APNA 34th ANNUAL CONFERENCE

EXHIBITOR PROSPECTUS

SEPTEMBER 30 – OCTOBER 3, 2020

Disney’s Coronado Springs Resort
Lake Buena Vista, FL

www.apna.org/ACexhibits

As to Disney properties/artwork: © Disney
“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

Why Exhibit AT THE APNA ANNUAL CONFERENCE?

Connect with psychiatric-mental health nurses from across the country and beyond at Disney’s Coronado Springs Resort! 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 APNA Annual Conference draws more than 2,000 attendees who influence or deliver care to patients across the lifespan and in a variety of settings – including outpatient community, inpatient hospital, and academic settings.

APNA is committed to facilitating and supporting dynamic interaction and participation among conference attendees, presenters, and exhibitors.

JOIN US!

✓ Network with 2,000 psychiatric-mental health nursing professionals
✓ Expose your brand to decision-makers, influencers, and specialists
✓ Generate new leads and connect with existing clients
✓ Maximize your exhibit time with unopposed hall hours that include food and beverage

As to Disney properties/artwork: © Disney
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 MEMBER COMPOSITION**

- 45% APRN (CNS AND NP)
- 55% RN

**CONFERENCE ATTENDANCE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>2,000 (PROJECTED)/ NEW ORLEANS, LA</td>
</tr>
<tr>
<td>2018</td>
<td>1,714 / COLUMBUS, OH</td>
</tr>
<tr>
<td>2017</td>
<td>1,742 / PHOENIX, AZ</td>
</tr>
<tr>
<td>2016</td>
<td>1,667 / HARTFORD, CT</td>
</tr>
<tr>
<td>2015</td>
<td>1,806 / LAKE BUENA VISTA, FL</td>
</tr>
</tbody>
</table>
EXHIBIT INFORMATION

PRELIMINARY SCHEDULE AT A GLANCE
(Subject to change)

Wednesday, September 30, 2020
8:00am - 6:15pm  Pre-Conference Sessions
8:00am - 5:00pm  Exhibits Set-Up
6:30pm - 7:30pm  Conference Kickoff

Thursday, October 1, 2020
8:00am - 3:00pm  Exhibits Set-Up
9:00am - 10:00am  Keynote
10:15am - 12:00pm  Sessions
12:15pm - 1:45pm  Industry-funded Luncheon
1:30pm - 5:00pm  Exhibit Hall Open*
3:30pm - 6:15pm  Sessions

Friday, October 2, 2020
9:00am - 10:00am  Keynote
10:00am - 1:00pm  Exhibit Hall Open*
11:45am - 12:30pm  Sessions
12:45pm - 2:15pm  Industry-funded Luncheon
1:00pm - 5:00pm  Exhibit Tear Down
2:30pm - 7:30pm  Sessions

Saturday, October 3, 2020
8:00am - 2:30pm  Sessions

* Approximately two hours unapposed

EXHIBITOR BENEFITS
• Connect with over 2,000 mental health professionals
• Company listing and description in the Program Book
• Visibility in the conference mobile app
• High attendee-to-exhibitor ratio of 5:1
• Food and beverage located in the hall

HOTEL & ROOM RATE INFORMATION
Disney’s Coronado Springs Resort
1000 West Buena Vista Drive
Lake Buena Vista, FL 32830
$199 plus tax for single or double occupancy

As to Disney properties/artwork: © Disney
### 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>$2,000</td>
<td>$1,550</td>
</tr>
<tr>
<td>10’x10’ Corner Booth</td>
<td>$2,150</td>
<td>$1,700</td>
</tr>
<tr>
<td>10’x20’ Booth</td>
<td>$4,100</td>
<td>$3,050</td>
</tr>
<tr>
<td>10’x30’</td>
<td>$5,700</td>
<td>$4,300</td>
</tr>
<tr>
<td>20’x20’ Island Rate</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>20’x30’ Island Rate</td>
<td>$15,500</td>
<td></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
- Company listing in the APNA Conference Program Book & Mobile App
- Conference attendee list
- Aisle carpeting in the exhibit hall
- Up to 3 exhibitor badges per 10’x10’ space ($200 per additional badge)
- Booth Carpeting

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

---

**The official General Service Contractor will email a complete exhibitor toolkit to contracted exhibitors approximately two months prior to the APNA 34th Annual Conference.**

**CONTACT LESLIE HOOPENGARDNER FOR ADDITIONAL INFORMATION ON EXHIBITING AT THE ANNUAL CONFERENCE AT LHoop@APNA.ORG OR 571.533.1934**
Take advantage of the APNA Annual Conference Marketing Opportunities to gain company exposure and establish your organization as a leader and supporter of the field.

**FEATURED SPONSORSHIPS**

**Exclusive Sponsorship: Friday**
Support one entire day of the conference! Prior to the announcement of the conference’s most popular session, your company logo or brief message will be displayed to all attendees as they convene for the keynote presentation. Conference space will boast your logo as well as all beverage stations throughout the whole day. Three Friday conference registrations and (1) page program book advertisement included.

$20,000

**Exclusive Media Sponsorship: Charging Center & Social Wall**
- Display your company’s logo and/or video to 2,000 attendees at the Personal Device Charging Center, which is a networking hub situated in a high traffic area.
- The Social Media Wall showcases social engagement around the conference. Display your company’s logo on large screens located in areas of high visibility for attendees.

$15,000

**Headshot Lounge**
Attendees will flock to your sponsored lounge to have their photos taken professionally. Photographers will make sure attendees look their best and attendees will receive their digital photograph via email. Sponsor branding will be prominently displayed in the lounge.

$10,000

**Mobile App**
APNA’s mobile app puts your company’s logo in the palm of the attendees’ hands. Your logo and message will be viewed regularly before, during and after conference to all attendees utilizing the mobile app. Include a clickable link in the logo to direct attendees to your website.

$10,000

**Custom Logo Slider**
Place your company logo on the wrist of every attendee throughout their stay at the resort. Your logo will be on their Magic Band which is used to access theme parks, and hotel rooms. Magic bands are a souvenir that is taken home along with your logo.

$10,000
SPONSORSHIPS

Portable Cell Phone Charger
Help attendees stay fully charged during the conference and when they return home. Your company logo will travel with them everywhere they go.
$15,000

Conference Tote Bags
A favorite of attendees and sponsors, this conference remembrance has true practical value. The tote bag is distributed to all attendees of the APNA 34th Annual Conference with their registration materials and will be in use long after the conference is over.
$12,000

Badge Holders
Distributed to each attendee, this popular item displaying your company’s logo is used to hold the attendee’s badge. Have your company’s name hanging literally from the neck of every attendee.
$8,000

Tote Bag Insert
As psychiatric nurses check-in to the APNA conference, your company’s promotional literature can be awaiting them in their registration packets, alerting them to your products and services and encouraging them to visit your booth. Available to exhibiting companies only.
Exhibit Companies: $1,000 for one page or $1,300 for two pages
Non-exhibiting Companies: $2,000 per page

For our full listing of sponsorship opportunities, visit www.apna.org/ACsponsorships.

Registration Brochure Advertisement
- Company ad mailed to 15,000+ APNA members and contacts
- Highlight products and services to thousands of psychiatric nurses
$1,750 one page, 4-color ad (additional color and sizing available)

Advertise in both programs and receive 10% off each ad

Conference Program Advertisement
- Distributed to 1,800+ conference attendees
- Place company information in the hands of
$1,750 one page, 4-color ad (additional color and sizing available)

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

Awards Booklet
- Exclusive advertisement distributed to all conference attendees at the opening program
- Back cover full page 4-color ad
$2,500

Other Advertising Opportunities
- Journal of the American Psychiatric Nurses Association (JAPNA) - bi-monthly scholarly journal
- APNA Member Mailing List
- Online members-only community button or banner ads

ADVERTISING

ADVERTISE IN BOTH PROGRAMS AND RECEIVE 10% OFF EACH AD

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

To apply, visit www.apna.org/ProductTheaters
2 Easy Ways TO EXHIBIT AT APNA

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.

PAY 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:

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