

The background of the entire page is a scenic photograph of Sedona, Arizona. It shows several prominent red sandstone buttes under a clear blue sky. In the foreground, there is a calm river reflecting the surrounding greenery and the red rock formations. The overall scene is peaceful and natural.

**2016 Annual  
Conference**

**Exhibitor & Sponsor  
Prospectus**

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**September 21-24, 2016  
Arizona Grand Resort  
Phoenix, AZ  
[www.gapna.org](http://www.gapna.org)**



## 2016 Annual Conference

### Dear Exhibitor

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to join us at our **35th Annual Conference**. GAPNA is a dynamic and emerging professional organization representing the interests of advanced practice nurses who care for older adults. Our 2016 conference will take place September 21 - 24 in Phoenix, AZ at the Arizona Grand Resort.

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

Kind Regards,

Jack Edelman, Director of Marketing

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# Engage Connect Partner

## Benefits of Exhibiting

*You will...*

**Engage** *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.

**Connect** *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.

**Partner** *Be able to establish regional and local leads* for your products or services.

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# 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.

# Engage Connect Partner



# Sponsorship

## 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].)*

## Exhibition Facts

**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.

### **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 21-24, 2016.

### **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.

### **Table Tent Advertising . . . \$1,750 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.



### **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.



### **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.

### **Keynote Speaker . . . . . \$3,000**

As a Keynote speaker, you can mold your presentation into a unique and distinctive moment for the GAPNA audience. Don't miss out on this opportunity to capture the full attention of our attendees.

### **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 (Exclusive Sponsorship) . . . . . \$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 (Exclusive Sponsorship) . . . . . \$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 (Exclusive Sponsorship) ..... \$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 (Exclusive Sponsorship) ..... \$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**

### **(Exclusive Sponsorship) ..... \$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 (Exclusive Sponsorship) ..... \$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 (Exclusive Sponsorship) ..... \$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 29, 2016 to commit to sponsorships.*

# Drive Traffic to Your Booth **Passport to Prizes**

We would love for you to consider donating a prize for our "Passport" program. The more prizes available, the more excited our attendees will be! If you donate a prize, you will be included on a special recognition sign at the conference, as well as in our program book. Each attendee will receive a "passport" when registering. Participants will be required to visit participating exhibitors' booth and receive a stamp acknowledging the visit to your booth. Upon completion they will place the passport into a raffle bin. Several winners will be drawn (attendees must be present to win).



# Industry Supported Presentation Theater



## Annual Conference – Phoenix, AZ

September 21-24, 2016

Arizona Grand Resort

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to host an Industry Supported Presentation Theater (ISPT) at its 2016 conference in Phoenix, AZ. The ISPT is scheduled for 60 minutes and does not compete with educational sessions.

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**Wednesday, September 21** . . . . . 5:30 p.m. – 6:30 p.m. . . . . (1) Exclusive ISPT

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**Thursday, September 22** . . . . . 7:00 a.m. – 8:00 a.m. . . . . (2) Concurrent ISPTs  
12:00 p.m. – 1:00 p.m. . . . . (2) Concurrent ISPTs  
6:30 p.m. – 7:30 p.m. . . . . (1) Exclusive ISPT

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**Friday, September 23** . . . . . 7:00 a.m. – 8:00 a.m. . . . . (2) Concurrent ISPTs  
12:00 p.m. – 1:00 p.m. . . . . (2) Concurrent ISPTs  
6:00 p.m. – 7:00 p.m. . . . . (1) Exclusive ISPT

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**Saturday, September 24** . . . . . 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 12, 2016**.

### 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: \$2,425 per each 10' x 10' booth space, \$4,750 per each 10' x 20' booth space, \$8,000 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 21, 2016. Exhibits will dismantle on Friday, September 23, 2016. All exhibits must be dismantled no later than 9:00 p.m. on September 23, 2016. 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

# 2016 Exhibit Schedule & Floor Plan

## Exhibit Schedule (Tentative and Subject to Change)

### Wednesday September 21

8:00 am – 5:00 pm  
Exhibitor Move-In

### Thursday September 22

9:15 am – 10:45 am  
Exhibits/Grand Opening  
5:00 pm – 6:30 pm  
Exhibits/Reception/Prize Drawing

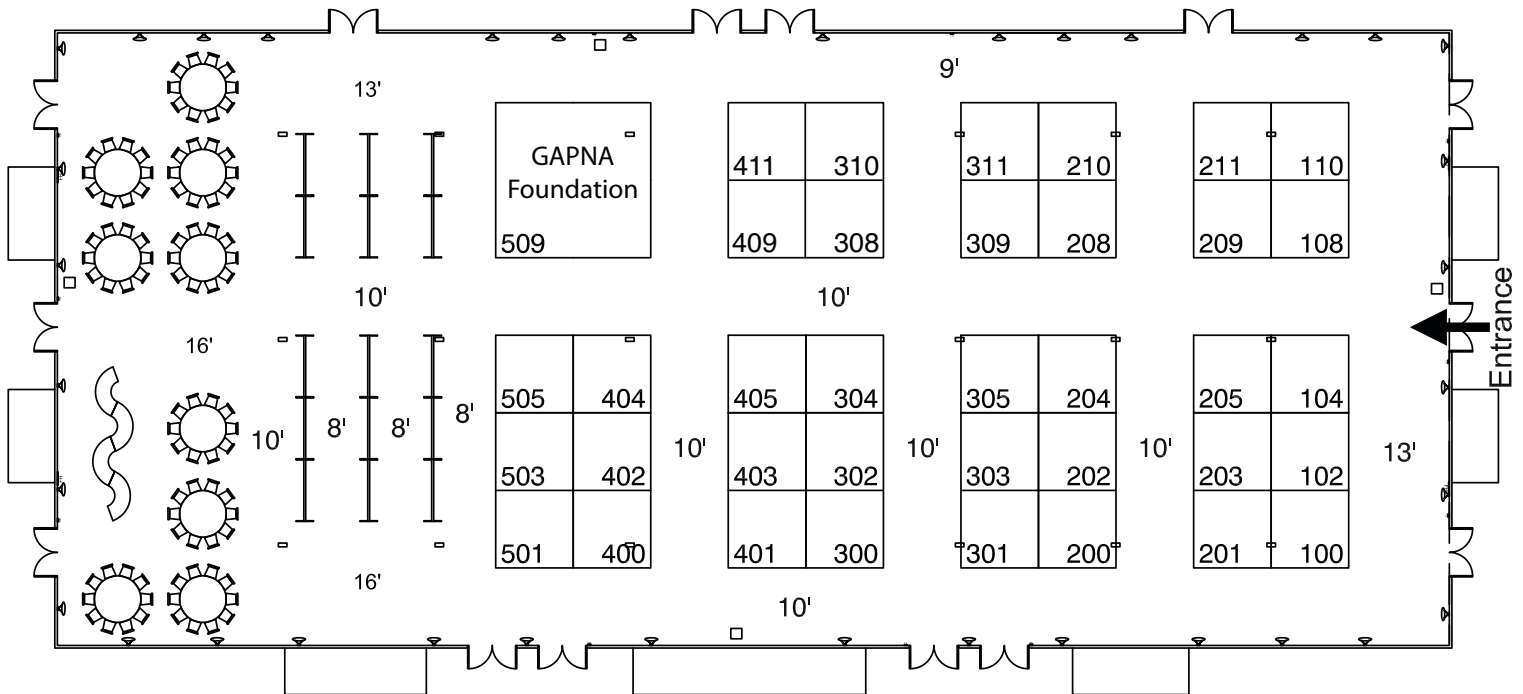
### Friday September 23

9:15 am – 10:45 am  
Exhibits/Coffee Break  
2:15 pm – 3:15 pm  
Exhibits/Refreshment  
Break/Prize Drawing  
3:15 pm – 9:00 pm  
Exhibits Dismantle

### Booth Prices

10' x 10'	.....	\$2,425
10' x 20'	.....	\$4,750
20' x 20'	.....	\$8,000

*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.



### Hall Information:

Arizona Grand Resort  
Exhibits are in the Sonora Sky Ballroom.  
Ceiling Height 18'  
Maximum Island height is 16'.  
Booths are 10' x 10'  
The Exhibit Hall is carpeted.

### Exhibit Management:

Jack Edelman, Director of Marketing  
jack.edelman@ajj.com  
Sharon Hampton, Marketing Coordinator  
sharon.hampton@ajj.com  
Anthony J. Jannetti, Inc.  
East Holly Avenue/Box 56  
Pitman, NJ 08071-0056  
856-256-2432  
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  
2501 E. Magnolia Street  
Phoenix, AZ 85034-6918