



American
Psychiatric
Nurses
Association



EXHIBITOR
PROSPECTUS

APNA 31st Annual Conference

October 18-21, 2017

Phoenix Convention Center

Phoenix, Arizona

www.apna.org/AnnualConference

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.
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- 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 2, 2017.
- No cash transactions will be permitted on the exhibit floor. The displaying 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 infraction of this rule.
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- 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.
- 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 the 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.
- 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 website at www.apna.org/AnnualConference.

Exhibit Space Application & Contract

We hereby apply for exhibition space as follows:

Booth Number Request (please note your top 6 locations)

First Location Second Location Third Location

Fourth Location Fifth Location Sixth Location

FOR APNA USE ONLY

Date received: _____

Booth(s) assigned: _____

Price: _____

Check number: _____

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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 1, 2017. Please email your company description to LHoop@apna.org.

***Descriptions exceeding 50 words will not be accepted.**

EXHIBIT BOOTH RATES

For-Profit Rate

10'x10' In-Line Booth	\$1,850
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Not-For-Profit Rate *

10'x10' In-Line Booth	\$1,400
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10'x20' In-Line Booth	\$2,900
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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:

Company Name

Address

City

State

Zip code

Telephone

Name

Title

Email

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

Order Form



APNA 31st Annual Conference | October 18-21, 2017
Phoenix Convention Center | Phoenix, AZ

YES! My company will be a sponsor of the APNA 31st 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

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Card Number

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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

☐ Beverage Break
in the Exhibit Hall
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

Why Exhibit at the APNA Annual Conference?

Join Us!

In past years,
we generally have:

- 220 Exhibitors
- 80 Exhibiting Companies

Visit www.apna.org/exhibits
to see a list of previous
exhibiting companies.

Connect with psychiatric-mental health nurses from across the country and beyond in Phoenix, Arizona! As an 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 to 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.

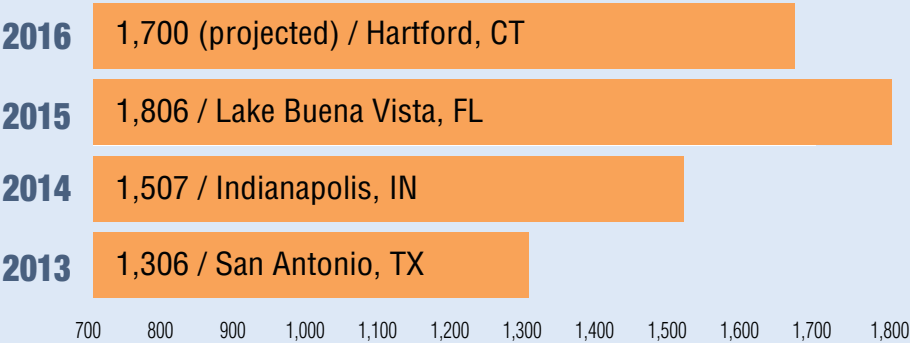
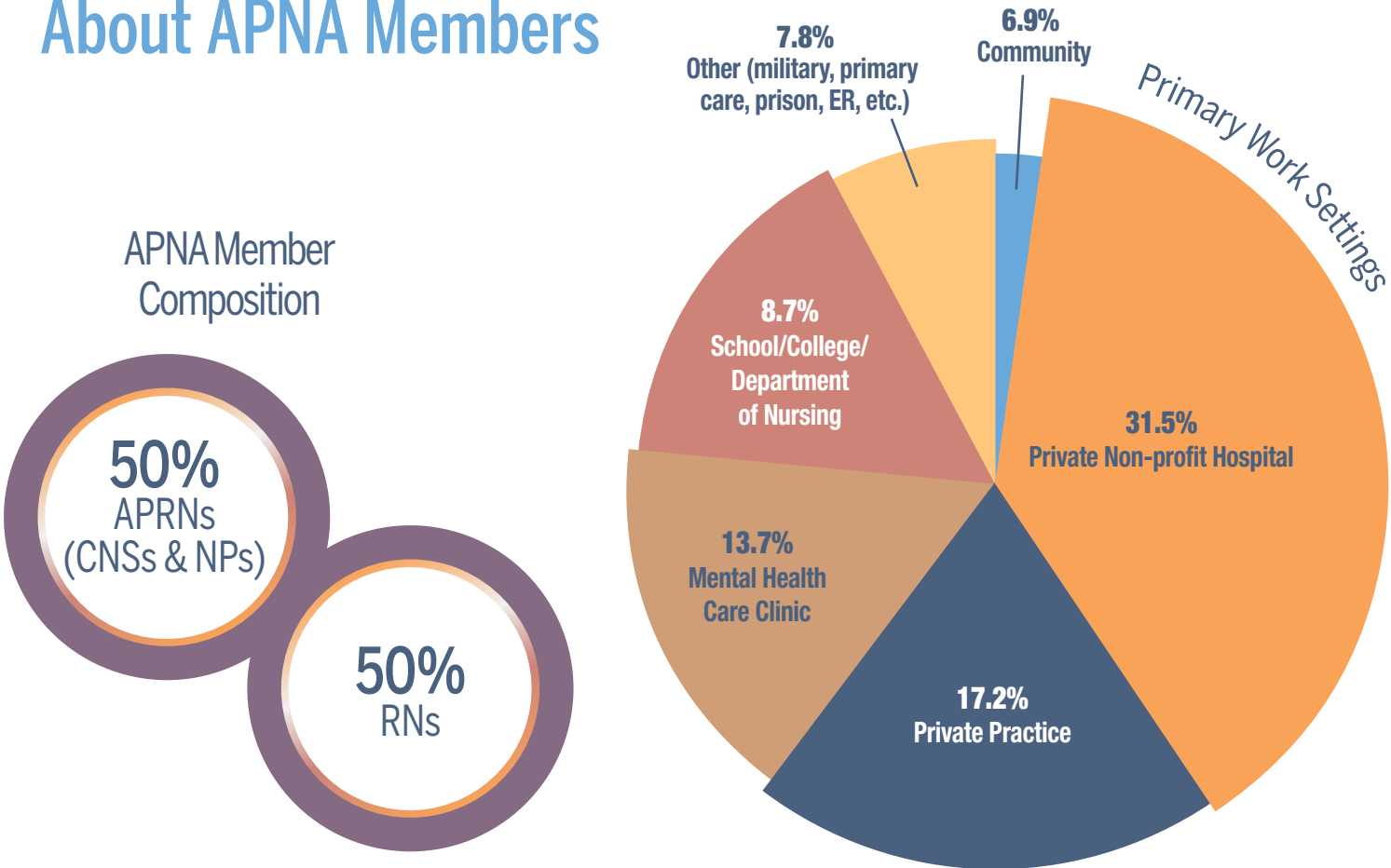
APNA is committed to facilitating and supporting dynamic interaction and participation among conference attendees, presenters, and exhibitors. By exhibiting at the APNA Annual Conference your organization will benefit from opportunities to:

- ✓ Network with 1,500+ psychiatric-mental health nursing professionals.
- ✓ Generate qualified leads, conduct market research and gain valuable industry knowledge.
- ✓ Leverage 4+ unopposed exhibit hall hours that include the opening network reception and beverage breaks.
- ✓ Expose your brand to decision-makers, influencers, and specialists who provide mental health care.

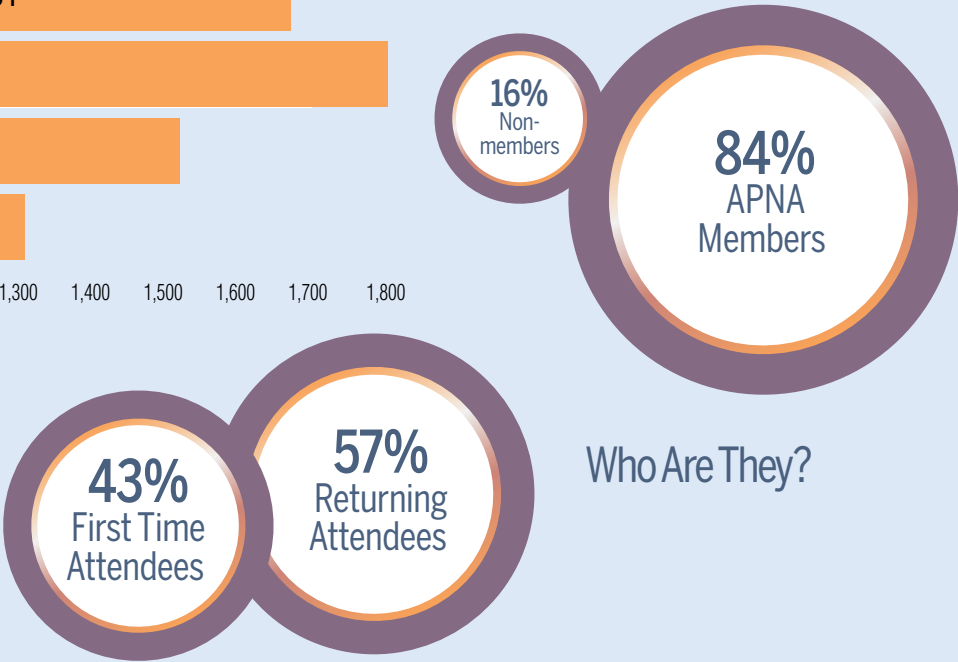
“As a leader in a large organization representing psychiatric practices, I will bring innovative solutions to our leadership for considerations in current and future strategic planning.”

– Previous Conference Attendee

About APNA Members



Registration Numbers



About APNA Conference Attendees

Exhibit Information

PRELIMINARY SCHEDULE AT A GLANCE (Subject to change)

Wednesday, October 18, 2017

7:15am - 5:30pm	Pre-Conference Sessions
8:00am - 5:00pm	Exhibits Set-Up
6:15pm - 8:00pm	Opening Program

Thursday, October 19, 2017

8:00am - 1:00pm	Exhibits Set-Up
9:00am - 10:00am	Keynote
10:15am - 12:00pm	Sessions
12:15pm - 1:45pm	Industry-funded Luncheon
2:00pm - 6:30pm	Sessions
6:30pm - 8:30pm	Reception in the Exhibit Hall: Exhibits Open
<i>2 Unopposed Exhibit Hall Hours</i>	

Friday, October 20, 2017

9:00am - 10:00am	Keynote
10:00am - 1:00pm	Exhibits, Poster Presentations & Coffee
<i>2 Unopposed Exhibit Hall Hours</i>	
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 21, 2017

9:00am - 2:30pm	Sessions
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HOTEL & ROOM RATE INFORMATION

Hilton Garden Inn
15 E. Monroe St, Phoenix, AZ 85004
\$192 plus tax for single or double occupancy

Hyatt Regency Phoenix
122 N. Second St, Phoenix, AZ 85004
\$199 plus tax for single or double occupancy

Sheraton Grand Phoenix Hotel
340 N. Third St, Phoenix, AZ 85004
\$209 plus tax for single or double occupancy

Unable to Exhibit?

Participate in our
Literature Display Program

For organizations that cannot exhibit
at the conference, space on a
literature display table can be rented
for distribution of company materials.
Fee: \$400 for each type of individual
item that is displayed

*Please send a copy of materials
to APNA for approval*

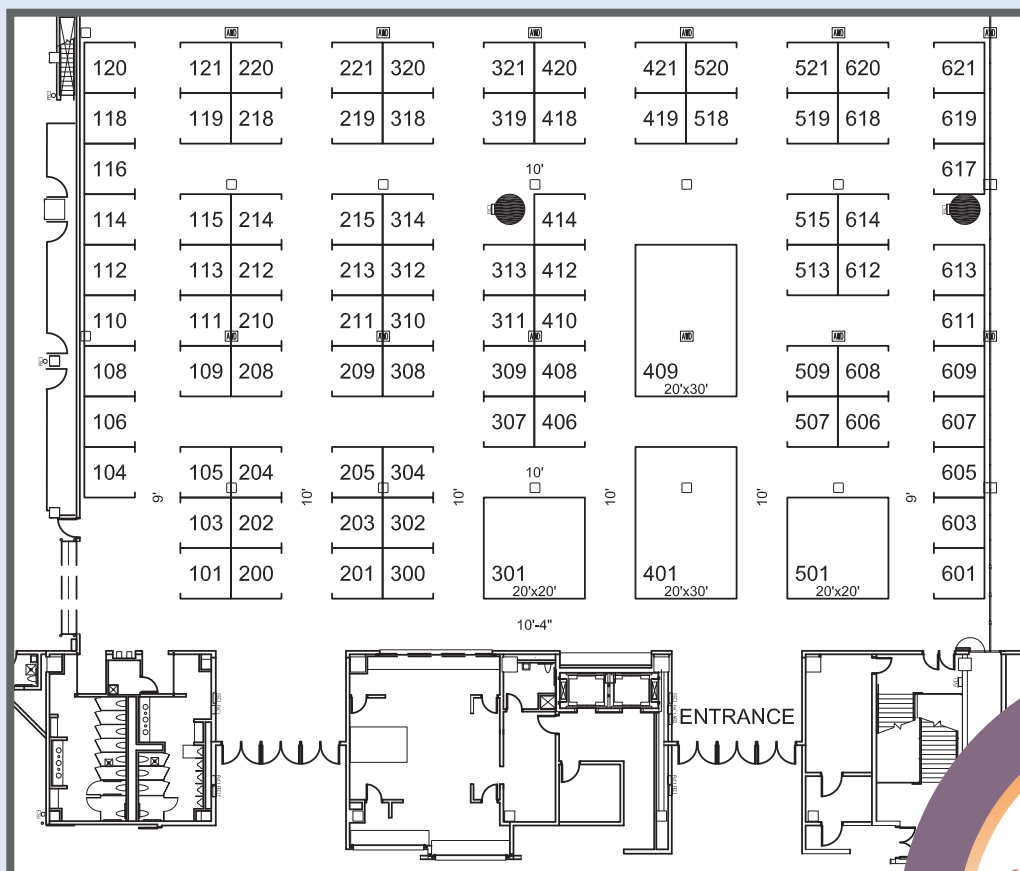


EXHIBIT BOOTH RENTAL RATES

Booth Type	For-Profit	Not-For-Profit**
10'x10' In-Line Booth	\$1,850	\$1,400
10'x10' Corner Booth	\$2,000	\$1,550
10'x20' Booth	\$3,950	\$2,900
10'x30'	\$5,550	\$4,150
20'x20' Island Rate	\$10,000	
20'x30' Island Rate	\$15,500	

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.

Contact
Leslie Hoopengardner
 for additional information
 on exhibiting at the
 Annual Conference at
LHoop@apna.org or
 571.533.1934

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

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 complimentary exhibitor badges per 10'x10' space

Items not included in the exhibit fee:

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

Conference Marketing Opportunities

Gain company exposure and establish your organization as a leader and supporter in the field.

SPONSORSHIPS

Sponsorships get you noticed! Conference sponsorships offer unique marketing opportunities that increase your company's visibility to conference attendees. Opportunities available:

Badge Holders

- Display your company's logo around the neck of every attendee
- Fee: \$8,000**

Conference Notepads

- Create company visibility with a logo on attendee notepads placed in tote bags
 - Widely used for attendee note taking
- Fee: \$6,000**

Charging Kiosk

- Display your company's logo and/or video to 1,500+ attendees
 - Centrally located in a high traffic area
- Fee: \$4,500**

Beverage Break

- Company logo prominently displayed to 1,500+ attendees
 - Logo will be displayed on multiple breaks stations and centrally located
- Fee: \$4,000**

MobileApp

- Company visibility in the palm of the attendee's hands
 - Potential for logo to be viewed several times per day
- Fee: \$3,500 (up to 3 sponsorships available; please inquire on exclusivity)**
Fee: \$10,000 exclusive mobile app sponsorship

Other Sponsorships

- | | | |
|------------------------|-------------------|---------------|
| • Audio Visual | • Beverage Breaks | • Keynotes |
| • Networking Reception | • Conference Pens | • Luggage Tag |
| • Conference Tote Bag | | |

For our full listing of sponsorship opportunities, see the APNA website at www.apna.org/ACSponsorships 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

Registration Brochure Advertisement

- Company ad mailed to 10,000+ APNA members and contacts
 - Highlight products and services to thousands of psychiatric nurses
- Fee:** \$1,750 one page, 4-color ad (additional color and sizing available)

Advertise in both programs and receive 10% off each ad.

Conference Program Book Advertisement

- Distributed to more than 1,500+ conference attendees
 - Place company information in the hands of decision makers
- Fee:** \$1,750 one page, 4-color ad (additional color and sizing available)

Awards Booklet

- Exclusive advertisement distributed to all conference attendees at the awards ceremony
 - Back cover full page 4-color ad
- Fee:** \$2,000

Tote Bag Insert

- Provide promotional literature to all conference attendees
 - Opportunity to highlight your booth location
- Exhibiting Companies Fee:** \$1,000 for one piece or \$1,300 for two pieces
Non Exhibiting Companies Fee: \$1,500 for one piece

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 the APNA website at www.apna.org/ACAdvertising

PRODUCT THEATERS

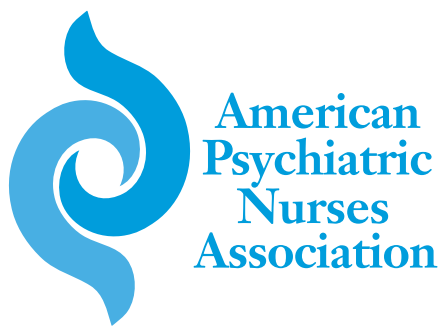
- Promote recent research to a highly targeted group
- A 90-minute session with exclusive presentation rights

Breakfast Product Theater: \$25,000

Dinner Product Theater: \$30,000

To apply, visit www.apna.org/ProductTheaters

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American Psychiatric Nurses Association
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**Register now
to exhibit
at the
APNA 31st Annual
Conference!**

Two Easy Ways to Exhibit at APNA:

1

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 preferences.

2

PAY-BY OFFLINE

Please visit www.apna.org/ACExhibits and download the application and contract. View the floor plan and note your booth selection preference. Email a copy of the completed application and payment to LHoop@apna.org or mail to:

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Company Name

Address

City

State

Zip code

Telephone

Name

Title

Email

Signature

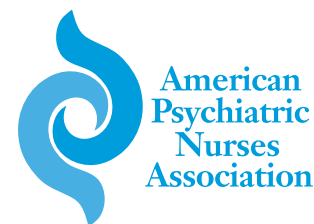
Date

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Lhoop@apna.org

Order Form



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Phoenix Convention Center | Phoenix, AZ

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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

☐ Beverage Break
in the Exhibit Hall
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