



PHARMACOLOGY &  
Prescribing In Older Adults



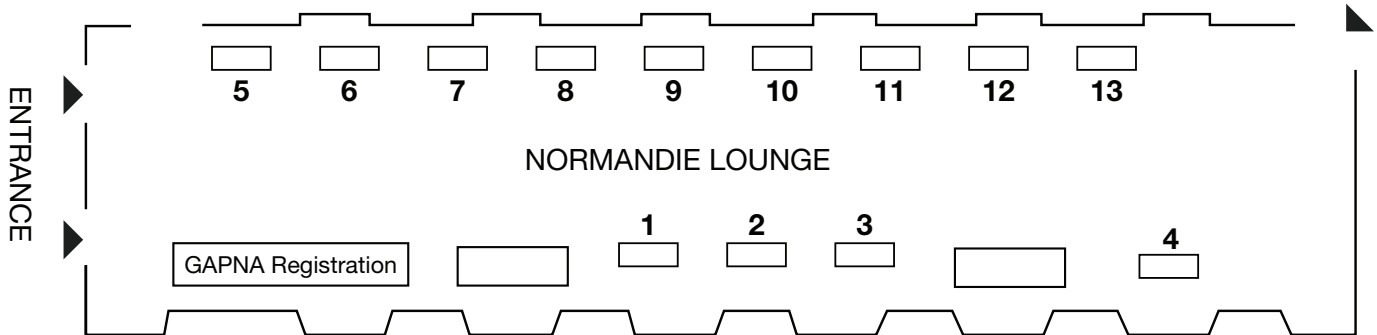
# 2024 Pharmacology Conference

**March 21-23, 2024**  
**Hilton Chicago**  
**Chicago, IL**



# 2024 Exhibit Schedule & Floor Plan

## Normandie Lounge



## Exhibit Schedule

(Tentative and Subject to Change)

### Thursday, March 21

4:30 pm - 6:00 pm Opening Reception

### Friday, March 22

9:00 am - 9:45 am Exhibits  
2:20 pm - 2:50 pm Exhibits

### Hall Information:

Normandie Lounge  
Table Top Displays

### Tabletop Prices

\$1,450

### Exhibit Management:

Miriam Martin, Exhibit Manager  
miriam.martin@ajj.com

Anthony J. Jannetti, Inc.  
Box 56  
Pitman, NJ 08071-0056  
856-256-2374





# Sponsorship Opportunities

All supporting companies will be recognized in the following locations:  
 GAPNA's meeting website – Onsite signage | Printed meeting materials

## GAPNA Program Book Advertising Cost varies depending on ad size

The printed program book will be distributed in Chicago. The program book contains useful information about the meeting and its events. This opportunity allows you to place four color advertisements. Rates are net non-commissionable.

**Closing Date:** February 1, 2024

**Materials Due:** February 15, 2024

Type	Back Page	Inside Back	Run of Book
Program Guide	\$2,500	\$1,750	\$1,250

## Registration Delivery Program ..... \$995 per piece

Inclusion of promotional material, such as a flyer, in the participants' conference bags. Please note that the material must be provided by supporter and must be approved by GAPNA. Quantity of promotional pieces required for distribution is 500. The maximum size of each piece is 8.5" x 11".

*\*The distribution arrangement for session invitations and promotional inserts may change. Companies will be advised accordingly.*

## Free Standing Meter Boards. .... \$1,000 per meter board

Free Standing meter board signs are an effective affordable way to communicate with GAPNA attendees. These two-sided meter boards display your artwork in high traffic areas within the exhibit hall and GAPNA convention space which can carry your corporate logo and booth number.

## Floor Decals..... \$1,500 for (5) Decals (limited to 2 supporters)

Floor decals are a great way to drive traffic to your exhibit booth providing recognition, and distinguishing your company from your competitors. Decals will be placed throughout the convention space (approved areas) in the GAPNA meeting room areas. Decals are approximately 24"H x 24"W (live area for artwork is approximately 22"x 22"). Approval of artwork required.

## Lanyard/Badge Holder (Exclusive Sponsorship)... \$3,500

What better way to get recognized than to have all attendees wearing your name throughout the conference.

## WiFi Support (Exclusive Sponsorship)..... \$7,500

Number one question while on-site at the Annual Conference: "What's the wifi password?" As the exclusive wifi sponsor, your company logo will appear on the wifi splash page when attendees log in to the internet from their devices on-site. Additionally you can choose a simple password for the convention wifi network. Your company logo will also appear in the exhibit hall and signage throughout the conference.



# GAPNA Industry Supported Presentation Theater

## Pharmacology Conference - Chicago, IL March 20-23, 2024 | Hilton Chicago

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to host an Industry Supported Presentation Theater (ISPT) at its 2024 conference in Chicago. The ISPT is scheduled for 60 minutes and does not compete with educational sessions.

### Friday, March 22, 2024

8:00 a.m. - 9:00 a.m. | Breakfast  
12:20 p.m. - 1:20 p.m. | Lunch

### Saturday, March 23, 2024

7:00 a.m. - 8:00 a.m. | Breakfast  
*Sponsor is solely responsible for all food & beverage.*

### What is an Industry Supported Presentation Theater (ISPT)?

An ISPT is a dedicated time for Industry to host a session that provides information on a specific product or service of interest to APNs working in the area of gerontology. Since these sessions may be promotional and are specific to a certain product, no CNEs are available for these sessions. We do accept CNE sessions and these presentations will not compete with promotional sessions.

The ISPT will allow you the opportunity to highlight your presentation in a relaxed atmosphere while focusing only on your product and the APNs in attendance.

### Access Fee

The access fee applies for each event even if a company holds more than one event. No space will be confirmed without payment in the full amount. The access fee is \$15,000. Checks must be made payable to GAPNA.

Access Fee of \$15,000 Includes the following value added services:

- Pre-meeting registration mailing (addresses only) approximately 30 days prior to meeting
- Pre-meeting designated email created by GAPNA to promote all ISPT.
- (1) Badge scanner to track attendee attendance
- Standard A/V set
- Attendee bag insert for session invitation (invitation provided by supporter and subject to approval)
- Meeting space rental
- GAPNA will provide on-site signage reflecting the schedule of ancillary events

The application for the ISPT is included. Applications will be reviewed by GAPNA. Applicants will be notified of the acceptance of the application at which time an invoice for a non-refundable deposit of \$5,000 will be generated and due within 30 days. The balance due of \$10,000 will be due no later than **January 3, 2024**.

### Contact Information

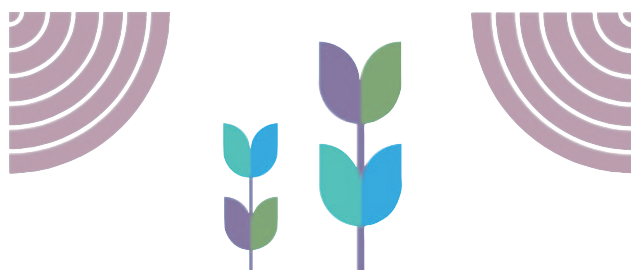
For any questions regarding the ISPT, please contact Miriam Martin at [miriam.martin@ajj.com](mailto:miriam.martin@ajj.com) or 856-256-2374.



# Terms & Conditions

- 1. Application.** Application for booth space must be made on the printed form provided by GAPNA and be executed by an individual who has the authority to act on behalf of the applicant.
- 2. Exhibit Booth Price.** The prices for tabletop exhibit space is \$1,450. Each tabletop space includes pipe, drape, an identification sign, listing in the official conference program guide, exhibitor badges for two representatives, access to the pre-conference list, and access to the post-conference participants list. Additional badges can be purchased for a fee of \$100 each.
- 3. Cancellation of Booth & Meeting Space.**

Cancellations and requests for refunds must be received in writing by December 22. If these requirements are met, 50% of the exhibit/ISPT fee minus \$250 administration fee will be refunded after the conference.
- 4. Assignment of Booth Space.** Booth space is assigned on a first-come, first-served basis according to exhibit contract date of receipt and exhibitor preferences. GAPNA will make every attempt to assign the requested booth space. GAPNA reserves the right to assign other than the requested space and to rearrange the floor plan and/or relocate exhibits, if necessary.
- 5. Hospitality and Entertainment.** No entertainment or social functions may be scheduled by an exhibitor to conflict with educational program hours, exhibit hours, or social events held during the conference. Companies that are not exhibiting are prohibited from hosting hospitality or social functions.
- 6. Conduct of Exhibits.** Interviews, demonstrations, and distribution of literature or samples must be made within the booth space assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted.
- 7. Installation/Dismantling of Exhibits.** All exhibits must be installed by 4:00 p.m. on Thursday, March 21, 2024. Exhibits will dismantle on Friday, March 22, 2024. All exhibits must be dismantled no later than 9:00 p.m. on March 22, 2024. Exhibitors are prohibited from dismantling prior to the show closing.
- 8. Indemnification.** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the sponsor, the Hotel and Anthony J. Jannetti, Inc. and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hotel and its employees and agents.
- 9. General Conference Registration.** Any exhibitor wishing to register for and attend the conference educational sessions will register through the normal registration process used by conference participants. Exhibitors paying conference registration fees will be awarded contact hours for educational sessions attended.
- 10. Insuring Exhibits.** Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc. at their own expense. It is recommended that the exhibitor contact its insurance broker to obtain all-risk insurance or a rider policy covering exhibit property while absent from home premises for exhibit purposes.
- 11. Fire Regulations and Health Precautions.** No exhibitor will be allowed to use any flammable decorations in the exhibit booth.
- 12. Shipping Instructions.** Information on shipping exhibit materials will be included in the confirmation letter.
- 13. Selling in Exhibit Space.** The selling of any products and the related taxes for delivery during the GAPNA conference is the sole responsibility of the exhibitor.
- 14. Exhibit Contractors.** Should an exhibitor choose to use an independent contractor for booth setup and dismantling, the contractor must comply with the requirements of the official contractor as specified in the Exhibitor Manual. The exhibitor will provide GAPNA with evidence that the contractor has a Certificate of Insurance with a minimum of \$1 million liability coverage, including property damage.
- 15. Unauthorized Social Events, Marketing Events, Door Drops, Focus Groups.** GAPNA does not permit any competing meetings or events with its conference including networking, social events, door drops, and educational programming. Any company or organization interested in planning a meeting, event, or marketing venue during the conference must submit a written request for consideration to GAPNA. The request should be emailed to Miriam Martin at [miriam.martin@ajj.com](mailto:miriam.martin@ajj.com).



**GAPNA 2024 Pharmacology Conference**  
**March 21-23, 2024 / Chicago, IL**  
**BOOKING FORM**



Exhibiting Company \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

MARKETING / EXHIBIT OPPORTUNITIES		
Industry Supported Presentation Theater	(select from the below)	
<b>Friday, March 22 (exclusive)</b>	\$15,000 / 8:00 am – 9:00 am / Breakfast	\$
<b>Friday, March 22 (exclusive)</b>	\$15,000 / 12:20 pm – 1:20 pm / Lunch	\$
<b>Saturday, March 23 (exclusive)</b>	\$15,000 / 7:00 am – 8:00 am / Breakfast	\$
Exhibit Tabletop Display	\$1,450	\$
PROGRAM BOOK ADVERTISING		
Back 4 <sup>th</sup> Page Cover	\$ 2,500	\$
Inside Back 3 <sup>rd</sup> Cover	\$ 1,750	\$
Run of book Ad	\$ 1,250	\$
SPONSORSHIP PROMOTIONAL OPPORTUNITIES		
WiFi Support ( <i>exclusive sponsorship</i> )	\$ 7,500	\$
Tote Bags ( <i>exclusive</i> )	\$ 5,000	\$
Registration Delivery / Tote Bag Insert	\$ 995	\$
Lanyard/Badge Holder	\$ 3,500	\$
Floor Decals ( <i>limited</i> )	\$ 1,500 for (5) decals	\$
Free Standing Meter Boards	\$ 1,000 each x	\$
<b>TOTAL AMOUNT</b>		\$

Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_ Full Payment to be made via Check (*tax ID# 93-0832304*), make payable to GAPNA

\_\_\_ Full Payment to be made via Credit Card (please complete the credit card authorization provided)  
**GAPNA now charges a 3.5% fee on all credit card transactions.**

\_\_\_ Visa \_\_\_ MasterCard \_\_\_ AMEX

Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Charge Amount \$ \_\_\_\_\_ Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Billing Address: street # \_\_\_\_\_ zip code \_\_\_\_\_

Signature \_\_\_\_\_