



PHARMACOLOGY &
Prescribing In Older Adults

Philadelphia

March 24-26, 2022

Sheraton Philadelphia Downtown
Philadelphia, PA



Marketing & Exhibiting Opportunities
gapna.org

2022 GAPNA Contemporary Pharmacology Conference

Marketing & Exhibit Opportunities

Engage - Connect - Partner

With GAPNA attendees at the Contemporary Pharmacology Conference, March 24-27, 2022, Sheraton Philadelphia Downtown Hotel, Philadelphia, PA.

We anticipate more than 300+ APN decision makers to attend.

Option #1

Platinum Conference Supporter - \$15,000

Platinum Conference Supporters will be accepted on a first come basis and will receive following benefits...

- Industry Supported Presentation Theater (ISPT)- Access Fee for one ISPT
- GAPNA will advertise your ISPT in its conference brochures (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
- Exhibit Display Table - (1) Draped table and (2) chairs in exhibit area to display company literature and interact with attendees
- Exhibit ID Signage with your company logo will be placed on tables in recognition of your support and to designate your exhibit location
- Opportunity to network with attendees during the conference
- Complimentary Insert (8 ½ x 11) in Registration Delivery Program – each attendee will receive your promotional piece as they register
- Recognition as a GAPNA Contemporary Pharmacology Conference Supporter in our online registration brochure and onsite at the meeting
- Two (2) Complimentary full registrations to the conference (\$700+ value)

2022 GAPNA Contemporary Pharmacology Conference

Marketing & Exhibit Opportunities

Option #2

Gold Conference Supporter - \$3,000

Only (5) Conference Supporters will be accepted on a first come basis and will receive following benefits...

- One (1) Draped table and two (2) chairs in exhibit area to display company literature and interact with attendees
- Exhibit Table Signage with your company logo will be placed on tables in recognition of your support and to designate your location
- Opportunity to network with attendees during the conference
- Complimentary Insert (8 ½ x 11) in Registration Delivery Program – each attendee will receive your promotional piece as they register
- Recognition as a GAPNA Contemporary Pharmacology Conference Supporter in our online registration brochure and onsite at the meeting.
- Two (2) Complimentary full registrations to the conference (\$700+ value)

Option #3

Exhibit Tabletop Display - \$1,250

Exhibit Tabletop display will be accepted on a first come basis and will receive following benefits...

- One (1) Draped table and two (2) chairs in networking room to display company literature and interact with attendees
- Networking Table Signage with your company logo will be placed on tables in recognition of your participation

Additional Marketing Options

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. Your company logo will also appear on floor decals in the exhibit hall and signage throughout the conference.

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.

Lanyard/Badge Holder —Exclusive Sponsorship \$3,500

What better way to get recognized than to have 300+ attendees wearing your brand around their necks throughout the conference.

Registration Delivery Program995 per piece

Inclusion of promotional material, such as a flyer, in the participants’ conference bags and virtually on our platform. Please note that the material must be provided by supporter and must be approved by GAPNA. Quantity of promotional pieces required for distribution is 400.

The maximum size of each piece is 8.5” x 11”. High resolution pdfs are required for virtual posting.

Free Standing Meter Boards. \$995 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 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.

2022 GAPNA Contemporary Pharmacology Conference

Exhibit Information

Sheraton Philadelphia Downtown Hotel
Exhibit Hall - Liberty A
Floor Plan (TBD)

Exhibit Display Schedule

(Tentative and subject to change)

Thursday March 24, 2022

8:00am – 4:00pm Set Up

4:30pm – 6:00pm Welcome Reception

Friday March 25, 2022

9:00am – 9:45am Coffee Break

2:20pm – 3:00pm Refreshment Break

3:30pm Exhibits Dismantle

Kind Regards,



Jack Edelman
Director of Marketing
jack.edelman@ajj.com
856-256-2313



2022 GAPNA Contemporary Pharmacology Conference

Industry Supported Presentation Theater (ISPT)

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to host an Exclusive Industry Supported Presentation Theater (ISPT) at its 2022 conference in Philadelphia, PA. The ISPT is scheduled for 60 minutes and does not compete with education sessions. We only have 4 exclusive time slots available.

Thursday, March 24,

6:00 pm – 7:00 pm Exclusive ISPT

Friday, March 25

7:00 am – 8:00 am Exclusive ISPT

12:20 pm – 1:20 pm Exclusive ISPT

Saturday, March 26

7:00 am – 8:00 am Exclusive ISPT

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 products or service of interest to APN's working 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 can 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 APN's in attendance.

ISPT sessions do not compete with any other educational programming in the designated ISPT time slots.

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 full amount. Checks must be made payable to GAPNA.

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

- Pre-meeting registration mailing and email list (addresses only) approximately 21 days prior to meeting
- Pre-meetings designated email for the ancillary event sessions. The pre-meeting email blast will be sent by GAPNA on industry supporter's behalf and will include all ancillary event session information. RSVP link to supporter can be included.
- Standard A/V set. (LCD projector, screen, podium, microphone, head table and rise, easel outside room)
- 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 all ancillary events.

Contact Information

For any questions regarding the ISPT, please contact:

Jack Edelman
Jack.edelman@ajj.com
856-256-2313 or

Heidi Perret
Heidi.perret@ajj.com
856-256-2375

GAPNA 2022 Pharmacology Conference
March 24-27, 2022 / Philadelphia, PA
BOOKING FORM



Exhibiting Company _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact: _____ Phone: _____

Email: _____ Website: _____

MARKETING / EXHIBIT OPPORTUNITIES		
OPTION 1 / Platinum Conference Supporter	\$ 15,000 (select from the below)	\$
<i>Thursday, March 24 (exclusive)</i>	<input type="checkbox"/> 6:00 pm – 7:00 pm	
<i>Friday, March 25 (exclusive)</i>	<input type="checkbox"/> 7:00 am – 8:00 am	
<i>Friday, March 25 (exclusive)</i>	<input type="checkbox"/> 12:20 pm – 1:20 pm	
<i>Saturday, March 26 (exclusive)</i>	<input type="checkbox"/> 7:00 am – 8:00 am	
OPTION 2 / Gold Conference Supporter	\$ 3,000	\$
OPTION 3 / Exhibit Tabletop Display	\$ 1,250	\$
PROGRAM BOOK ADVERTISING		
Back 4 th Page Cover	\$ 2,500	\$
Inside Back 3 rd 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 per piece	\$
Lanyard/Badge Holder	\$ 3,500	\$
Floor Decals (<i>limited</i>)	\$ 1,500 for (5) decals	\$
Free Standing Meter Boards	\$ 995 each	\$
TOTAL AMOUNT		\$

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 _____