



PHARMACOLOGY &
Prescribing in Older Adults

Honolulu, Hawaii
April 14-18, 2020

Hilton Hawaiian Village

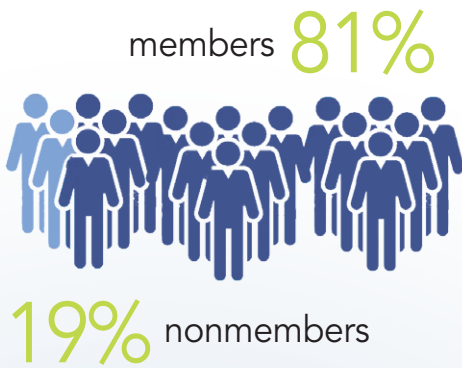
www.gapna.org

Exhibit Prospectus

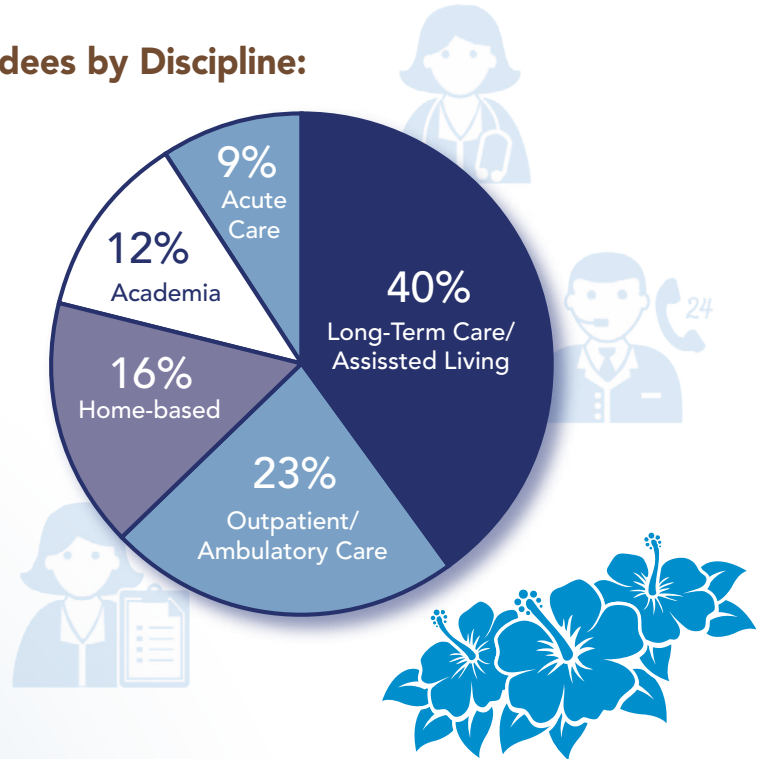


GAPNA is the premiere organization for all advanced practice nurses who work with older adults. Our APRNs are active in a variety of settings across the continuum including primary, acute, post-acute and long-term care. GAPNA is the trusted leader for advanced practice nurses seeking continuing education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

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

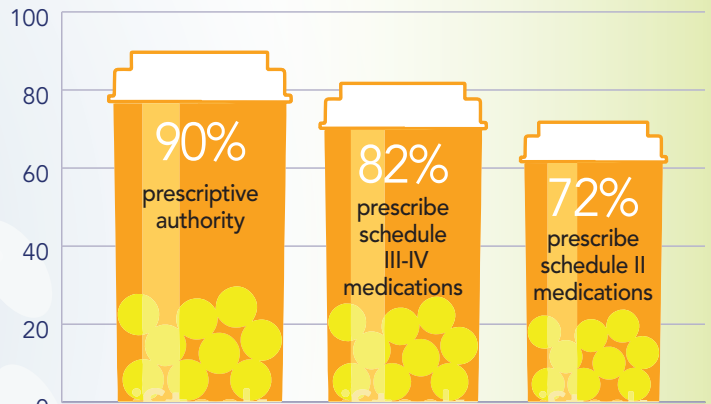
98% of attendees surveyed said they found the conference to be a **valuable experience**

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

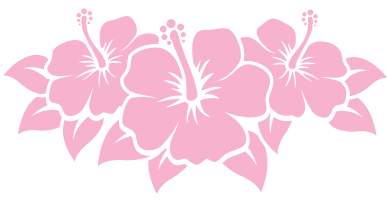
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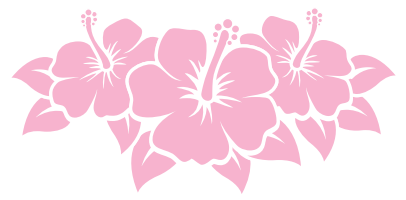
Years of practice in Gerontology:

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





2020 Exhibit Schedule & Floor Plan



Tapa 3 Ballroom

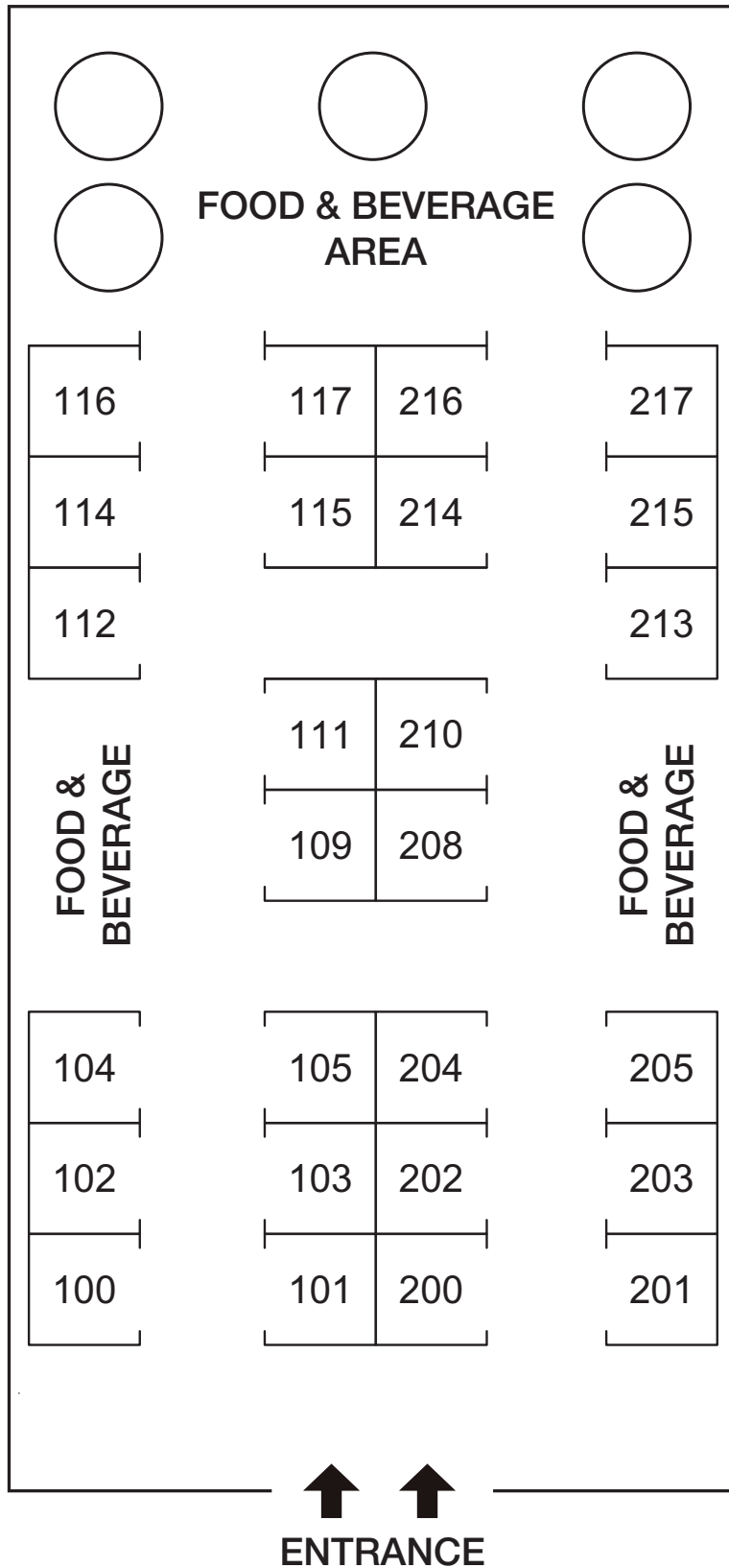


Exhibit Schedule

(Tentative and Subject to Change)

Tuesday – April 14

6:00 pm – 7:30 pm Opening Reception

Wednesday – April 15

7:00 am – 8:00 am Exhibits

9:00 am – 10:00 am Exhibits

Thursday – April 16

7:00 am – 8:00 am Exhibits/Coffee Break

10:00 am – 10:50 am Exhibits/
Refreshment Break

Hall Information:

Hilton Hawaiian Village / Tapa 3 Ballroom

Ceiling Height: 21'

Exhibit Hall is Carpeted.

Exhibit Management:

Jack Edelman, Director of Marketing
jack.edelman@ajj.com

Samantha Healy, Marketing Coordinator
samantha.healy@ajj.com

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

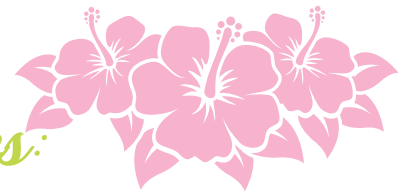
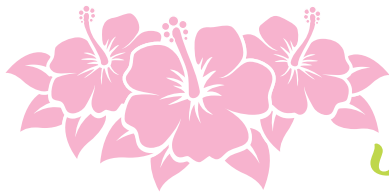
Booth Prices

8' x 8' \$1,250

8' x 16' \$2,400

Corner Booths Add. \$100

Your booth includes pipe and drape, three exhibitor name badges, a listing in the official program book, an identification sign, access to the pre-conference participants list, and access to the post-conference participants list.



Sponsorship Opportunities:

All supporting companies will be recognized in the following locations:

GAPNA's meeting website — Onsite signage | Printed meeting materials — Mobile App

GAPNA Program Book Advertising

Cost varies depending on ad size

The printed program book will be distributed in Hawaii. 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.

Closing Date: February 14, 2020

Materials Due: February 28, 2020

Type	Back Page 4 th Cover	Inside Back 3 rd Cover	Run of Book Ads
Program Guide	\$2,500	\$1,750	\$1,250

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 distribution is 650. The maximum size of each piece is 8.5" x 11".

**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 22" x 22"). Approval of artwork required.

Lanyard/Badge Holder (Exclusive Sponsorship) \$3,500

What better way to get recognized than to have all attendees wearing your name throughout the conference.

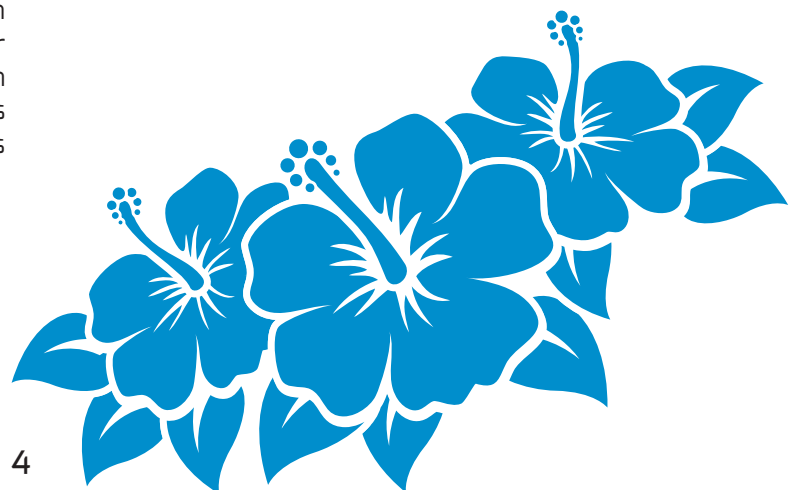
Mobile App (Exclusive Sponsorship) \$7,500

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 (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.



Presentation Theater

Pharmacology Conference – Hawaii

April 14-18, 2020 | Hilton Hawaiian Village

The Gerontological Advanced Practice Nurses Association (GAPNA) invites you to host an Industry Supported Presentation Theater (ISPT) at its 2020 conference in Hawaii. The ISPT is scheduled for 60 minutes and does not compete with educational sessions.

Tuesday, April 14, 2020

5:00 p.m. – 6:00 p.m.

Wednesday, April 15, 2020

12:35 p.m. – 1:35 p.m.

Friday, April 17, 2020

7:00 a.m. – 8:00 a.m.

Saturday, April 18, 2020

7:00 a.m. – 8:00 a.m.

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 is \$15,000. Checks must be made payable to GAPNA.

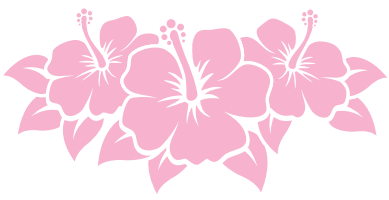
Access Fee of \$15,000 Includes the following value added services:

- Pre-meeting registration mailing and email list (addresses only) approximately 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

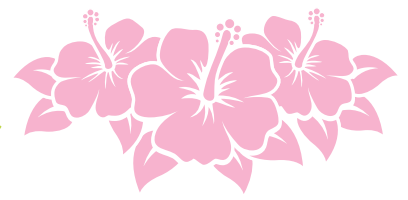
The application for the ISPT is included. Applications will be reviewed by GAPNA. Applicants will be notified of the acceptance of the application at which time an invoice for a non-refundable deposit of \$5,000 will be generated and due within 30 days. The balance due of \$10,000 will be due no later than **January 3, 2020**.

Contact Information

For any questions regarding the ISPT, please contact Jack Edelman at Jack.Edelman@ajj.com or 856-256-2313.



Terms & 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.
2. **Exhibit Booth Price.** The prices for exhibit space are as follows: \$1,250 per each 8' x 8' booth space, \$2,400 per each 8' x 16' booth space. Each 8' x 8' 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 Tuesday, April 14, 2020. Exhibits will dismantle on Thursday, April 16, 2020. All exhibits must be dismantled no later than 9:00 p.m. on April 16, 2020. 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