APNA 30th Annual Conference
October 19-22, 2016
Connecticut Convention Center
Hartford, Connecticut
Why Exhibit at the APNA Annual Conference?

Connect with psychiatric-mental health nurses from across the country and beyond in Hartford, Connecticut! 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 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.

“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.”

– Annual Conference Attendee

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 snack and beverage breaks and a reception.
✔ Expose your brand to decision-makers, influencers, and specialists who provide mental health care.
ABOUT APNA CONFERENCE ATTENDEES

57% RETURNING ATTENDEES

43% FIRST TIME ATTENDEES

WHO ARE THEY?

84% APNA MEMBERS

16% NON MEMBERS

APNA MEMBER COMPOSITION

NUMBERS

2015 1,700 (projected) / Lake Buena Vista, FL
2014 1,507 / Indianapolis, IN
2013 1,306 / San Antonio, TX
2012 1,267 / Pittsburgh, PA

APNA MEMBER COMPOSITION

13% Mental Health Care Clinic
6% Private Investor-owned Hospital
25.5% Private Non-profit Hospital
7.4% Public/Federal Hospital
17.2% Private Practice
8.7% School/College/Department of Nursing
6.9% Community
3.4% Behavioral Care Company/HMO
1.9% Emergency Services
1.7% Other
1.9% Military
1.1% Primary Care Office
1.2% Prison/Jail

PRIMARY WORK SETTINGS

ABOUT APNA MEMBERS

3.4%
17.2%
8.7%
25.5%
7.4%
6%
6.9%
13.7%
1.9%
1.2%
1.1%
1.7%
1.9%
Exhibit Information

PRELIMINARY SCHEDULE AT A GLANCE *(Subject to change)*

**Wednesday, October 19, 2016**
- 7:15am - 5:30pm Pre-Conference Sessions
- 8:00am - 5:00pm Exhibits Set-Up
- 6:15pm - 8:00pm Opening Program & President’s Address

**Thursday, October 20, 2016**
- 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 Exhibit Hall: Exhibits Open

**Friday, October 21, 2016**
- 9:00am - 10:00am Keynote
- 10:00am - 1:00pm Exhibits, Poster Presentations & Refreshments
- 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 22, 2016**
- 9:00am - 2:30pm Sessions

**HOTEL & ROOM RATE INFORMATION**

**Hartford Marriott Downtown**
20 Columbus Boulevard, Hartford, CT 06103
$179 plus tax for single or double occupancy

**Hartford Hilton**
315 Trumball Street, Hartford, CT 06103
$159 plus tax for single or double occupancy

**Radisson Hotel Hartford**
50 Morgan Street, Hartford, CT 06120
$155 plus tax for single or double occupancy

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**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.*
EXHIBITOR BENEFITS:

- Connect with more than 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 7:1
- Rotating beverage breaks located in the hall
- Thursday evening reception in Exhibit 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
- A copy of the APNA Program Book with company description
- Conference attendee list
- Carpeting in the exhibit hall
- Up to 3 exhibitor badges per 10’x10’ space
- Mobile app company description (logo included if provided)

ITEMS NOT INCLUDED IN THE EXHIBIT FEE:

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

The official General Service Contractor will email a complete exhibitor tool kit to contracted exhibitors approximately two months prior to the APNA 30th Annual Conference.
Conference Marketing Opportunities

Take advantage of the APNA Annual Conference 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:

**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*

**Mobile App**
- Company visibility in the palm of the attendee’s hands
- Potential for logo to be viewed several times per day
*Fee: $3,500*

**Tote Bag Insert**
- Provide promotional literature to all conference attendees
- Opportunity to highlight your booth location
*Fee: $1,000 for one*  
$1,300 for two
*One piece = up to 8.5 x 11 double sided page*

**Other Sponsorships**
- Audio Visual
- Networking Reception
- Conference Tote Bag
- Beverage Breaks
- Conference Pens
- Keynotes
- Luggage Tag
- Wi-fi

For our full listing of sponsorship opportunities, see the APNA website at www.apna.org/Sponsorship 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 info available)

**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 info available)

**Awards Booklet**
- Distributed to all conference attendees at the opening program
- Back cover full page 4-color ad
**Fee:** $2,000

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

**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:** $20,000
**Dinner Product Theater:** $25,000

To apply, visit www.apna.org/ProductTheaters
Sign up to exhibit at the APNA 30th Annual Conference Today!

Two Easy Ways to Exhibit at APNA:

1. **Pay Online**
   Please visit www.apna.org/AnnualConferenceExhibits and click on “Purchase Booth.” Follow the instructions and use the exhibit hall floor plan to select your booth location preferences.

2. **Pay Offline**
   Please visit www.apna.org/ACEExhibits and download the application and contract or use the form included in this prospectus. View the floor plan and select your booth location preferences. 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
The common area of the exhibit hall will be erected, furnished and equipped by APNA. All questionnaires and giveaways must have prior approval by APNA. Advertising material or signage of companies other than those that are 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.
- 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 3, 2016.
- No cash transactions will be permitted on the exhibit floor. The display 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 infractions 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 2, 2016.
- 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. No live demonstrations are permitted.
- 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.

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:

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.

Questions... contact Leslie Hoopengardner with APNA for additional information on the Annual Conference via email at LHoop@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:

Booth Number Request (please note your top 6 locations)

<table>
<thead>
<tr>
<th>First Location</th>
<th>Second Location</th>
<th>Third Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fourth Location</td>
<td>Fifth Location</td>
<td>Sixth Location</td>
</tr>
</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. Booth assignment 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 3, 2016, 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 September 2, 2016. Please email your company description to LHoop@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>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ In-Line Booth ........... $1,850</td>
<td>10’x10’ In-Line Booth ........... $1,400</td>
</tr>
<tr>
<td>10’x10’ Corner Booth ........... $2,000</td>
<td>10’x10’ Corner Booth ........... $1,550</td>
</tr>
<tr>
<td>10’x20’ In-Line Booth ........... $3,950</td>
<td>10’x20’ In-Line Booth ........... $2,900</td>
</tr>
<tr>
<td>10’x30’ In-Line Booth ........... $5,500</td>
<td>10’x30’ In-Line Booth ........... $4,150</td>
</tr>
<tr>
<td>20’x20’ Island Rate ........... $10,000</td>
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<tr>
<td>20’x30’ Island Rate ........... $15,500</td>
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</tr>
</tbody>
</table>

* 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>
</tr>
</thead>
<tbody>
<tr>
<td>Name as it appears on card</td>
<td>Signature</td>
</tr>
<tr>
<td>Billing address</td>
<td>City/State/Zip</td>
</tr>
</tbody>
</table>

Please provide the organization name as it should appear in printed materials and on the exhibitor identification sign:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
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</thead>
<tbody>
<tr>
<td>City</td>
<td>State</td>
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<tr>
<td>Telephone</td>
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<tr>
<td>Name</td>
<td>Title</td>
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<td>Email</td>
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<tr>
<td>Signature</td>
<td>Date</td>
</tr>
</tbody>
</table>

Please send payment, application and contract to:

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