signature

Date

AFPPANP Tax ID: 82-0787289

Total: _____

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Exhibitor Terms & Conditions

Acceptance of Application: Acceptance of this application as an agreement between the Exhibitor and AFPPANP will occur only when an official confirmation packet has been sent by AFPPANP via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

Exhibitor Regulations Agreement: The undersigned acknowledges and agrees to the Exhibitor Regulations as published by AFPPANP (available upon request) which are considered to be part of this agreement between the Exhibitor and the AFPPANP.

Cancellation Policy: The undersigned acknowledges understanding of AFPPANP Exhibitor Cancellation Schedule: 60 or more days prior to the conference - full refund. 30-60 days prior to the conference - 50% refund. 30 days or less prior to the conference - no refund.

Warranty of Authority: The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is a duly authorized and appointed agent of the Exhibitor and is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

Title

Date

Signature

Company

Please return these forms with payment to:

Patti Haugen

P. O. Box 90434

San Antonio, Texas 78209

patti@afppanp.org

P: 210-213-7048 F: 210-568-6375