



American
Psychiatric
Nurses
Association

APNA 17th Annual Clinical Psychopharmacology Institute

Exhibit & Sponsorship Opportunities

June 6-9, 2019 | Omni Louisville Hotel | Louisville, Kentucky

About the Conference

The APNA Clinical Psychopharmacology Institute (CPI) focuses on complex clinical issues and is targeted for specialists in psychiatric nursing - those who administer and/or prescribe medications. Recognizing that a person is more than a mental disorder, this institute addresses the interaction of health care issues, mental disorders, ethnopsychopharmacological treatment and care. CPI attracts 500-550 high level attendees (Nurse Practitioners and Clinical Nurse Specialists).

EXHIBIT BENEFITS



ATTENDEE DEMOGRAPHICS

LICENSURE



REGISTRANTS



Exhibit Fees & Information

\$2,500 per display table; a second table can be provided for an additional \$500.

Daily lunches and two complimentary badges are included per table-top display.

Additional badges are available for \$150 each.

Exhibit Set-Up

Thursday, June 6: 3:00pm – 5:00pm (optional)

Friday, June 7: 6:30am – 7:30am

All displays must be fully installed by 7:30am on Friday, June 7.

Exhibit Hours

Thursday, June 6: 4:00pm – 7:00pm (optional)

Friday, June 7: 7:30am – 6:15pm

Saturday, June 8: 7:30am – 6:15pm

Sunday, June 9: 7:30am – 1:45pm

Conference Marketing Opportunities

Take advantage of the APNA CPI Marketing Opportunities to 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. A variety of sponsorship opportunities are available:

Charging Kiosk

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

Tote Bags **Exclusive!**

- Logo displayed prominently and distributed to all registrants
 - A favorite of attendees used long after the conference ends
- Fee: \$3,500*

Mobile App Sponsorship **Exclusive!**

- Logo viewed daily throughout the duration of the conference
 - Over 70% attendee adoption rate of mobile app
- Fee: \$3,000*

Badge Lanyards **Exclusive!**

- Display your company's logo around the neck of every attendee
- Fee: \$2,000*

Beverage Break

- Host a networking opportunity while keeping attendees fueled
 - Company logo prominently displayed
- Fee: \$2,000*

Tote Bag Insert

- Distribute company literature to all attendees
 - Inform attendees of your products and services and encourage them to visit your exhibit
- Fee: \$850 per 8 1/2" x 11" page*

Product Theater Dinner

- Promote recent research to a highly targeted group
 - A 90-minute session with exclusive presentation rights
- Fee: \$15,000*

**To apply, please visit
www.apna.org/CPIAdvertising**

Advertisement Opportunities

Conference Program Book Ad

- Distributed to more than 500 conference attendees
- Fee: \$1,200 (inside cover, front or back)*

Additional Opportunities

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

For more information, see www.apna.org/CPIAdvertising

Get Noticed!

Contact Leslie Hoopengardner for all CPI Conference Marketing Opportunities: LHoop@apna.org or 571.533.1934

Secure your Exhibit & Marketing Opportunity Today!

PAYMENT INSTRUCTIONS:

Complete the form below. If paying by check, mail a copy of the completed application and payment to:
Leslie Hoopengardner • 3141 Fairview Park Drive, Suite 625 • Falls Church, VA 22042

Table-Top Exhibits Rules & Regulations

- To Apply:** Application for table-top space must be made on the form provided by APNA and contain the information requested. The form must be executed by an individual who has authority to act for the applicant (exhibitor). The full display rental fee must accompany application/contract. Exhibits are purchased on a first-come first-served basis. APNA has the sole discretion to reject any application.
- Assignment of Space:** Table assignments will be made on-site at Clinical Psychopharmacology Institute (CPI). Once space has been assigned, no display shall be moved except by the mutual consent of the parties and approval by APNA.
- Table-Top Displays:** One standard 6 foot skirted table, two chairs and one wastebasket will be provided by APNA at no cost to the exhibiting company. If any additional equipment is needed (electrical, signage, etc.) it is the responsibility of the exhibitor to work with the facility and arrange payment for all related activities. Audiovisual aids or equipment may not be played at a level to interfere with adjacent displays. Live models and physical product demonstrations are prohibited.
- Onsite Staffing:** APNA recommends that your table be staffed during meal functions and breaks. A detailed agenda will be provided to you prior to the conference.
- Cancellation:** Companies may cancel this agreement by written notice to APNA. Cancellations made prior to April 26, 2019 will be subject to a \$200 cancellation fee. No refunds will be made on cancellations after April 26, 2019.
- Material Distribution:** All products and services displayed at the APNA CPI 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 event. Companies shall not distribute anything to conference attendees outside of its rented spaces.
- Limitation of Liability:** The exhibiting company shall indemnify APNA and all associates with APNA against all claims, demands, actions, expenses, damages penalties or proceedings arising out of or in any way connected with the exhibitor's occupancy and use of the exhibition premises or any part thereof. Vendors will be required to meet the cost of "making good" any damage to floors, walls, structures and accessories.
- Insurance & Security:** The table-top display area will not be secured. Outside of the display hours materials and equipment should be removed and secured. APNA will not be liable for damage or loss to exhibitor's property, nor shall APNA be liable for any injury that may occur in the display area.
- Care of Space:** The exhibitor is responsible for, at company's own expense, maintaining and cleaning the area of the exhibit space. Nothing shall be posted on or tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the hotel, conference or display area without permission from the proper building authority and APNA.
- Occupancy:** Space must be filled and display set-up by 7:30am on Friday, June 7, 2019. Any company failing to occupy space which has been contracted is not relieved of the obligation of paying for such space at the full rental price. Furthermore, APNA has the right to use the space as necessary.
- Amendments:** APNA has sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendments and/or rules and regulations as needed for the orderly conduct of the Table-Top Displays.
- Agreement to Conditions:** Each exhibiting company and affiliated employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the display area rests with APNA.

YES! I WILL EXHIBIT:

- 1 Table: \$2,500
 2nd Table Request: \$500

YES! I WILL SPONSOR:

- Charging Kiosk: \$4,500 Beverage Break: \$2,000
 Tote Bags: \$3,500 Tote Bag Insert: \$1,000
 Mobile App: \$3,000 Conference Program
Book Cover Ad:
 Badge Lanyards: \$2,000 Front / Back (circle): \$1,200

Company Information

Company Name *(as will appear in printed materials & in the Mobile App)*

Primary Contact _____

Title _____

Street _____

City _____

State _____ Zip _____

Telephone _____

Email _____

Company Type

Please indicate which best describes your company:

- Equipment Publisher
 Nursing Service Recruitment
 Pharmaceutical Skincare/Cosmetics
 Other: _____

Payment Information

Payment Method Check Credit Card

Payment Amount \$ _____

Name on Card _____

Credit Card Type _____

Card Number _____

Expiration Date (MM/YYYY) _____ CVV Code _____

Billing Address (If different from above)

Signature _____ Date _____

Cancellations are subject to a \$200.00 processing fee. No refunds will be issued after April 26, 2019. Payment in full is due with the completed Table-Top Application & Contract. Payment in the form of a credit card or check drawn on a U.S. bank, in U.S. funds, made payable to "APNA." Tax ID No. 22-2814679.

Questions?

Contact Leslie Hoopengardner at
LHoop@apna.org or at 571.533.1934