



The premier conference
for improving your gerontological practice
CARE • CONTINUITY • CONNECTION

Marketing & Exhibit Opportunities

THE
GAPNA
CONFERENCE

GAPNA 2022

Annual Conference

September 14-17, 2022

*Hyatt Regency Grand Cypress
Orlando, FL*

gapna.org



care • continuity • connection



Annual Conference

September 14-17, 2022 | Hyatt Regency Grand Cypress | Orlando, FL

Dear Exhibitor

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to join us **in-person** at our 2022 Annual Conference. Our annual Conference will take place September 14-17, 2022 at the Hyatt Regency Grand Cypress, Orlando, FL.

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

Benefits of Exhibiting In-Person

You will...

ENGAGE

Have the opportunity to interact

with an expected attendance of more than 550+ 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

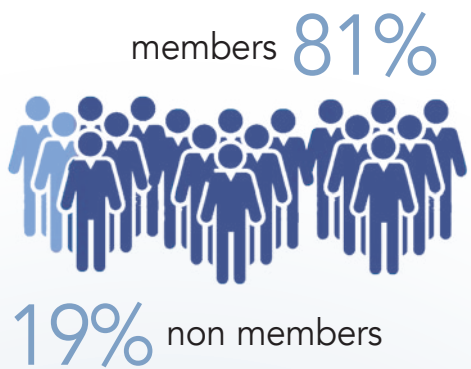
Be able to establish regional and local leads

for your products or services.

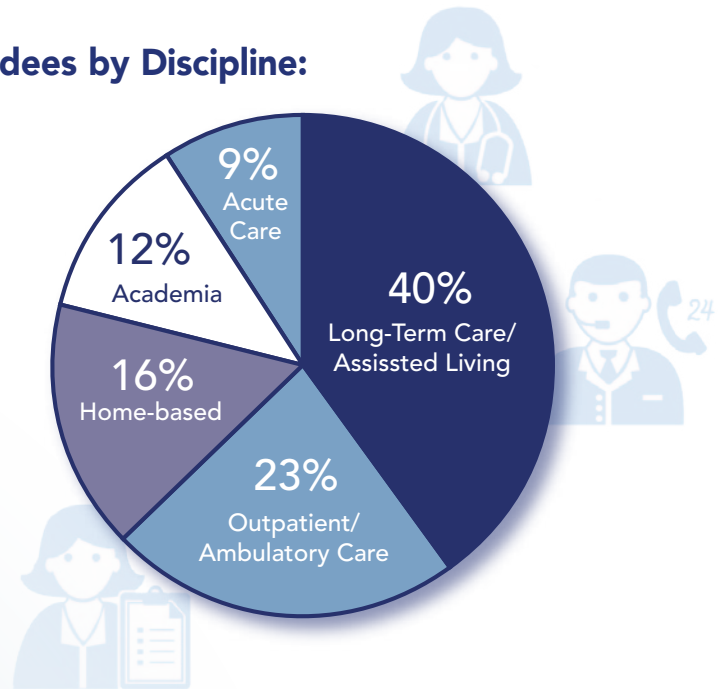


GAPNA is the premiere organization for all advanced practice nurses who work with older adults. Our APRNs are active in a variety of settings across the continuum including primary, acute, post-acute and long-term care. GAPNA is the trusted leader for advanced practice nurses seeking continuing education in gerontological care as well as networking and peer support from experienced clinicians.

Annual Conference Demographics



Attendees by Discipline:



Why support GAPNA ???

More than **57%** of the advanced practice providers in attendance were first time attendees

99% of attendees reported they **share their conference experiences** with their colleagues

89% of attendees reported they **obtain useful information** from exhibiting companies

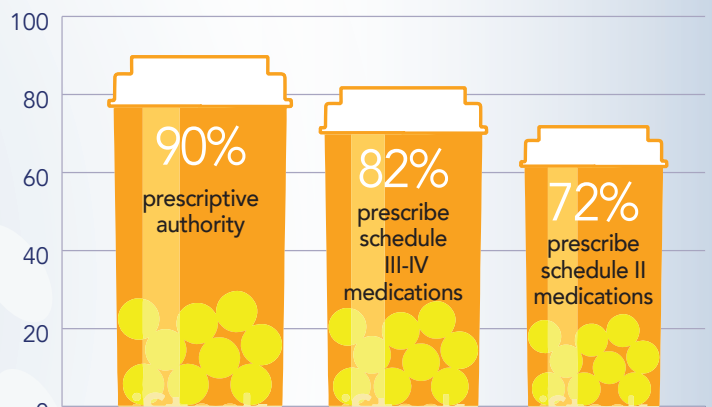
98% of attendees surveyed said they found the conference to be a **valuable experience**

95% of attendees found the **Industry Supported Product Theaters** a valuable addition to the program

86% of attendees found the **exhibit hall to be valuable**

75% of attendees indicated they **have a role in influencing purchasing decisions** with their companies/practice

Prescriptive Authority:



Years of practice in Gerontology:

10+ Years = **49%**
 5-10 years = **21%**
 1-5 years = **30%**



Marketing Opportunities

GAPNA Program Advertising

The printed program book will be distributed in Orlando, FL. 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.

Type	Back Page 4th Cover	Inside Back 3rd Cover	Run of Book Ads
Program Ad	\$2,500	\$1,750	\$1,500

Closing Date: July 29 **Materials Due:** August 12

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 in-person distribution is 550+. The maximum size of each piece is 8.5" x 11". High res pdf's are required for virtual posting.

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

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.



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 supporter, you can have a unique and distinctive moment for the GAPNA audience. Don't miss out on this opportunity to capture the full attention of our attendees.

Lanyard/Badge Holder

\$3,500

What better way to get recognized than to have 550+ attendees wearing your brand around their necks throughout the conference.

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. (subject to hotel availability)

Customized Ad Boards/Focus Groups

\$7,500

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 ad boards/focus groups with specific areas of expertise can be arranged to help you meet the needs of your organization. Corporate Supporters only.

All supporting companies will be recognized in the following locations:

GAPNA's meeting website — Onsite signage | Printed meeting materials — Conference Event Page

WiFi Support **\$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 on floor decals in the exhibit hall and signage throughout 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.

Satellite Symposium/Industry Supported Presentation Theater — In-Person & Virtual **\$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).

Donate a prize to our "Passport to Prizes"

Draw more people to your booth by participating in our "Passport to Prizes" program.

If you donate a prize, you will be included with your company name/prize on a special recognition sign at the conference as well as listed in the onsite Program Guide.

This is how it works – Each attendee will receive a "passport" in their registration packet requiring them to visit participating exhibitor booths to receive a stamp acknowledging their visit to your booth. When completed they will place their "passport" in a raffle bin, to be eligible to win. It's a fun way to engage with the attendee !



Industry Supported Presentation Theater



ANNUAL CONFERENCE | ORLANDO, FL

Hyatt Regency Grand Cypress

September 14-17, 2022

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to host an Industry Supported Presentation Theater (ISPT) at its 2022 Conference in Orlando, FL. The ISPT is scheduled for 60 minutes and does not compete with educational sessions.

ISPT Schedule *(tentative and subject to change)*

In-Person

Wednesday, September 14

5:15 p.m. – 6:30 p.m. (1) In-person Exclusive ISPT

Thursday, September 15

7:00 a.m. – 8:00 a.m. (2) In-person ISPT

12:30 p.m. – 1:30 p.m. . . . (2) In-person Concurrent ISPTs

6:30 p.m. – 8:00 p.m. (1) In-person Exclusive ISPT

Friday, September 16

7:00 a.m. – 8:00 a.m. (2) In-person ISPT

12:00 p.m. – 1:00 p.m. . . . (2) In-person Concurrent ISPTs

5:45 p.m. – 7:00 p.m. (1) In-person Exclusive ISPT

Saturday, September 17

7:00 a.m. – 8:00 a.m. (2) In-person 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 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.

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

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 \$20,000-\$25,000 is based on the timeslot selected. Checks must be made payable to GAPNA.

Access Fee of \$20,000-\$25,000 Includes the following value added services

- Pre-meeting registration mailing (addresses only) approximately 30 days prior to meeting
- Pre-meeting designated email for the ancillary event sessions. The pre-meeting email blast will be sent by GAPNA on the industry supporter's behalf and will include all ancillary event session information. RSVP link to supporter can be included.
- (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 \$15,000/\$20,000 will be due no later than **July 18, 2022**.

Contact Information

For any questions regarding the ISPT, please contact Miriam Martin at miriam.martin@ajj.com or 856-256-2374.

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. GAPNA reserves the right to deny booth space to companies or products not related to the specialty.
- 2. Exhibit Booth Price.** The prices for in-person exhibit space are as follows: \$2,675 Inline | \$2,775 Corner per 10' x 10' 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 & Meeting Space.** Cancellations and requests for refunds must be received in writing 90 days prior to the opening date of the conference. 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 5:00 p.m. on Wednesday, September 14, 2022. Exhibits will dismantle on Friday, September 16, 2022. All exhibits must be dismantled no later than 9:00 p.m. on September 16, 2022. Exhibitors are prohibited from dismantling prior to the show closing.
- 8. Exhibit Contractor.** The official contractor will have a service desk available during the installation and dismantling of the exhibits. The official contractor 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 or 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. Should you have additional questions not answered in the Exhibit Manual, please contact the official contractor.
- 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 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.
- 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

2022 Exhibit Schedule & Floor Plan

In-Person Exhibit Floor Plan & Schedule

(Tentative and subject to change, based on health protocols)

Thursday, September 15

Dedicated Exhibit Hours

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

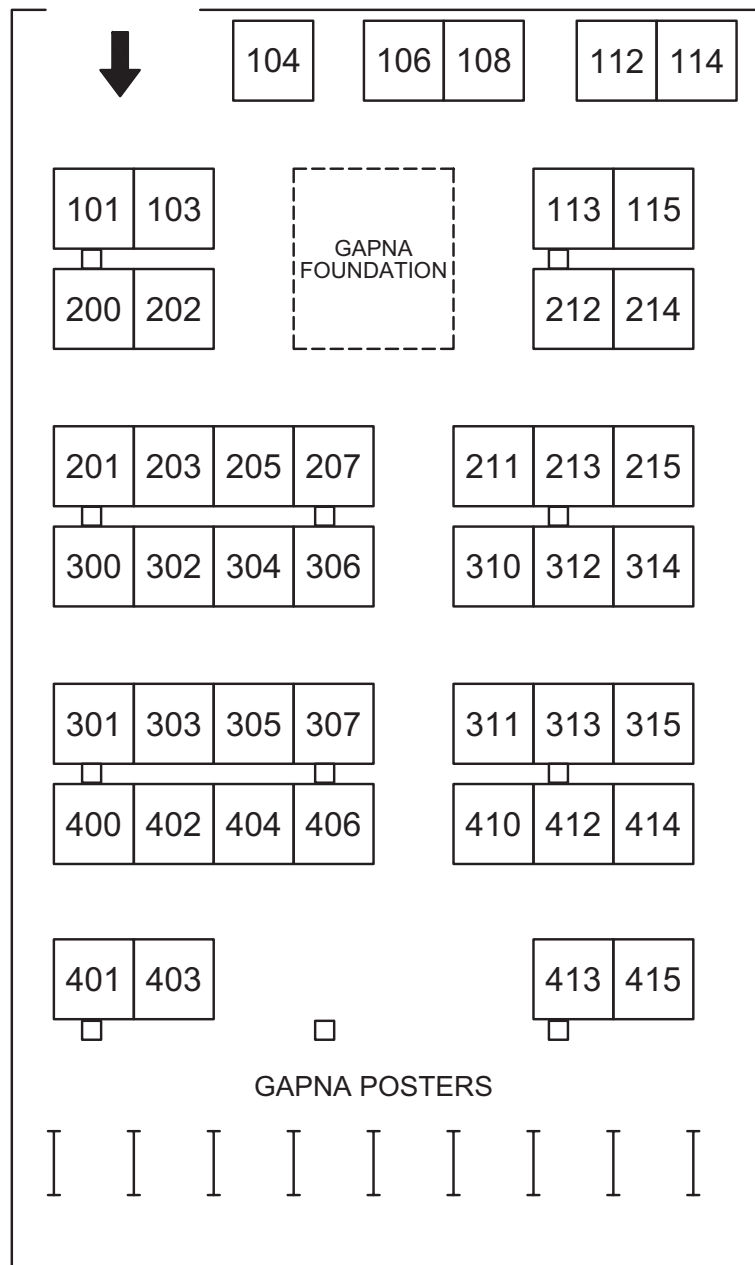
Friday, September 16

Dedicated Exhibit Hours

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

Hyatt Regency Grand Cypress - Regency Hall

ENTRANCE



In-Person Booth Prices

10' x 10' Inline \$2,675
10' x 10' Corner \$2,775

Hall Information:

Hyatt Regency Grand Cypress
Orlando, FL
Exhibit Hall is Carpeted.

Exhibit Management:

Miriam I. Martin, Marketing Specialist
miriam.martin@ajj.com
856-256-2374

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