

A N N U A L C O N F E R E N C E

care • continuity • connection

GAPNA
Gerontological Advanced
Practice Nurses Association

Four Points of Impact On Care of the Older Adult:

Practice, Outcomes, Education, and Technology

Exhibit Prospectus

Buena Vista Palace Hotel & Spa

An official Walt Disney World® Hotel

Orlando, FL  September 17-20, 2014

Dear Exhibitor

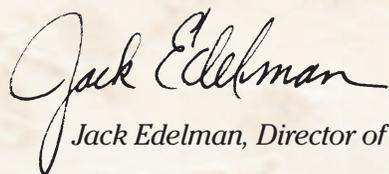
The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to join us at our **33rd Annual Conference**. GAPNA is a dynamic and emerging professional organization representing the interests of advanced practice nurses who care for older adults. Our 2014 conference will take place September 17-20 in Orlando, FL at the Buena Vista Palace Hotel & Spa.

GAPNA is a name chosen to reflect the diversity of our current and potential members, all who are interested in providing the highest quality of care to older adults. We are the only advanced practice nursing organization that focuses on older adults, the fastest growing segment of the population.

GAPNA members are interested in a wide variety of topics that range from clinical issues to health policy issues. Our educational tracks feature expert faculty presenting cutting edge information on medical and nursing care, pharmacology, social support, and health policy pertaining to older adults.

We encourage you to make plans to join us in Orlando where you will have a great opportunity to connect with this emergent and unique group of healthcare providers!

Sincerely,



Jack Edelman, Director of Marketing

Benefits of Exhibiting

You will...

- ✦ **Have the opportunity to interact** with approximately 500 APN decision makers and industry leaders who want to know about your products and services.
- ✦ **Have dedicated time to network** — exhibit hours are scheduled at dedicated times that will allow you maximum opportunity. Receptions and breaks are also hosted in the Exhibit Hall to increase traffic.
- ✦ **Be able to establish regional and local leads** for your products or services.

GAPNA 2014 Conference Location

The GAPNA 2014 conference will be hosted at the Buena Vista Palace in Lake Buena Vista, FL.

A special block of rooms has been set aside for the GAPNA conference at a rate of \$129 single/double until August 15, 2014, or until sold out. To make your reservations, please call 866-397-6516 and let the reservations personnel know that you are attending the GAPNA conference.

Buena Vista Palace • 1900 Buena Vista Drive •
Lake Buena Vista, FL 32830

Exhibit Schedule

2014 Exhibit Schedule & Floor Plan

Wednesday

September 17

12:00 pm – 5:00 pm
Exhibitor Move-In

Thursday

September 18

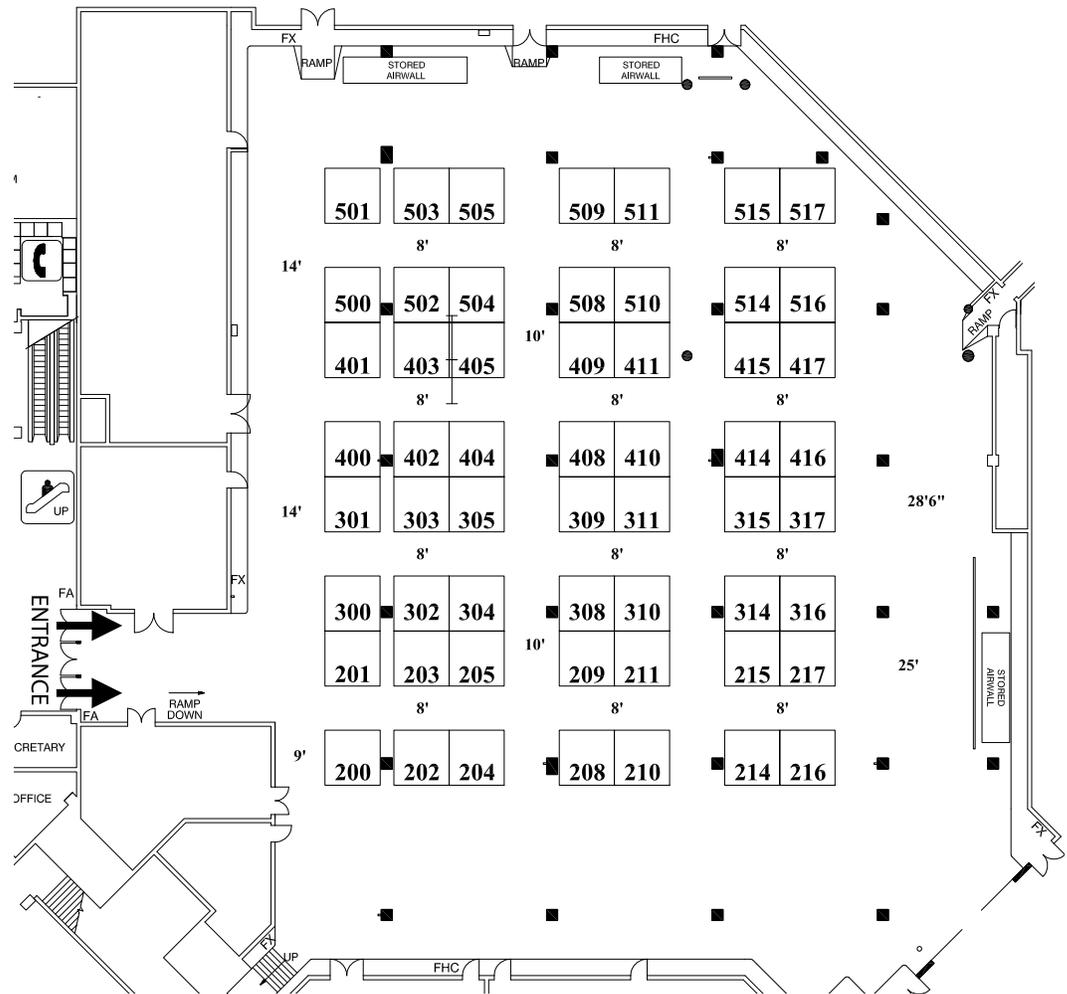
9:15 am – 10:45 am
Grand Opening
4:45 pm – 6:15 pm
Exhibits/Reception

Friday

September 19

9:45 am – 11:15 am
Exhibits/Coffee Break
2:30 pm – 3:30 pm
Exhibits/Refreshment
Break
3:30 pm – 9:00 pm
Exhibits Dismantle

Booth Prices	
10 x 10\$2,300
10 x 20\$4,500
20 x 20\$7,500



Hall Information:

Exhibits are in the Events Center.
Maximum Island height is 20'.
Booths are 10' x 10'
(unless noted otherwise).
The Exhibit Hall is carpeted.

Exhibit Management:

Anthony J. Jannetti, Inc.
East Holly Avenue/Box 56
Pitman, NJ 08071-0056
856-256-2374
Fax 856-589-7463

Service Contractor:

Brede Exposition Services
Phone: 602-275-5900
FAX: 602-275-0584

Shipping/Drayage Address:

To: Brede Exposition Services
Exhibiting Company/Booth #
GAPNA
2502 Lake Orange Drive
Orlando, FL 32837

Past Exhibitors

Abbey Press Publications

Abbvie

Advance Health

Advancing Excellence

American Geriatrics Society

Amgen

Astell Pharma US, Inc.

Avalon Healthcare Group

Avanir Pharmaceuticals, Inc.

Bionix Medical Technologies

Boehringer Ingelheim

Pharmaceuticals, Inc.

Brandman University, The Musco

School of Nursing & Health

Professions

Calmoseptine, Inc.

Case Western Reserve University

Eldercare Locator

Eli Lilly and Company

Family Choice of New York

Forest Pharmaceuticals, Inc.

GWM Products - RTD Wound
Dressing

Healthpoint Biotherapeutics

Home Instead Senior Care

InRange Systems

Jannetti Publications, Inc.

Johnson & Johnson

Kadlec Regional Medical Center

Laclede Inc.

Lundbeck

Matrix Medical Network

Mylan

Novartis Pharmaceuticals
Corporation

Nurses Service Organization - NSO

Optimer Pharmaceuticals

Sanofi

The Gideons International

Trident USA Mobile Clinical Services

UCB, Inc

United Health Group

Vanderbilt University School of
Nursing

Vitas Innovative Hospice Care



Conference Sponsorship OPPORTUNITIES

A variety of sponsorship opportunities are available for exhibitors to enhance their presence at the conference. Your support of educational programs and other approved functions increases your corporate exposure while supporting the educational goals of the conference. Sponsors will be recognized in the program book, on signage throughout the conference, on the website, and in the program-at-a-glance brochure that each attendee receives onsite.

For more information about how your company can support GAPNA, see the enclosed information or contact:

Jack Edelman

Director of Marketing
Anthony J. Jannetti, Inc.

856-256-2313

e-mail: jack.edelman@ajj.com



Additional Marketing OPPORTUNITIES

Exhibitors can enhance their marketing programs and booth displays at our conference with the following:

- ✦ Corporate Partnership
- ✦ Satellite Symposia (lunch or dinner meeting)
- ✦ Registration delivery to all attendees
- ✦ Industry Supported Product Theatre

Plan to take advantage of these popular marketing programs and expand your exposure to conference attendees.

For rates or more information contact:

Jack Edelman: 856-256-2313

e-mail: jack.edelman@ajj.com

Exhibitor

Facts & Figures

Exhibitions are an excellent forum for you to:

- ✦ Increase product awareness
- ✦ Network with decision makers
- ✦ Enhance your corporate image

Can't Beat These Odds...

Percentage of business decision makers who agree trade show and in-person events are effective at:

Building Brand Image = 80%

Generating Quality Leads = 81%

Source: American Business Media/Forrester Research 2008

FACT Exhibitions are the most effective means for reaching public health decision makers.

FACT Exhibitions are the #1 source for attendees who make the final purchasing decisions.*

Research Results – Exhibition sales account for about 90% of exhibiting company sales.

(*based on 2010 Center for Exhibition Industry Research [CEIR].)

Sponsorship Opportunities

Professional Online Library

(pre, post and onsite exposure) \$25,000

This is your chance for 12 months of constant exposure! The Online Library is a new opportunity that will be sure to get your name out there! One month prior to the meeting all attendees will access their handouts via the online library website. During the Annual Conference, all attendees will complete their evaluations on site at the customized CE Pavilion to evaluate all sessions and gain CE certificates. At the conclusion of the Annual Conference, CE certificates will be available for print as attendees return home. In addition, six weeks after the conference the Online Library will be available to the entire membership for their chance to gain CE credits for classes they didn't evaluate onsite at the conference. GAPNA will promote and engage members with announcements and special deals all year long to ensure site activity. Multi-year pricing available.

GAPNA Awards Luncheon \$25,000

Come join the GAPNA Board of Directors and the Foundation Board of Directors as they honor excellence in Research, Clinical Practice, Community Service, Education and Leadership in the Gerontological Advanced Practice Nursing community. This annual event is always a memorable one! Individual awards may also be sponsored.

Welcome Reception \$25,000

Be a part of the excitement as GAPNA welcomes all of our attendees to fabulous Orlando.

Satellite Symposium/Industry

Supported Product Theater \$20,000

Take advantage of this opportunity to gain exposure to advanced practice gerontological leaders. Host one of the limited educational offerings during the conference.

Tote Bags \$8,500

Always a conference favorite, these insulated bags are in demand every year as attendees will use them to hold their conference materials on site and will continue to use at home and work for years to come.

Cyber Café/Wireless Hotspot \$7,500

A conference cornerstone, the cyber café has always been a busy place with attendees – checking in via email to work and home. Your company logo will appear as a screen saver at each computer as well as appropriate signage.

New Member Breakfast \$7,000

Be part of this important networking event! Join current and future leadership at the annual New Member Breakfast. All new members and first-time attendees are invited to meet GAPNA Leadership in this fun and relaxing networking opportunity.

Hydration Stations \$6,500

Quench the thirst of attendees and show your respect for our environment with "Hydration Stations." Your company logo will appear at each station as well as on reusable water bottles given to attendees to use during and after the conference.

Conference Notebooks \$6,200

Another great way to have your company's name in the hands of all attendees; these portfolios are ideal for note-taking at the conference and at work.

President's Leadership Tea \$5,000

Be part of this event as GAPNA's President personally thanks the leaders of GAPNA for their continued service throughout the year. This VIP invitation-only event is always a special highlight of the conference.

Conference Pens \$5,000

Distributed to all attendees at registration with their conference materials, this is a valuable way to get your company's name into the hands of every attendee.

Charging Station \$4,500

Smartphone losing power? Plug right into the GAPNA charging station. All eyes will be on the sponsor of this unique charging station. Your logo will be visible to everyone who needs a little extra charge.

GAPNA Collector's Pin \$4,000

The GAPNA pin has been a huge hit at past conferences and can be a huge traffic builder for your booth! These themed pins designed by GAPNA will be distributed by your staff at your booth. Be the sole distributor to ensure consistent traffic flow and the chance to meet every attendee!

Refreshment Breaks starting at \$6,000

Take advantage of one of our themed breaks to spotlight your company's name and logo. Enhancements can be added for an additional charge. Allow us to customize something to fit your budget needs!

Lanyard/Badge Holder \$3,300

What better way to get recognized than to have 500+ attendees wearing your name around their necks throughout the conference?

Program-at-a-Glance \$3,000

This valuable tool is the attendee's best friend and will feature your company logo on the front! The program-at-a-glance is one of the most frequently used items on site. It includes valuable conference information such as the sessions, times, locations and hotel map.

Customized Focus Groups \$2,500

GAPNA has a long-standing reputation for providing high-quality research on gerontological trends and best practices. Put this expertise to work for your organization to achieve your business goals! Let GAPNA help you get the feedback you need. Customized focus groups with specific areas of expertise can be arranged to help you meet the needs of your organization. Corporate Supporters only.

Speaker Sponsorship Opportunities starting at \$1,500

Help GAPNA in securing some of the most sought after speakers in the industry. Excellence comes at a cost and your unrestricted grant to support a session is appreciated by all attendees and leadership. Your company's name and logo will appear on signage and in the program book.

Hotel Key Cards call for pricing

Hotel guests look at their guestroom key cards approximately 12 times a day, making key cards the number one advertising instrument for many companies. Take advantage of this great marketing tool by sponsoring key cards, which will have your company logo or design on the front of the card.

Exhibitor

Facts & Figures

Business runs on relationships and nothing helps develop relationships like exhibitions. You'll meet people who can change the way you do business. You'll share insights with industry experts. Experience everything you miss when you operate in the daily world of voicemails, emails, clicks and faxes.

Today, there is simply no better way of accomplishing so much to further your business objectives. Need more convincing about exhibitions? Visit www.ceir.org

Exhibitions

There are some things you just can't "dot com"

84% of decision makers who attend exhibitions come to prepare for the future.



64% of professional attendees rely on exhibitions to keep pace with industry trends

71% of exhibition attendees will share the information they obtain at an exhibition with 1 to 6 people upon returning to the office

69% of attendees go to exhibitions to see, touch, and experience new technology