



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

# ANNUAL CONFERENCE

September 29 - October 2, 2021

**SAN DIEGO, CA**

Marriott Marquis San Diego Marina



**In-Person &  
Virtual**

**Marketing &  
Exhibit Opportunities**

[gapna.org](http://gapna.org)

care • continuity • connection



# ANNUAL CONFERENCE

September 29 - October 2, 2021 | Marriott Marquis San Diego Marina

## Dear Exhibitor

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to join us **in-person** at our 2021 Annual Conference. **A virtual component is also being considered. The virtual options are outlined and will activate once we confirm the virtual platform.** Our annual Conference will take place September 29 - October 2, 2021 at the Marriott Marquis San Diego Marina.

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 Diego live or virtually 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".

Jack Edelman, Director of Marketing

## Benefits of Exhibiting In-Person or Virtually

*You will...*

### ENGAGE

**Have the opportunity to interact** with an expected attendance of more than 600+ 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.

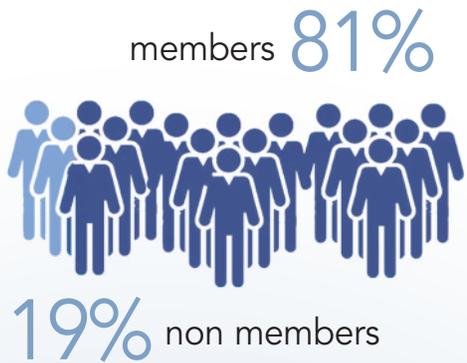
### PARTNER

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

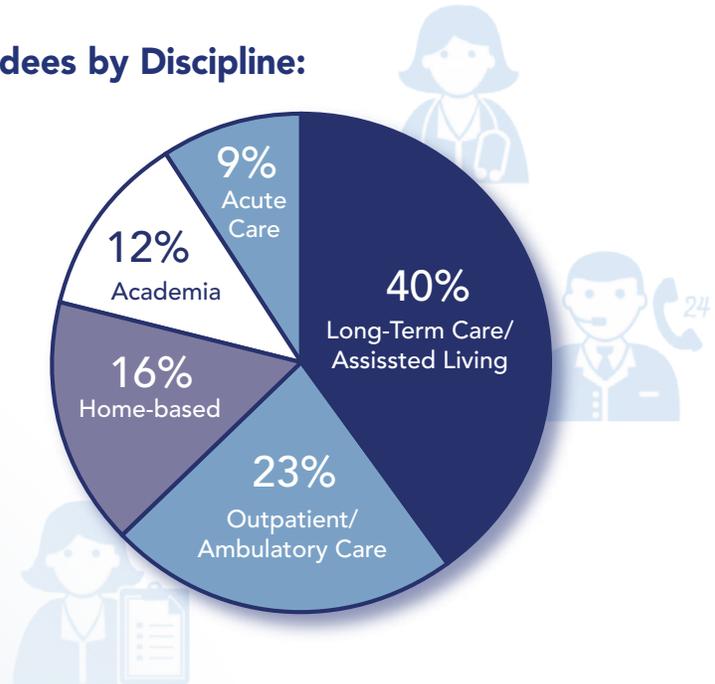


**GAPNA** is the premiere organization for all advanced practice nurses who work with older adults. Our APRNs are active in a variety of settings across the continuum including primary, acute, post-acute and long-term care. GAPNA is the trusted leader for advanced practice nurses seeking continuing education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

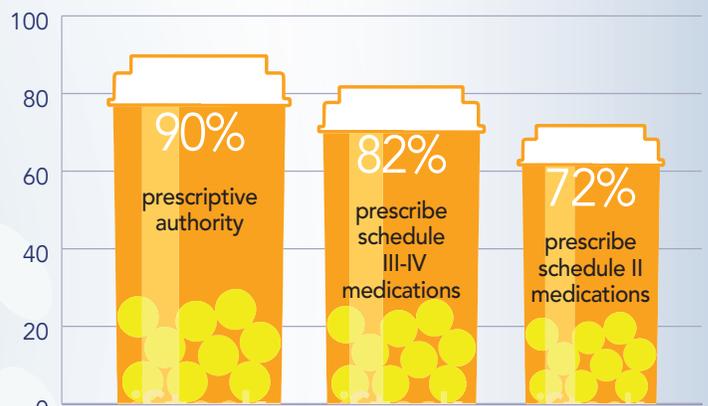
**98%** of attendees surveyed said they found the conference to be a **valuable experience**

**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%**

# In-Person & Virtual Marketing Opportunities

## GAPNA Program Advertising — In-Person .....

The printed program book will be distributed in San Diego, CA. 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:** August 13    **Materials Due:** August 27

## Main Portal Program Ad — Virtual ..... \$1,500

Advertise with us on the Virtual Event Portal page – The LIVE/Hybrid Event and Exhibits page will be available to all registrants attending the 2021 Annual Conference, so your ad will be seen again and again. Full Page, 4 Color (dimensions are 6” x 9” hi-resolution jpg format).

## Registration Delivery Program — In-Person & Virtual ..... \$995 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 in-person distribution is 650. 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 — In-Person ..... \$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 — In-Person ..... \$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 — In-Person & Virtual ..... 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 — In-Person & Virtual ..... \$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 — In-Person Exclusive Sponsorship ..... \$3,500

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

## Hotel Key Cards — In-Person 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. (subject to hotel availability)

## Customized Ad Boards/Focus Groups — In-Person & Virtual ..... \$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 — Mobile App

**Mobile App — In-Person & Virtual . . . . . \$7,500**

The GAPNA conference app is an attendee favorite. It launches one week before the meeting and is available for months afterward. Attendees use it to view all sessions, presentation materials, faculty bios, meeting room locations, and more! It's what attendees are using most at the meeting. The app also includes an interactive industry support listing with your exhibit booth location, company profile, web link, and email for direct contact. Your exclusive support includes:

- Promotional e-blast out to all GAPNA members when the app opens
- Push notification to visit sponsor's booth (one time use – choose one day of meeting)
- Sponsor recognition on app can include sponsor's PDF download and booth information

**WiFi Support — In-Person 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. 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 — In-Person 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.

**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" — In-Person

### 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 | SAN DIEGO, CA

Marriott Marquis San Diego Marina

September 29 - October 2, 2021

In-Person & Virtual Event

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to host an Industry Supported Presentation Theater (ISPT) at its 2021 Conference in San Diego, CA. The ISPT is scheduled for 60 minutes and does not compete with educational sessions.

### ISPT Schedule *(tentative and subject to change)*

#### In-Person & Virtual

#### Wednesday, September 29

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

#### Thursday, September 30

7:00 a.m. – 8:00 a.m. . . . . (1) In-person ISPT  
7:00 a.m. – 8:00 a.m. . . . . (1) Virtual & 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, October 1

7:00 a.m. – 8:00 a.m. . . . . (1) In-person ISPT  
7:00 a.m. – 8:00 a.m. . . . . (1) Virtual & 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, October 2

7:00 a.m. – 8:00 a.m. . . . . (1) In-person ISPT  
7:00 a.m. – 8:00 a.m. . . . . (1) Virtual & 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 30, 2021**.

### Contact Information

For any questions regarding the ISPT, please contact Jack Edelman at 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. 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: \$2,625 Inline | \$2,725 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.  
Virtual prices – basic \$750, enhanced \$1,500.
- 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 29, 2021. Exhibits will dismantle on Friday, October 1, 2021. All exhibits must be dismantled no later than 9:00 p.m. on October 1, 2021. 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 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. 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

# 2021 Exhibit Schedule & Floor Plan

## In-Person Exhibit Floor Plan & Schedule

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

### Thursday, September 30

#### Exhibits Open

9:00 am - 3:15 pm | 5:00 pm - 6:30 pm

#### Dedicated Exhibit Hours

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

5:00 pm – 6:30 pm Exhibits/Open

### Friday, October 1

#### Exhibits Open

9:00 am - 3:15 pm

#### Dedicated Exhibit Hours

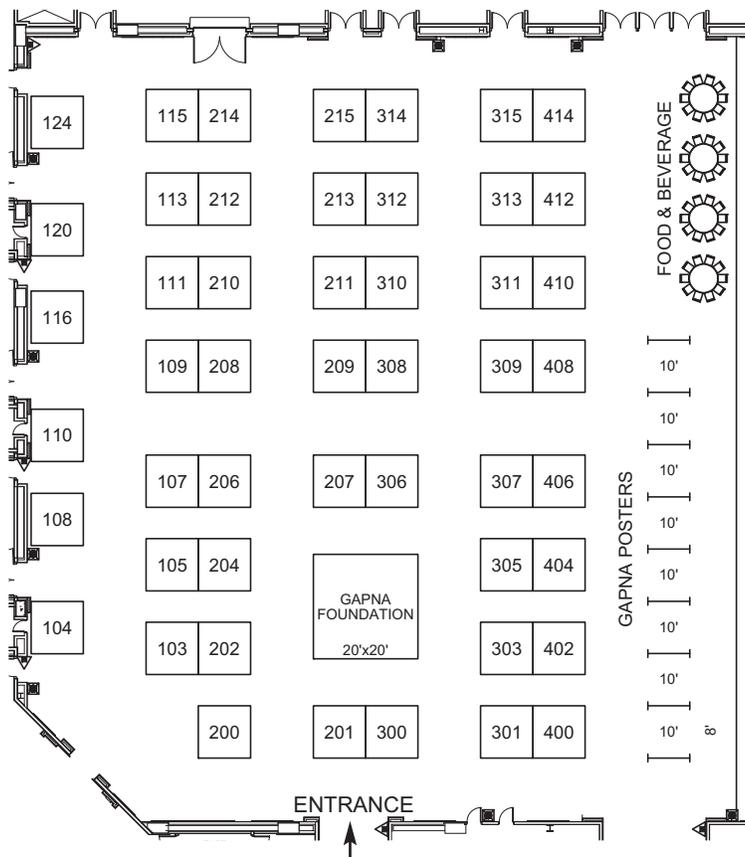
9:15 am – 10:45 am Exhibits/Open

2:15 pm – 3:15 pm Exhibits/Open

3:15 pm – 9:00 pm Exhibits Dismantle

The in-person Exhibit Hall will be compliant with COVID guidelines in place, to ensure your safety and the safety of the GAPNA Conference attendee.

Virtual exhibit hours will be the same as in-person.



**Marriott Marquis  
San Diego Marina**

**Marriott Grand Ballroom**

### In-Person Booth Prices

- 10' x 10' Inline ..... \$2,625
- 10' x 10' Corner ..... \$2,725

*If GAPNA goes Virtual, purchasing a In-Person exhibit booth will also include a Basic Listing in the Virtual Exhibit Hall, with the opportunity to upgrade.*

### Hall Information:

Marriott Grand Ballroom  
Marriott Marquis San Diego Marina  
Exhibit Hall is Carpeted.

### Exhibit Management:

Jack Edelman, Director of Marketing  
jack.edelman@ajj.com  
Heidi Perret, Marketing Coordinator  
heidi.perret@ajj.com

Anthony J. Jannetti, Inc.  
East Holly Avenue/Box 56  
Pitman, NJ 08071-0056  
856-256-2342  
Fax 856-589-7463

# In-Person & Virtual Exhibit Opportunities

## 10'x10' Booth Inline | Corner — In-Person ..... \$2,625 | \$2,725

- Will receive a Basic Listing\* in the Virtual Exhibit Hall
- (3) Exhibitor name badges
- One 10'x10' booth with pipe and drape
- List of Attendees (distributed copy onsite) does not include email addresses
- Complimentary coffee & refreshment breaks
- Booth Signage with company name
- Listing in the Program book company name/address and website
- Opportunity to upgrade to an Enhanced Presence\*\* in the Virtual Exhibit Hall

## Exhibitor Listing – Basic — Virtual . . . . . \$750 Virtual / cost included with Live booth

- Company name
- Company logo
- Company description
- Company contact information
- Company website link

## Exhibitor Listing – Enhanced — Virtual \$1,500 Virtual / cost additional \$750 with Live booth

- Includes Industry Listing included with Basic
- Opportunity to upload digital banner (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/pdfs
- Ability to list multiple points of contacts
- Live chat feature built into listing
- Reporting feature includes users, visits, and downloads
- Company required to manage their enhanced listing



care • continuity • connection

**GAPNA**  
Gerontological Advanced  
Practice Nurses Association

**ANNUAL CONFERENCE**  
September 29 - October 2, 2021 | Marriott Marquis San Diego Marina