



American  
Psychiatric  
Nurses  
Association

APNA  
*36th Annual  
Conference*  
*Exhibitor Prospectus*

OCTOBER 19-22, 2022  
LONG BEACH CONVENTION & ENTERTAINMENT CENTER  
LONG BEACH, CALIFORNIA



# Why Exhibit at the APNA Annual Conference?

Connect with psychiatric-mental health nurses from across country and beyond in Long Beach! 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 historically draws more than 2,000 attendees who influence or deliver care to patients across the lifespan and in a variety of settings – including outpatient/administration, community, inpatient hospital, private practice, and academic settings.

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:

## *Join Us!*

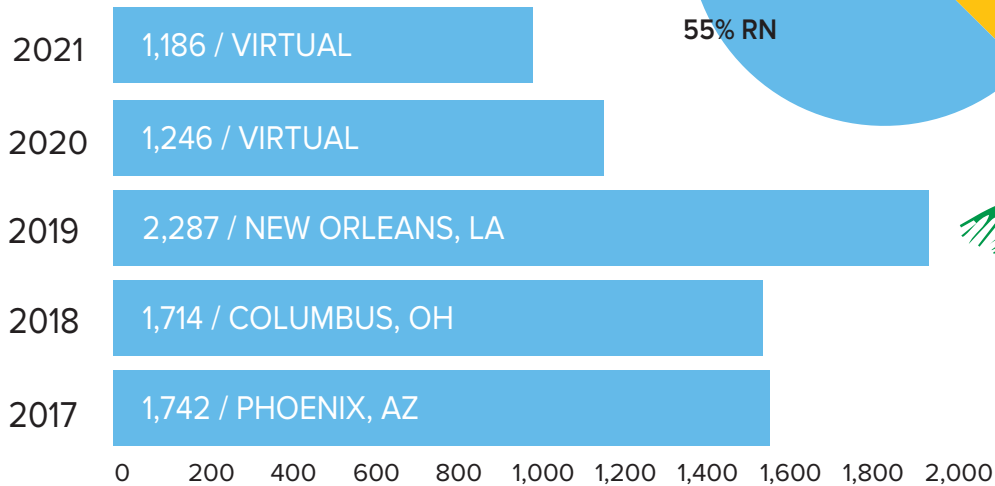
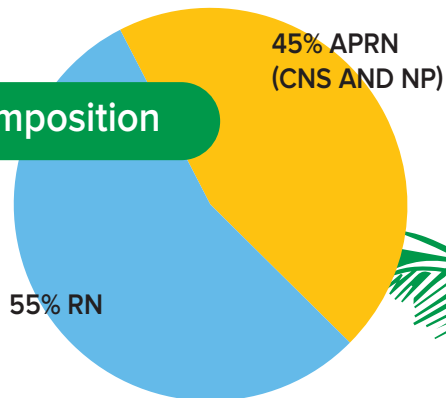
- ✓ Network with approximately 1,700+ psychiatric-mental health nursing professionals
- ✓ Expose your brand to decision-makers, influencers, and specialists
- ✓ Generate new leads and connect with existing clients
- ✓ Unopposed hall hours that include beverage breaks

# About APNA Annual Conference Attendees

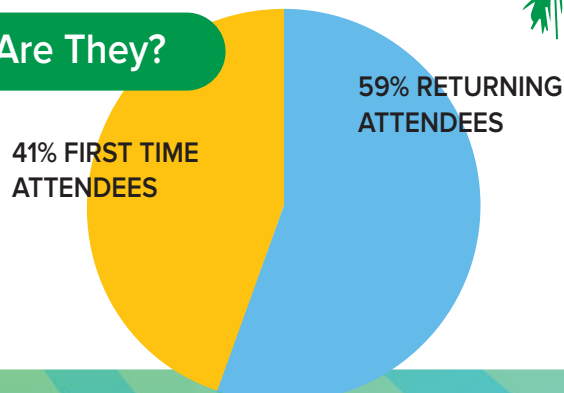


Attendees come to the APNA Annual Conference for comprehensive continuing education that enables them to provide the best possible care to their patients and advance the science and practice of psychiatric-mental health nursing. Conference attendees will present and learn about new evidence-based techniques and critical updates, as well as the latest, most effective products, services, training, and best practices in psychiatric-mental health care.

## APNA Member Composition



## Who Are They?



# Exhibit Information

## Preliminary Schedule at a Glance

(Subject to change)

Wednesday, October 19, 2022

8:00am - 6:15pm	Pre-Conference Sessions
8:00am - 5:00pm	Exhibits Installation
6:30pm - 7:30pm	Conference Kickoff

Thursday, October 20, 2022

8:00am - 3:00pm	Exhibits Set-Up
9:00am - 10:00am	Keynote
10:15am - 12:00pm	Sessions
1:30pm - 5:00pm	Exhibits Open*
3:30pm - 6:15pm	Sessions

Friday, October 21, 2022

9:00am - 10:00am	Keynote
10:00am - 1:00pm	Exhibit Hall Open*
11:45am - 12:30pm	Sessions
1:00pm - 5:00pm	Exhibits Dismantle
2:30pm - 7:30pm	Sessions

Saturday, October 22, 2022

8:00am - 2:30pm	Sessions
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*\*Approximately two hours unopposed during these time blocks.*

## Exhibitor Benefits

- Connect with approximately 1,700 mental health professionals
- 6.5 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

## Hotel & Room Rate Information

### Courtyard Long Beach Downtown

500 East First Street  
Long Beach, CA 90802  
\$209 plus tax for single or double occupancy

### Hyatt Regency Long Beach

200 South Pine Avenue  
Long Beach, CA 90802  
\$229 plus tax for single or double occupancy

### Renaissance Long Beach

111 East Ocean Boulevard  
Long Beach, CA 90802  
\$229 plus tax for single or double occupancy

### Westin Long Beach

333 East Ocean Boulevard  
Long Beach, CA 90802  
\$224 plus tax for single or double occupancy

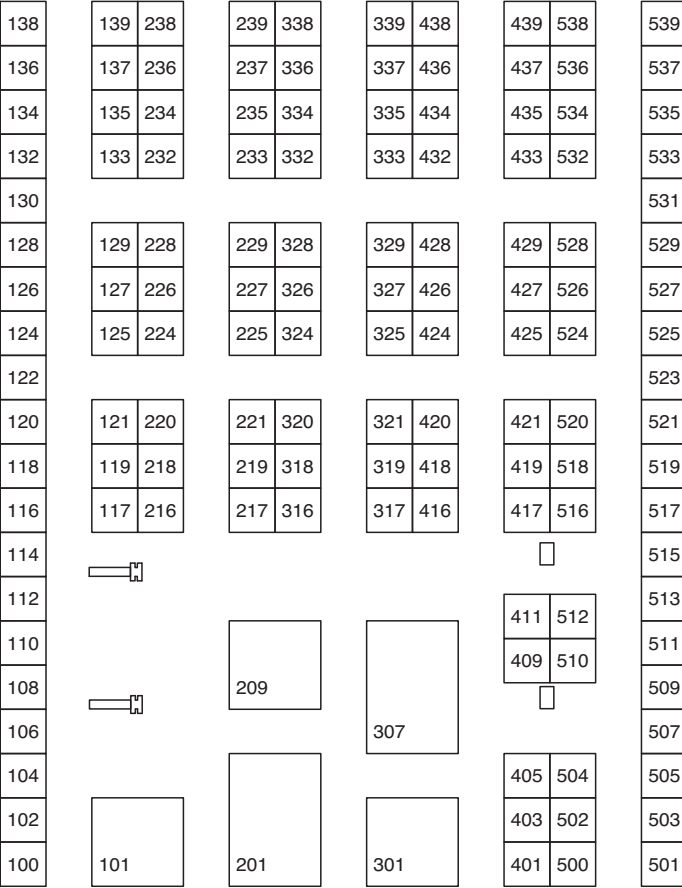
“We are happy to be a part of an excellent conference such as APNA!”

- Previous Conference Exhibitor



APNA EXHIBIT HALL

ENTRANCE



Customize the perfect sponsorship opportunity for your company's goals and budget! Contact Denise Stone at [dstone@apna.org](mailto:dstone@apna.org) or 571.499.5642.

The official General Service Contractor will email an exhibitor services kit to exhibitors approximately two months prior to the conference.

**Exhibit Booth Rental Rates**

BOOTH SIZE	For-Profit	Not-For-Profit**
10'x10' Inline	\$2,000	\$1,550
10'x10' Corner	\$2,150	\$1,700
10'x20' Inline	\$4,100	\$3,050
10'x30' Inline	\$5,700	\$4,300
20'x20' Island	\$10,000	
20'x30' Island	\$15,500	

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 drape and 3' side drape
- 7"x44" ID sign (with company name and booth number)
- 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)

**Items Not Included in the Exhibit Fee:**

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

# Conference Marketing Opportunities

*Gain exposure and establish your organization as a leader in the field with these APNA Annual Conference Marketing Opportunities.*



## FEATURED SPONSORSHIPS

### Exclusive Thursday or Friday Sponsorship

Support one entire day of the conference! Prior to the conference's most popular sessions, your company logo or brief message will be displayed to all attendees as they convene for the presentation. Breakout session rooms will boast your logo, as well as all beverage stations throughout the whole day. Includes three complimentary one-day registrations for the day of your sponsorship and a full-page advertisement in the program book.

**\$20,000**

### Exclusive Media Sponsorship: Charging Center and Social Wall

Display your company logo and video to attendees at the Charging Center, which is centrally located in a high traffic area. Also includes exclusive sponsorship of a social media wall showcasing social engagement around the conference. Social media wall includes your company logo on large screens located in areas of high visibility for attendees.

**\$15,000**

### Conference Tote Bags

A favorite of attendees and sponsors, the conference tote bag has true practical value. Distributed to each attendee with their registration materials, this bag will be in use long after the conference is over.

**\$12,000**

### Attendee Wi-Fi

Support attendees' desire to stay connected throughout the conference with this high demand sponsorship. Your logo or message will be viewed daily on the internet splash page to all attendees utilizing the meeting Wi-Fi. A complimentary tote bag insert and a sign in the registration area are included.

**\$35,000**

### Mobile App


The conference mobile app puts your company's logo in the palm of every attendee's hand. Your logo and message will be viewed regularly before, during, and after conference to all attendees utilizing the mobile app. Includes a clickable link in a banner to direct attendees to your website.

**\$10,000**

### Badge Holders

Distributed to each attendee, this popular item displaying your company logo is used to hold the attendee's badge. Have your company's name hanging literally from the neck of every attendee.

**\$8,000**

Customize the perfect  sponsorship opportunity for your company's goals and budget!  
Contact Denise Stone at [dstone@apna.org](mailto:dstone@apna.org) or 571.499.5642.

For information contact  
Denise Stone at  
dstone@apna.org or  
571.499.5642

## 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**

### Networking Reception

A great way to get your company name in front of attendees in a relaxed and fun setting where conversations continue, and connections are made. Includes two complimentary one-day registrations for the day of your sponsorship, and a half-page advertisement in the program book.

**\$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 will receive digital versions of their photos via email. Sponsor branding will be prominently displayed in the lounge.

**\$10,000**

### Keynote Speaker

Sponsoring the keynote is a unique opportunity to be connected to one of the most highly attended sessions at the conference! The exclusive sponsor will receive brand recognition at this session. Includes two complimentary one-day registrations for the day of your sponsorship.

**\$7,000**

### Refreshment Breaks

Beverage breaks occur during various times on Thursday, Friday, and Saturday during the conference. These breaks are an opportunity for all attendees to relax and mingle in a central area with your company as their host.

**\$4,000 per break**

### 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.

**\$1,000 for one page or \$1,300 for two pages**

## ADVERTISING

### Conference Program Advertisement

- Distributed to 1,700+ conference attendees
- Place company information in the hands of decision makers

**\$1,800 one page, 4-color ad (additional sizes available)**

### Product Theaters

- Promote recent research to a highly targeted group
- A 60-minute session with exclusive presentation rights

For more info visit

[www.apna.org/industry-opportunities](http://www.apna.org/industry-opportunities)

### Awards Booklet (Exclusive)

- Exclusive advertisement distributed to all conference attendees at the opening program
- Back cover full page 4-color ad

**\$3,000**

### Other Advertising Opportunities

- Journal of the American Psychiatric Nurses Association (JAPNA) - a bi-monthly peer-reviewed publication with an international circulation of nearly 13,000.
- APNA News: The Psychiatric Nursing Voice - a monthly electronic newsletter
- APNA Member Bridge - members-only online community

**EXHIBIT SPACE APPLICATION & CONTRACT**  
**APNA 36TH ANNUAL CONFERENCE**  
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**LONG BEACH, CA**

## Exhibit Space Application & Contract

**Exhibit Space Selection**

Booth Number Request: \_\_\_\_\_

First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_ Third Choice: \_\_\_\_\_

Fourth Choice: \_\_\_\_\_ Fifth Choice: \_\_\_\_\_ Sixth Choice: \_\_\_\_\_

Please list any companies from which you prefer to be separated.  
 If possible, competing exhibitors will be placed in different sections of the exhibit hall.

FOR APNA USE ONLY  
 DATE RECEIVED: \_\_\_\_\_  
 BOOTH(S) ASSIGNED: \_\_\_\_\_  
 TOTAL FEE: \_\_\_\_\_  
 CHECK NUMBER: \_\_\_\_\_

**Exhibit Space Rates**

**Standard**

10'x10' Inline .....	\$2,000
10'x10' Corner .....	\$2,150
10'x20' Inline .....	\$4,100
10'x30' Inline .....	\$5,700
20'x20' Island .....	\$10,000
20'x30' Island .....	\$15,500

**Not-For-Profit\***

10'x10' Inline .....	\$1,550
10'x10' Corner .....	\$1,700
10'x20' Inline .....	\$3,050
10'x30' Inline .....	\$4,300

\* Tax ID Number and tax exemption status are required to receive Not-For-Profit rate.

**Exhibitor Benefits**

- Connect with mental health professionals
- Company name and description in Program Book
- Exhibitor list on APNA website
- Conference attendee list
- Beverage breaks in the Exhibit Hall

**Exhibit Rate Includes**

- 8' back drape and 3' side drape
- 7"x44" ID sign with company name & booth number
- Exhibit Hall security
- Carpeted aisles in the Exhibit Hall
- Up to 3 exhibitor badges per 10'x10' space

Booth carpeting, furniture rental, electrical service, install/dismantle services, and storage are exhibitor's responsibility. The official General Service Contractor will email an exhibitor tool kit for these services approximately two months prior to the conference.

**As an APNA Exhibitor you agree to the following:**

1. It is not always possible to assign preferred booth locations. 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. No refunds will be issued after May 26, 2022.
4. All Rules and Regulations listed below are part of this contract.

**Please send a 50-word company description with this contract to [dstone@apna.org](mailto:dstone@apna.org). Descriptions over 50 words will not be accepted.**

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

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Primary Contact Name \_\_\_\_\_ Primary Contact Title \_\_\_\_\_

Primary Contact Email Address \_\_\_\_\_ Primary Contact Phone \_\_\_\_\_

Primary Contact Signature \_\_\_\_\_ Date \_\_\_\_\_

**PAYMENT METHOD**    CHECK    CREDIT CARD                      **PAYMENT AMOUNT \$** \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

Billing address \_\_\_\_\_ City/State/Zip \_\_\_\_\_



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## Exhibit Space Rules and Regulations

***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 Application/Contract, including your 1st-6th space preferences and full payment as soon as possible.

Send your completed Application & Contract with payment to:

APNA  
Attn: Denise Stone  
3141 Fairview Park Drive, Suite 625  
Falls Church, VA 22042

or via email to Denise Stone at [dstone@apna.org](mailto:dstone@apna.org).

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 must be directly related to the APNA mission and must be of professional or educational benefit or interest to conference participants.

1. APNA reserves the right to determine the eligibility of prospective exhibitors for inclusion in its exhibition. 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 modification to any in-person or virtual display or demonstration that, at APNA's sole discretion, is not in keeping with the character of the APNA exhibition.
2. All decorations, drapery and fabrics used in exhibit displays must be flame retardant.
3. No exhibitor shall sublet, assign, or share any part of the space allocated to his or her organization without prior written consent from APNA.
4. 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.
5. 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.
6. All exhibiting organizations canceling space will be charged a \$500 processing fee, and no refunds will be issued for exhibit space cancellations received after May 26, 2022. Adjustment to the meeting format does not provide cause for cancellation and/or reimbursement.
7. 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.
8. 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.
9. All questionnaires and giveaways must have prior approval by APNA. Samples of proposed questionnaires and/or giveaways must be submitted to APNA by September 21, 2022.
10. 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 the General Service Contractor, according to the stipulations provided by APNA, and all related shipping costs will be charged to the exhibitor.
11. 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.
12. 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.
13. It is the responsibility of the exhibiting organization to be compliant with the rules and regulations of the exhibit facility (convention center, hotel, etc.).
14. 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.
15. Each exhibitor agrees to protect, save, and hold APNA, the Long Beach Convention & Entertainment Center and APNA's General Service Contractor, as well as all 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.
16. No pets or animals shall be permitted in the exhibit hall except for service animals for persons with disabilities.
17. No live demonstrations are permitted in the exhibit hall (including volunteers, contracted or otherwise).
18. Each exhibit must be open during all official exhibition hours. Exhibiting organizations that do not adhere to this strict APNA policy may not be eligible to exhibit at future APNA exhibitions.
19. Force Majeure: In the event of cancellation of the in-person conference by APNA due to acts beyond its reasonable control, which may include, but is not limited to: fire, strike, damage, construction or renovation, pandemic, government regulation, public catastrophe or natural disaster, making it commercially impracticable, illegal, or impossible to fully perform under this contract, APNA shall use funding under this agreement to implement, in its sole discretion, the most reasonable solution for the exhibitor/sponsor to achieve the goals originally set forth in the agreement.
20. 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.
21. 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](http://www.fda.gov).