

Excellence in the Care of Older Adults

# Engage Connect Partner

## Grow Your Brand at GAPNA

- Increase Product Awareness
- Meet New Customers
- Generate Leads
- Launch New Products

**2015 Exhibitor &  
Sponsor Prospectus**



**Annual Conference**

September 30-October 3 • San Antonio, TX

## Dear Exhibitor



### Annual Conference

September 30-October 3 • San Antonio, TX

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to join us at our **34th Annual Conference**. GAPNA is a dynamic and emerging professional organization representing the interests of advanced practice nurses who care for older adults. Our 2015 conference will take place September 30 - October 3 in San Antonio, TX at the Marriott Rivercenter Hotel.

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 San Antonio where you will have a great opportunity to connect with this emergent and unique group of healthcare providers!

Kind Regards,

A handwritten signature in black ink that reads "Jack Edelman". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

*Jack Edelman, Director of Marketing*

## Benefits of Exhibiting

### *You will...*

- ***Have the opportunity to interact*** with an expected attendance of 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, prize drawings 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.
- ***Your booth includes*** pipe and drape, three exhibitor name badges, a listing in the official program book, an identification sign, access to the pre-conference participants list, and access to the post-conference participants list.

# Build Your Brand at GAPNA

**Position your company as a leader at gerontological nursing's premier event.**

The GAPNA Annual Conference brings together advanced practice nurse leaders from around the country.

## GAPNA Facts

- Overall impression of GAPNA Exhibition — **85.7%** of exhibitors rated the show excellent or good.
- **92.9%** of GAPNA exhibitors achieved their goals/objectives for exhibiting at the show.

## We Deliver APN Decision Makers

- **96%** of GAPNA nurses have direct care responsibilities.
- **75%** of GAPNA members have prescribing authority.

"GAPNA's Annual Conference is a must attend event for our company and any company who needs to reach the advanced practice gerontological nurse. If you have never exhibited at this conference, you are truly missing out on one of the best and most productive exhibitions of the year. The attendees are the clinicians who are truly decision makers of patient care."

**Al Henry**

Chief Executive Officer  
GWM Products, LLC



## Exhibitor

# Facts & Figures

## Exhibitions are an excellent forum for you to:

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

## 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 Center for Exhibition Industry Research [CEIR].)

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

GAPNA will produce a dedicated program book. This program will highlight exhibitor listings, floor plans, programs-at-a-glance, and much more. The GAPNA program book will be distributed to all GAPNA attendees at the Annual Conference September 30 - October 3, 2015.

### **Registration Delivery Program . . . . . \$750 per piece**

Delivery of exhibitor promotional materials to conference attendees will be coordinated for a fee. Exhibitors must use the official Registration Delivery Program coordinated by GAPNA.



### **Free Standing Meter Boards . . . . . \$750 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 . . . . . \$1,000 for (5) Decals**

(limited to 3 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 18"x18"). Approval of artwork required.



### **Table Tent Advertising . . . . . \$1,250 for (5) table tents (front & back)**

Table tent advertising in the GAPNA Networking Areas within the meeting space and exhibit hall provides great exposure in busy gathering areas seen by hundreds of attendees each day.



### **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.

### **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.

### **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.

### **Lanyard/Badge Holder . . . . . \$3,500**

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

### **GAPNA Collector's Pin . . . . . \$4,500**

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!

# Opportunities

## Charging Station ..... \$5,000

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.

## Hotel Key Cards ..... \$5,000

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.

## Post-It Flag Plus Highlighter 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.

## 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!

## Conference Notebooks ..... \$6,000

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.

## Hydration Stations ..... \$6,500

Quench the thirst of attendees and show your respect for our environment at new "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.

## 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.

## Cyber Café or WiFi Hot Spots ..... \$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.

## 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.

## Professional Online Library (pre, post and onsite exposure) ..... \$15,000

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. 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 sessions 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.

## Satellite Symposium/Industry Supported Presentation Theater ..... \$20,000-\$25,000

Take advantage of this opportunity to gain exposure to advanced practice gerontological leaders. Host one of the limited educational offerings during the conference (see page 6 for details).

\* Right of First Refusal (ROFR) - Companies will have until January 16, 2015 to commit to sponsorships.

## 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](http://www.ceir.org)

## Exhibitions

There are some things you must be present for!

**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.

# Industry Supported Presentation Theater



## Annual Conference – San Antonio, TX September 30 – October 3, 2015 Marriott Rivercenter Hotel

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to host an Industry Supported Presentation Theater (ISPT) at its 2015 conference in San Antonio, TX. The ISPT is scheduled for 60 minutes and does not compete with educational sessions.

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<b>Wednesday, September 30</b> .....	5:30 p.m. – 6:30 p.m. ....	(1) Exclusive ISPT
<b>Thursday, October 1</b> .....	7:00 a.m. – 8:00 a.m. ....	(2) Concurrent ISPTs
	12:00 p.m. – 1:00 p.m. ....	(2) Concurrent ISPTs
<b>Friday, October 2</b> .....	7:00 a.m. – 8:00 a.m. ....	(2) Concurrent ISPTs
	12:00 p.m. – 1:00 p.m. ....	(2) Concurrent ISPTs
<b>Saturday, October 3</b> .....	7:00 a.m. – 8:00 a.m. ....	(2) Concurrent ISPTs

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### 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.

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

ISPT sessions do not compete with any other educational programming in the time period allotted.

### Investment

The fee for the ISPT ranges from \$20,000 to \$25,000; GAPNA will advertise the ISPT in its conference brochure (time sensitive). Standard audiovisual will be supplied including an LCD, screen, and microphone. Any food and beverages will be ordered through the hotel and paid for directly by the host company.

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 \$15,000/\$20,000 will be due no later than **July 10, 2015**.

### Contact Information

For any questions regarding the ISPT, please contact Jack Edelman at [Jack.Edelman@ajj.com](mailto:Jack.Edelman@ajj.com) or 856-256-2313.

# Terms and 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 exhibit space are as follows: \$2,375 per each 10' x 10' booth space, \$4,600 per each 10' x 20' booth space, \$7,600 per 20x20 booth space. Each 10' x 10' booth space includes pipe, drape, an identification sign, listing in the official conference program guide, exhibitor badges for three representatives, discount access to the pre-conference list, and, upon request, the post-conference participants list. Additional badges can be purchased for a fee of \$100 each.
- 3. Cancellation of Booth Space.** Cancellations and requests for refunds must be received in writing 60 days prior to the opening date of the exhibits. If these requirements are met, 50% of the exhibit 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 5:00 p.m. on Wednesday, September 30, 2015. Exhibits will dismantle on Friday, October 2, 2015. All exhibits must be dismantled no later than 9:00 p.m. on October 2, 2015. Exhibitors are prohibited from dismantling prior to the show closing.
- 8. Exhibit Contractor.** The official contractor for this show is Brede. Brede will have a service desk available during the installation and dismantling of the exhibits. Brede will manage the following services: exhibit manual, decorator, booths and signs, electrical needs, and shipping.
- 9. 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.
- 10. 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.
- 11. 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.
- 12. Fire Regulations and Health Precautions.** No exhibitor will be allowed to use any flammable decorations in the exhibit booth.
- 13. Shipping Instructions.** Information on shipping exhibit materials will be included in the Exhibit Manual prepared by Brede. Should you have additional questions not answered in the Exhibit Manual, please contact the Brede representative.
- 14. 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.
- 15. Exhibit Contractors.** Should an exhibitor choose to use a contractor for booth setup and dismantling, the contractor must comply with the requirements of Brede 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.
- 16. 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 addressed to Jack Edelman, Director of Marketing and faxed to 856-589-7463 or e-mailed to jack.edelman@ajj.com

# 2015 Exhibit Schedule & Floor Plan

## Exhibit Schedule

(Tentative and Subject to Change)

### Wednesday

**September 30**

8:00 am – 5:00 pm  
Exhibitor Move-In

### Thursday

**October 1**

9:15 am – 10:45 am  
Exhibits/Grand Opening

4:45 pm – 6:15 pm  
Exhibits/Reception/  
Prize Drawing

### Friday

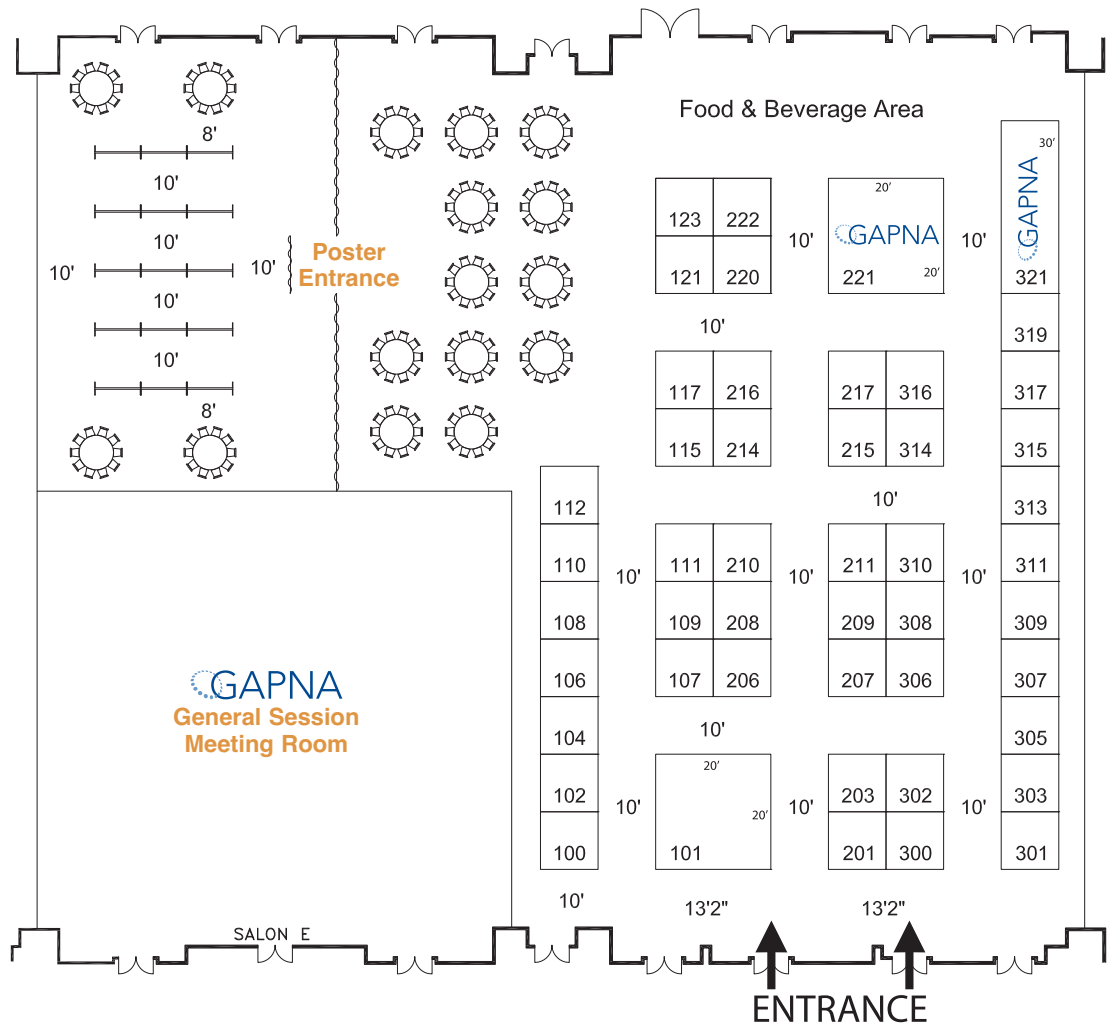
**October 2**

9:45 am – 11:15 am  
Exhibits/Coffee Break

2:30 pm – 3:30 pm  
Exhibits/Refreshment  
Break/Prize Drawing

3:30 pm – 9:00 pm  
Exhibits Dismantle

Booth Prices	
10 x 10 .....	\$2,375
10 x 20 .....	\$4,600
20 x 20 .....	\$7,600



#### Hall Information:

Marriott Rivercenter Hotel  
Exhibits are in the Grand Ballroom,  
Sections F-I.  
Ceiling Height 25'  
Maximum Island height is 20'.  
Booths are 10' x 10'.  
The Exhibit Hall is carpeted.

#### Exhibit Management:

Jack Edelman, Director of Marketing  
jack.edelman@ajj.com  
  
Miriam Martin, Marketing Coordinator  
miriam.martin@ajj.com  
  
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  
c/o YRC Freight  
111 Gemblor Road  
San Antonio, TX 78219