Join us in Lake Buena Vista, Florida for the American Psychiatric Nurses Association (APNA) 29th Annual Conference! As an exhibitor, you will be part of the largest annual gathering of psychiatric nurses and related professionals in North America. Reach more than 1,400 mental health professionals delivering care to patients in outpatient/administration, residential, home care and inpatient settings.

APNA fosters excellence in education, practice, and research development. Conference attendees will be educated on the latest and most effective products, services, training and best practices to improve their knowledge and expertise.

APNA is committed to facilitating and supporting opportunities for dynamic interaction and participation among conference attendees, presenters and exhibitors. Your organization will benefit from immediate brand recognition, increased sales and increased product exposure among many new potential customers at the APNA Annual Conference.

Reserve your booth today!
Explore all that Walt Disney World® has to offer including thrilling theme parks, interactive dining adventures and Downtown Disney shopping excursions.

**Disney Theme Parks**
More excitement and fun are only moments away with a complimentary shuttle bus ride to the seven lands of the Magic Kingdom® Park, or all the sights and sounds of Epcot®. Expect the unexpected at Disney’s Animal Kingdom® Theme Park, or enjoy all the action and adventure of Disney’s Hollywood Studios®.

**Downtown Disney Area**
World-class restaurants, dazzling entertainment and unique shops line the waterfront at Downtown Disney® Area. Shop in the world’s largest Disney store, dine amid life-size prehistoric creatures, bowl a game at a 30-lane alley and more. This fun-filled district includes Downtown Disney West Side, Downtown Disney Marketplace and Pleasure Island.

**Sports & Recreation**
As the number one amateur sports destination anywhere, ESPN Wide World of Sports Complex hosts nearly 200,000 athletes at 180 events each year. It’s also home to Spring Training for the Atlanta Braves, as well as the Walt Disney World® Pro Soccer Classic.

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**TRAVEL INFORMATION**

**By Air**
If you’re arriving by air, Disney’s legendary service starts the moment you touch down. There’s no need to hassle with your luggage at baggage claim. Disney's Magical Express® Transportation is complimentary and exclusively available when you stay at a Disney Resort hotel. Disney will pick you up at Orlando International Airport and retrieve your checked luggage, then take you to your Disney Resort hotel. And when your meeting is over, they’ll do it all in reverse. In order to utilize this service, a Disney's Magical Express reservation is required and must be arranged prior to arrival at the airport. To book Disney’s Magical Express Transportation, call 407-827-6777 or visit http://www.disneyconventiontickets.com/disneyworld/transportation for more details.

If arriving to the resort by car, self parking is complimentary.

**APNA’S OFFICIAL CONFERENCE HOTEL**

**DISNEY’S CORONADO SPRINGS RESORT**
Disney’s Coronado Springs Resort celebrates the character and traditions of the American Southwest and northern Mexico. Encircling a glimmering 15-acre lake, the resort features Mayan architectural flourishes, a uniquely themed Dig Site pool, spring-fed fountains and a host of amenities to accommodate those who come here to work or play.

Five swimming pools including a feature pool complex, fitness center, hair salon, white-sand beach, nature walk and children’s playground, and complimentary transportation throughout the Walt Disney World® Resort.

Located in three distinctly different themed areas, guest rooms include two queen-size beds or one king-size bed, desk and work station, ceiling fan, refrigerator, coffee maker, wall safe, telephone with voice mail and complimentary Wi-Fi Internet access. All guest rooms are non-smoking.
SPONSORSHIPS

Sponsorships get you noticed! Conference sponsorships offer unique marketing opportunities that increase your company’s visibility to conference attendees. A variety of 29th Annual Conference sponsorship opportunities are available:

- Badge Holders
- Charging Kiosk
- Mobile App
- Official Conference Tote Bags

(for example)

For more information, see the APNA website at www.apna.org/Sponsorship.

CONFERENCE ADVERTISING

Boost company presence at the conference! Place your company in the hands of important decisions makers with an advertisement in APNA’s registration brochure and/or conference program book. Generate interest in your organization prior to the conference with an ad in the registration brochure or provide an ad in the program book for attendees to take home and share with colleagues.

Conference Advertising is a great opportunity to reach thousands of highly-targeted psychiatric nurses and allied professionals and a successful way to highlight specific exhibit hall locations, products and services. The ad is a permanent, visible reminder of your organization, long after the conference is over.

The APNA 29th Annual Conference Registration Brochure is mailed to more than 12,000 individuals (including APNA members, past attendees, college and university programs, etc). The Registration Brochure lists the complete preliminary schedule for the Annual Conference. It provides several important conference details including registration and hotel accommodation information. Full payment is due with the Advertising Order/Contract by May 19, 2015. Artwork is due by May 22, 2015. Please note that refunds will not be issued for Registration Brochure advertisement cancellations received after the Advertising Order deadline of May 19, 2015.

The APNA 29th Annual Conference Program Book is distributed to more than 1,450 on-site conference attendees. It includes the information listed in the 29th Annual Conference Registration Brochure as well as the final schedule, keynote biographies and exhibitor descriptions. The Advertising Order/Contract and full payment are due by September 11, 2015. Artwork is due by September 18, 2015. Please note that refunds will not be issued for Final Program advertisement cancellations received after the Advertising Order deadline of September 11, 2015.

Advertise in both programs and receive 10% off each ad. No additional discounts apply.

TOTE BAG INSERT

As psychiatric nurses check-in to the APNA conference, your company’s sales and promotional literature can be awaiting them in their registration packets, alerting them to your products and services and encouraging them to visit your booth. Include your marketing or promotional information in the conference tote bag received by all of the APNA 29th Annual Conference attendees. The cost to participate in the Tote Bag Insert Program is $1,000 for one piece or $1,300 for two pieces. Reserve a spot for your company by October 7, 2015. Confirmation and shipping information will be provided. The Tote Bag Insert program is available to exhibiting companies only.

LITERATURE DISPLAY TABLE

For organizations that cannot exhibit at the conference, space on a literature display table can be rented for distribution of company materials. The Literature Display Table fee is $600 for each type of brochure, leaflet, booklet or other individual item that is displayed.

All materials must be approved in advance by APNA. To receive approval to display your material, please send two copies of each item you wish to display with your completed application.

PRODUCT THEATERS

Product Theaters will be offered at the 29th Annual Conference. This is an opportunity to provide information and demonstrations from recent research on products and/or drugs to a targeted group. Due to the promotional aspect of these sessions, continuing education contact hours are not provided. One Product Theater will be scheduled at a time, giving your company exclusive presentation rights during that time period. Because these sessions are promotional, information can be presented on a specific drug or product.

For more information, see the APNA website at www.apna.org/ProductTheaters.
EXHIBIT INFORMATION

The official General Service Contractor will email a complete exhibitor tool kit to contracted exhibitors approximately two months prior to the 29th Annual Conference.

Exhibit Booth Rental Rates

<table>
<thead>
<tr>
<th>BOOTH TYPE</th>
<th>FEE*</th>
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</thead>
<tbody>
<tr>
<td>10’x10’ In-Line Booth For-Profit</td>
<td>$1,850</td>
</tr>
<tr>
<td>10’x10’ In-Line Booth Not-for-Profit</td>
<td>$1,400</td>
</tr>
<tr>
<td>10’x10’ Corner Booth For-Profit</td>
<td>$2,000</td>
</tr>
<tr>
<td>10’x10’ Corner Booth Not-for-Profit</td>
<td>$1,550</td>
</tr>
<tr>
<td>10’x20’ Booth For-Profit Rate</td>
<td>$3,950</td>
</tr>
<tr>
<td>10’x20’ Booth Not-for-Profit Rate**</td>
<td>$3,000</td>
</tr>
<tr>
<td>20’x20’ Island Rate</td>
<td>$10,500</td>
</tr>
</tbody>
</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.

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
- Copy of the APNA Registration Brochure and Program Book
- Organization description in the Program Book
- Conference attendee list
- Carpeting in the exhibit hall

Items Not Included in the Exhibit Fee:
- Booth carpeting
- Furniture rental
- Electrical service (other than general overhead lighting)
- Installation/dismantling services
- Storage

Contact Leslie Plott with APNA for all Conference Marketing Opportunities via email at LPlott@apna.org or direct at 571.533.1934
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 Plott
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. Live models are prohibited.
- 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 $750 processing fee, and no refunds will be issued for exhibit space cancellations received after June 5, 2015.
- 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.
- All questionnaires and giveaways must have prior approval by APNA. Samples of proposed questionnaires and/or giveaways must be submitted to APNA by September 4, 2015.
- 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.
- 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), Disney’s Coronado Springs Resort 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.
- 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 all refund shall be made by APNA and that no demand or 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 Plott for additional information on the Annual Conference via email at LPlott@apna.org, direct at 571.533.1934, or visit the APNA website at www.apna.org/AnnualConference.
We hereby apply for exhibition space as follows:

<table>
<thead>
<tr>
<th>First Location</th>
<th>Second Location</th>
<th>Third Location</th>
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</thead>
<tbody>
<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. Assignment of space 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 5, 2015, 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 August 28, 2015. Please email your company description to LPlott@apna.org.

*Descriptions exceeding 50 words will not be accepted

## EXHIBIT BOOTH RATES

<table>
<thead>
<tr>
<th>For-Profit Rate</th>
<th>Not-For-Profit Rate *</th>
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</thead>
<tbody>
<tr>
<td>10’x10’ In-Line Booth</td>
<td>$1,850</td>
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<td>10’x10’ Corner Booth</td>
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<td>$3,950</td>
</tr>
<tr>
<td>20’x20’ Island Rate</td>
<td>$10,500</td>
</tr>
</tbody>
</table>

Please add ______ (#) Tote Bag Insert(s) to the total. One piece for $1,000 or two pieces for $1,300.

* 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

<table>
<thead>
<tr>
<th>Card Number</th>
<th>Expiration Date</th>
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<th>Name as it appears on card</th>
<th>Signature</th>
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<th>Billing address</th>
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Please indicate organization name exactly as you wish it to appear on the exhibitor identification sign and in printed materials:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
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<th>City</th>
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<th>Date</th>
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Join us to exhibit at the APNA 29th Annual Conference and you will be in good company. Some of the organizations that have exhibited with APNA in recent years include:

- Abbey Press/One Caring Place
- Abbott Laboratories
- Aiken Regional Medical Centers
- Alameda County Medical Center
- Allina Hospitals & Clinics
- Amedisys Home Health Care
- American Association of Suicidology
- American Nurses Credentialing Center
- Ardent Health Services LLC
- Army Medical Recruiting
- Army Nurse Recruiting
- Assurance Health
- AstraZeneca Pharmaceuticals LP
- Barkley & Associates
- Barnes-Jewish Hospital
- Boston College, William F. Connell School of Nursing
- Braintree Laboratories, Inc.
- Brandman University
- Bristol-Myers Squibb Company
- CARF International
- Carilion Clinic
- Case Western Reserve University - School of Nursing
- Centere Corp
- Central State Hospital
- Chatham University
- Cherry Hospital - NC Dept. of Health & Human Services
- Chic n Unique
- Children’s Medical Center Dallas
- CHP
- CNS Senior Care
- CNS Vital Signs
- Coalinga State Hospital
- Community Care Behavioral Health Organization
- Consilium Associates
- CooperRils, a Healing Farm Community
- Creative Care Concepts Inc.
- Current Psychiatry
- Cyberonics, Inc.
- DailyMed Pharmacy
- Diamond Healthcare Corporation
- Department of Veterans Affairs
- Depression and Bipolar Support Alliance (DBSA)
- Eli Lilly and Company
- Elsevier, Inc.
- Erickson Retirement Communities
- F.A. Davis Company
- Fletcher Allen Healthcare
- Forest Laboratories, Inc.
- Genoa Healthcare
- Genomind, LLC
- The Gideons International
- GlaxoSmithKline
- Gould Farm
- Grand Canyon University
- Green Oaks Hospital
- Hartford Institute for Geriatric Nursing
- Hazelden
- Health Match BC
- Horizon Mental Health Management, Inc.
- HRA Research
- Humane Shield™, Inc.
- ICANotes
- Idaho Primary Care Association (IPCA)
- Intermountain Hospital
- International Bipolar Foundation
- International Critical Incident Stress Foundation, Inc (ICISF)
- Janssen Pharmaceuticals, Inc.
- Journal of Psychosocial Nursing and Mental Health Services
- Lacliffe, Inc.
- Lakeview Center of Baptist Health Care
- Laurel Heights Hospital
- Lifeline Nursing
- Lighthouse Care Center of Conway
- Lippincott Williams & Wilkins
- Loma Linda University Behavioral Medicine Center
- Los Angeles County Department of Mental Health
- Maui Memorial Medical Center
- Medicall
- MedOptions
- Merck & Co.
- The Methodist Hospital System
- McNeil Consumer & Specialty Pharmaceuticals
- The Menninger Clinic
- MIM Services Inc.
- Mindbility - The Road Map to Peace of Mind
- Minnesota Department of Human Services – State Operated Services
- Mosby/Elsevier Science
- Narcotics Anonymous World Services, Inc.
- NAPPI International
- National Alliance for the Mentally Ill (NAMI)
- The National Depressive and Manic Depressive Association
- National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- National Institute for Alcoholism and Alcohol Abuse (NIAAA)
- National Mental Health Association (NMHA)
- National Schizophrenia Foundation
- Neurologic Malignant Syndrome Information Services (NMSIS)
- Neurometics, Inc.
- New York Presbyterian Hospital
- Northeast Georgia Health System
- Northeast Georgia Health System, Inc.
- Nurses Service Organization
- Otsuka America Pharmaceutical, Inc.
- Pacific Hospital of Long Beach
- PamLab, LLC
- Paralegal Program
- Partnership for Prescription Assistance
- Pediatric Nursing Certification Board
- Pfizer Inc.
- Pinpoint, Inc.
- Pinpoint Technologies, Inc
- Prairie St. Johns
- Psychiatry Weekly
- Rapid Psychler Press
- Queensland Health - Australia
- Reckitt Benckiser Pharmaceuticals
- Recovery Inc.
- Remuda Ranch Center for Anorexia and Bulimia
- RiverValley Consulting Services, Inc.
- Rose Hill Center
- Roxbury Treatment Center
- Rush University College of Nursing
- Sage Publications
- Schizophrenia Digest and bp Magazine
- Sepracor Inc.
- Sharp Healthcare
- Sheppard Pratt Health System
- Shire US Inc.
- Sigma Theta Tau International
- Silver Hill Hospital
- SLACK Incorporated
- Smoking Cessation Leadership Center/UCSF
- Southcentral Foundation
- Spartanburg Regional Medical Center
- Spring Lake Ranch
- STG International, Inc.
- Suarez/Mosby
- The SunBox Company
- Sunovion Pharmaceuticals Inc.
- Supplemental Health Care Services, Inc.
- Targeted Testing Inc
- Tender Loving Care/Home Health Care
- Teva Pharmaceuticals
- Thomas Edison State College, School of Professional Studies Nurse
- Timberline Knolls Residential Treatment Center
- The TOVA Company
- Tucson Medical Center
- UCLA Healthcare
- UHS of Delaware, Inc
- UHS, Universal Health Services
- United States Public Health Service
- Universal Health Services
- University of California, San Francisco, School of Nursing
- University of Colorado Denver, College of Nursing
- University of Kentucky
- University of Pennsylvania School of Nursing
- University of Pittsburgh School of Nursing
- University of Tennessee Health Science Center,
- College of Nursing
- University of Texas - Harris County Psychiatric Center
- University of Texas - Austin, School of Nursing
- US Army Medical Command
- US Air Force Recruiting Command
- US Navy Recruiting Command
- US Public Health Service Commissioned Corps
- Vanderbilt School of Nursing
- VA Healthcare Retention & Recruitment Office
- Worldwide Travel Staffing Ltd.
- Wyeth