WHY EXHIBIT AT THE APNA ANNUAL CONFERENCE?

Connect with psychiatric-mental health nurses from across country and beyond in Columbus, Ohio! As an APNA Annual Conference exhibitor, you will gain visibility and exposure at the largest annual gathering in North America of psychiatric-mental health nurses and related specialists. From advanced practice nurse prescribers to nurses on the inpatient hospital floor, the Annual Conference draws more than 1,500 attendees who influence or deliver care to patients across the lifespan and in a variety of settings – including outpatient/administration, community, inpatient hospital, and academic settings.

Attendees come to the APNA Annual Conference for comprehensive continuing education that enables them to provide the best possible care to their patients and advance psychiatric-mental health nursing. Conference attendees will present and learn new evidence-based techniques, critical updates, as well as the latest, most effective products, services, training and best practices in psychiatric-mental health care.

APNA is committed to facilitating and supporting dynamic interaction and participation among conference attendees, presenters, and exhibitors. By exhibiting at the APNA Annual Conference your organization will benefit from opportunities to:

✓ Network with 1,500+ psychiatric-mental health nursing professionals.
✓ Generate qualified leads, conduct market research and gain valuable industry knowledge.
✓ Leverage 3.5+ unopposed exhibit hall hours that include snack and beverage breaks.
✓ Expose your brand to decision-makers, influencers, and specialists who provide mental health care.

“As a leader in a large organization representing psychiatric practices, I will bring innovative solutions to our leadership for considerations in current and future strategic planning.”

– Previous Conference Attendee

JOIN US!

IN PAST YEARS, WE GENERALLY HAVE:
• 1:6 EXHIBITOR TO ATTENDEE RATIO
• 95 EXHIBITING COMPANIES
• 94% OF EXHIBITORS SATISFIED OR VERY SATISFIED WITH THEIR OVERALL CONFERENCE EXPERIENCE

VISIT WWW.APNA.ORG/ACEHIBITS TO SEE A LIST OF PAST EXHIBITORS.
**EXHIBIT INFORMATION**

**PRELIMINARY SCHEDULE AT A GLANCE**
(Subject to change)

**WEDNESDAY, OCTOBER 24, 2018**
- 8:00am - 6:15pm: Pre-Conference Sessions
- 8:00am - 5:00pm: Exhibits Set-Up
- 6:30pm - 7:45pm: Conference Kickoff

**THURSDAY, OCTOBER 25, 2018**
- 8:00am - 3:00pm: Exhibits Set-Up
- 9:00am - 10:00am: Keynote
- 10:15am - 1:00pm: Sessions
- 1:15pm - 2:45pm: Industry-funded Luncheon
- 3:00pm - 6:30pm: Sessions
- 6:30pm - 8:30pm: Reception in the Exhibit Hall: Exhibits Open

2 Unopposed Exhibit Hall Hours

**FRIDAY, OCTOBER 26, 2018**
- 9:00am - 10:00am: Keynote
- 10:00am - 1:00pm: Exhibits, Poster Presentations & Coffee

2 Unopposed Exhibit Hall Hours

- 12:00pm - 12:45pm: Sessions
- 1:00pm - 2:30pm: Industry-funded Luncheon
- 1:00pm - 5:00pm: Exhibit Tear Down
- 2:45pm - 7:30pm: Sessions

**SATURDAY, OCTOBER 27, 2018**
- 9:00am – 2:30pm: Sessions

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**UNABLE TO EXHIBIT?**

**PARTicipate IN OUR LITERATURE DISPLAY PROGRAM**

Rent a space on our literature display table to distribute company materials.

**FEE: $400 FOR EACH INDIVIDUAL ITEM TO BE DISPLAYED**

Please send a copy of materials to APNA for approval

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**HOTEL & ROOM RATE INFORMATION**

**HILTON COLUMBUS DOWNTOWN**
- 401 N. High Street, Columbus, OH 43215
- $187 plus tax for single or double occupancy

**HYATT REGENCY COLUMBUS**
- 350 N. High Street, Columbus, OH 43215
- $188 plus tax for single or double occupancy
### EXHIBIT BOOTH RENTAL RATES

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>For-Profit</th>
<th>Not-For-Profit**</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ In-Line Booth</td>
<td>$1,850</td>
<td>$1,400</td>
</tr>
<tr>
<td>10’x10’ Corner Booth</td>
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<td>$15,500</td>
<td></td>
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</table>

Additional booth configurations will be accommodated whenever possible.

** To receive the Not-For-Profit Rate, tax ID number and tax exemption status must be provided.

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### EXHIBITOR BENEFITS:

- Connect with over 1,500 mental health professionals
- 5.0 total exhibit hall hours (4 of which are unopposed)
- Company listing and description in the Program Book
- Visibility in the conference mobile app exhibitor listing
- High attendee-to-exhibitor ratio of 6:1
- Opening Reception and beverage breaks located in the hall

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### RENTAL RATES INCLUDE:

- 8’ back drapes and 3’ side drapes
- 7”x44” ID sign (including booth number and company name)
- In-hall security during exhibit and non-exhibit hours
- APNA Registration Brochure and Program Book
- Conference attendee list
- Aisle carpeting in the exhibit hall
- Up to 3 exhibitor badges per 10’x10’ space ($200 per additional badge)

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### ITEMS NOT INCLUDED IN THE EXHIBIT FEE:

- Booth carpeting
- Furniture rental
- Electrical service (other than general overhead lighting)
- Installation/dismantling services
- Storage

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### CONTACT

LESLIE HOOPENGARDNER FOR ADDITIONAL INFORMATION AT LHoop@apna.org OR AT 571.533.1934.
For our full listing of sponsorship opportunities, see the APNA website at www.apna.org/AC Sponsorships or we can customize the perfect sponsorship opportunity for your company’s goals and budget! Contact Leslie Hoopengardner at LHoop@apna.org or at 571.533.1934.
**ADVERTISING**

- Company ad mailed to 10,000+ APNA members and contacts
- Highlight products and services to thousands of psychiatric nurses

**Conference Program Advertisement**

- Distributed to more than 1,500 conference attendees
- Place company information in the hands of decision makers

**Awards Booklet**

- Exclusive advertisement distributed to all conference attendees at the opening program
- Back cover full page 4-color ad

**Tote Bag Insert**

- Provide promotional literature to all conference attendees
- Opportunity to highlight your booth location

**Other Advertising Opportunities**

- *Journal of the American Psychiatric Nurses Association (JAPNA)* – bi-monthly scholarly journal
- APNA Member Mailing List
- APNA Member Bridge button or banner ads - online members-only community

*For more information, see www.apna.org/ACAdvertising.*

**Product Theaters**

- Promote recent research to a highly targeted group
- A 90-minute session with exclusive presentation rights

Product Theater: $37,500

To apply, visit www.apna.org/ProductTheaters
RESERVE YOUR BOOTH NOW
AT THE
APNA 32ND
ANNUAL
CONFERENCE!

TWO EASY WAYS TO EXHIBIT AT APNA:

ONE
PAY ONLINE

PLEASE VISIT WWW.APNA.ORG/ACEXHIBITS AND CLICK ON “PURCHASE BOOTH.” FOLLOW THE INSTRUCTIONS AND USE THE EXHIBIT HALL FLOOR PLAN TO SELECT YOUR BOOTH SPACE PREFERENCE.

TWO
PAY OFFLINE

PLEASE VISIT WWW.APNA.ORG/ACEXHIBITS AND DOWNLOAD THE APPLICATION AND CONTRACT. VIEW THE FLOOR PLAN AND NOTE YOUR BOOTH SELECTION PREFERENCES. EMAIL A COPY OF THE COMPLETED APPLICATION AND PAYMENT TO LHOO@APNA.ORG OR MAIL TO:

LESLEY HOOPENGARDNER
3141 FAIRVIEW PARK DRIVE, SUITE 625
FALLS CHURCH, VA 22042
APNA 32nd Annual Conference  |  October 24-27, 2018  
Greater Columbus Convention Center  |  Columbus, OH

YES!  My company will be a sponsor of the APNA 32nd Annual Conference.

SPONSOR AND CONTACT INFORMATION

Company Name (IMPORTANT: Complete as you want the name to appear in the program book)

Name of Contact

Address  
City/State/Zip Code

Telephone/Fax

Email address (required)

Signature of contact

CREDIT CARD INFORMATION

☐ VISA  ☐ MASTERCARD  ☐ AMEX  ☐ DISCOVER

Card Number  Expiration Date

Name as it appears on card  Signature

Billing address  
City/State/Zip

Sponsorship Selection

☐ Audio/Visual
  Exclusive: $15,000
  Shared: $5,000

☐ Friday Networking Reception
  Fee: $10,000

☐ Conference Tote Bag
  Fee: $10,000

☐ Water Bottles
  Fee: $8,500

☐ Badge Holders
  Fee: $8,000

☐ Conference Notepad
  Fee: $6,000

☐ Conference Pen
  Fee: $5,000

☐ Keynote Address
  Fee: $5,000

☐ Charging Kiosk
  Fee: $4,500

☐ Beverage Breaks
  Fee: $4,000

☐ Luggage Tag
  Fee: $3,500

☐ Mobile App
  Fee: $3,500

☐ Tote Bag Insert
  Exhibiting Company: $1,000 (1)
  Exhibiting Company: $1,300 (2)
  Non-exhibiting Company: $1,500

TOTAL = 

Please mail or email this form and send checks to:

APNA Sponsorship Opportunities
Attn: Leslie Hoopengardner
3141 Fairview Park, Ste 625
Falls Church, VA 22042
Phone: 571-533-1934
Email: LHoop@apna.org
We hereby apply for exhibition space as follows:

Booth Number Request (please note your top 6 locations)

<table>
<thead>
<tr>
<th>First Location</th>
<th>Second Location</th>
<th>Third Location</th>
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<tbody>
<tr>
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<tr>
<td>Fourth Location</td>
<td>Fifth Location</td>
<td>Sixth Location</td>
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</tbody>
</table>

We agree to the following:

1. It is not always possible to assign exhibitors’ preferred booth locations; however, best efforts will be made by APNA to assign booths in the requested area.
2. Booth assignment made by APNA will be considered accepted unless rejected within 14 days of receipt of notification.
3. A $500 processing fee will be issued for all exhibit space cancellations. After June 1, 2018, no refunds will be issued for exhibit cancellations.
4. All Rules and Regulations listed in the APNA Exhibitor Prospectus are considered a part of this contract.

Please provide a 50* word company description to be included in the APNA Program Book by September 17, 2018. Please email your company description to LHoop@apna.org.

*Descriptions exceeding 50 words will not be accepted.

EXHIBIT BOOTH RATES

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* Tax ID Number and tax exemption status are required to receive Not-For-Profit rate.

If possible, competing exhibitors will be located in a different sections of the exhibit hall.

Full payment is due with the Exhibit Space Application/Contract. Payment must be in the form of a money order, check, or credit card drawn on a US bank, in US funds, payable to “APNA.”

Tax ID Number: 22-2814679

CREDIT CARD INFORMATION

☐ VISA   ☐ MASTERCARD   ☐ AMEX   ☐ DISCOVER

Card Number Expiration Date

Name as it appears on card Signature

Billing address City/State/Zip

Please provide the organization name as it should appear in printed materials and on the exhibitor identification sign:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
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<table>
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<th>Telephone</th>
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<tr>
<th>Name</th>
<th>Title</th>
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<th>Email</th>
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Signature Date

Please send payment, application and contract to:

APNA, Attn: Leslie Hoopengardner, 3141 Fairview Park Drive, Suite 625, Falls Church, VA 22042
LHoop@apna.org
These rules and regulations are fully incorporated as part of the contract between the exhibiting organization and the American Psychiatric Nurses Association.

APNA will accept Exhibit Space Applications/Contracts on a first-come, first-served basis; please complete and return your form, including your 1st-6th space preferences and full payment as soon as possible. Please mail your completed Exhibit Space Application & Contract and your money order, credit card, or check (drawn on a US bank in US dollars and made payable to “APNA”) to:

APNA
Attn: Leslie Hoopengardner
3141 Fairview Park Drive, Suite 625
Falls Church, VA 22042

Please note that APNA is unable to accept purchase orders for exhibit space or marketing opportunities.

All products and services exhibited at the APNA conference shall be directly related to the APNA mission and must be of professional or educational benefit or interest to conference participants.

- APNA reserves the right to determine the eligibility of prospective exhibitors for inclusion in its exposition. Eligibility will be determined following receipt of an Exhibit Space Application/Contract and prior to booth assignment. Additionally, APNA reserves the right to reject or require on-site modification of any display or demonstration that, at APNA’s sole discretion, is not in keeping with the character of the APNA exhibition.
- All decorations, drapery and fabrics used in exhibit displays must be flame retardant.
- No exhibitor shall sublet, assign or share any part of the space allocated to his or her organization without prior written consent from APNA.
- The rights and privileges of any exhibitor shall not be infringed upon by any other exhibitor. No booth may obstruct exhibition attendees’ views of adjacent booths from any angle. Booth activities that cause attendees to congregate in the aisles and impede or restrict traffic are forbidden. All displays, signs, flyers, distribution of literature and souvenirs, entertainment or any other activities must take place inside the contracted booth space only.
- Exhibits including audio and/or video devices must be conducted and arranged so that no noise will disturb adjacent exhibitors or attendees. APNA reserves the right to prohibit the use of amplifying devices that it considers objectionable.
- All exhibiting organizations canceling space will be charged a $500 processing fee, and no refunds will be issued for exhibit space cancellations received after June 1, 2018.
- No cash transactions will be permitted on the exhibit floor. The display or quoting of inflated list prices on merchandise exhibited will also not be permitted.
- Advertising material or signage of companies other than those that have paid for exhibit space are prohibited. Canvassing and solicitation of business or other conferences are strictly prohibited. APNA will appreciate being informed of any infractions of this rule.
- All questionnaires and giveaways must have prior approval by APNA. Samples of proposed questionnaires and/or giveaways must be submitted to APNA by September 17, 2018.
- The common area of the exhibit hall will be erected, furnished and dismantled by the official APNA General Service Contractor as part of this contract. All shipments of exhibit materials must be made through drayage to the General Service Contractor, according to the stipulations provided by APNA, and all related shipping costs will be charged to the exhibitor.
- Exhibitors using service contractors other than those designated by APNA must obtain approval in advance from APNA. A written request must be presented by the exhibitor or the contractor at least 30 days in advance of exhibit set-up and must include the name and address of the contractor, name of the on-site supervisor in attendance, a certificate of insurance and a statement that the contractor will comply with all rules and regulations of the APNA exhibition.
- The exhibitor agrees to adhere to and be bound by all applicable fire, utility and building-code regulations at the exhibition facility. The exhibitor also agrees to the contract and terms between the facility (managers and owners), APNA and other parties relating to the exhibition. The exhibitor shall not deface or damage the exhibition facility or exhibit area in any way.
- It is the responsibility of the exhibiting organization to be compliant with the rules and regulations of the exhibit facility (convention center, hotel, etc.).
- Insurance and liability are the full and sole responsibility of the exhibitor. This contract shall not constitute or be considered a partnership, joint venture or agency between APNA and the exhibitor.
- Each exhibitor agrees to protect, save and hold the American Psychiatric Nurses Association (APNA), Phoenix Convention Center and APNA’s General Service Contractor, as well as all of these entities owners, agents, contractors and employees (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor. Further, each exhibitor shall, at all times, protect, indemnify, save and hold harmless indemnities against and from any and all losses, costs (including attorneys’ fees), damage, liability or expenses arising from or out of, or by reason of, any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees and business invitees, which arise from or out of, or by reason of said exhibitor’s occupancy and use of the exhibition premise or a part thereof.
- No pets or animals shall be permitted in the exhibit hall, with the exception of service animals for persons with disabilities.
- No live demonstrations are permitted in the exhibit hall (including volunteers, contracted or otherwise).
- Each exhibit must be open during all official show hours. Exhibiting organizations that do not adhere to this strict APNA policy may not be eligible to exhibit at future APNA exhibitions.
- In the event of cancellation due to acts of God, fire, strike, government regulations or other causes beyond the control of the parties to the agreement, APNA will refund that portion of exhibitor fees that it deems consistent with the expenditures and commitments already made.
- Unethical conduct or disregard for any rules stated herein, on the part of an exhibitor, his or her representatives or both will be considered just reason for APNA to dismiss the exhibitor, his or her representatives or both from the exhibit hall and to prohibit the exhibitor from attending future APNA conferences. In this event, it is agreed that no refund shall be made by APNA and that no demand for redress will be made by either the exhibitor or his or her representatives.
- Exhibitors are responsible for and shall adhere to the Food and Drug Administration regulations on the promotion of investigational and pre approved drugs and devices. For further information on FDA compliance, visit the FDA’s website: www.fda.gov.

Questions... contact Leslie Hoopengardner for additional information on the Annual Conference at LHoop@apna.org or 571.533.1934 or visit the APNA conference website at www.apna.org/AnnualConference.