



American
Psychiatric
Nurses
Association



Exhibitor Prospectus

APNA 38th Annual Conference
October 9-12, 2024
Kentucky International Convention Center
Louisville, Kentucky



Why Exhibit at the APNA Annual Conference?

Connect with psychiatric-mental health nurses from across the country and beyond! As an Annual Conference exhibitor, you will gain visibility and exposure at the **largest annual gathering of psychiatric-mental health nurses** and related specialists in **North America**. From advanced practice nurse prescribers to nurses on the hospital floor, the APNA Annual Conference draws more than 1,800 attendees who influence and 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:

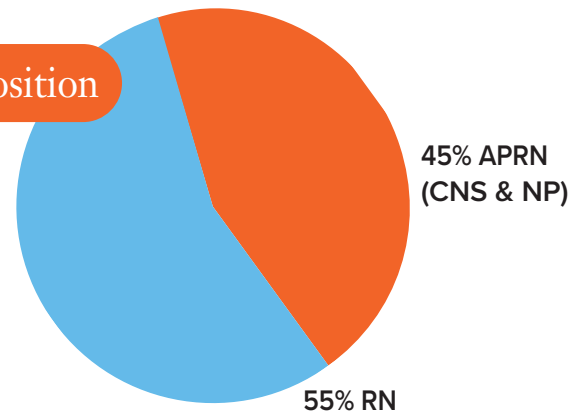
- ✓ Network with 1,800+ psychiatric-mental health nursing professionals
- ✓ Expose your brand to decision makers, influencers, and specialists
- ✓ Generate new leads and connect with existing clients
- ✓ Maximize your exhibit time with unopposed exhibit hall hours

Join Us!

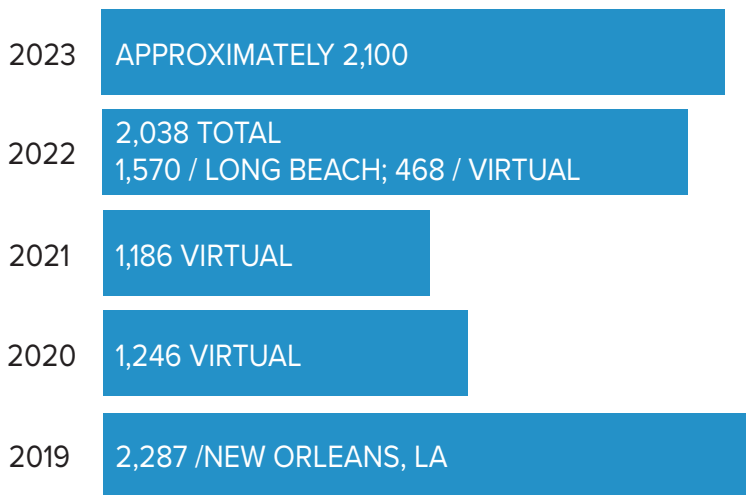
About APNA Annual Conference Attendees

Attendees come to the APNA Annual Conference for comprehensive continuing education that enables them to provide the best possible care to their patients and to 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

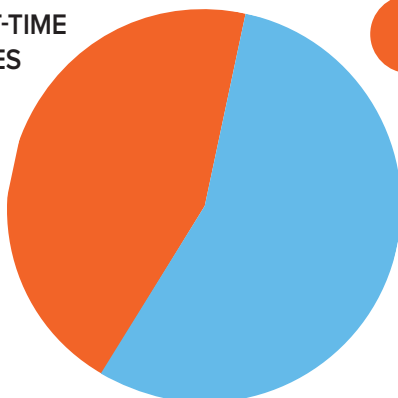


APNA Conference Attendance



Who Are They?

46% FIRST-TIME ATTENDEES



54% RETURNING ATTENDEES



Exhibit Information

Preliminary Schedule at a Glance

(Subject to change)

Wednesday, October 9, 2024

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

Thursday, October 10, 2024

| | |
|-------------------|--------------------|
| 8:00am - 1:30pm | Exhibits Setup |
| 9:00am - 10:00am | Keynote |
| 10:15am - 12:00pm | Sessions |
| 1:30pm - 5:00pm | Exhibit Hall Open* |
| 3:30pm - 6:15pm | Sessions |

Friday, October 11, 2024

| | |
|-------------------|--------------------|
| 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 12, 2024

| | |
|-----------------|----------|
| 8:00am - 2:30pm | Sessions |
|-----------------|----------|

*Approximately 2 hours unopposed during these time blocks.

Exhibitor Benefits

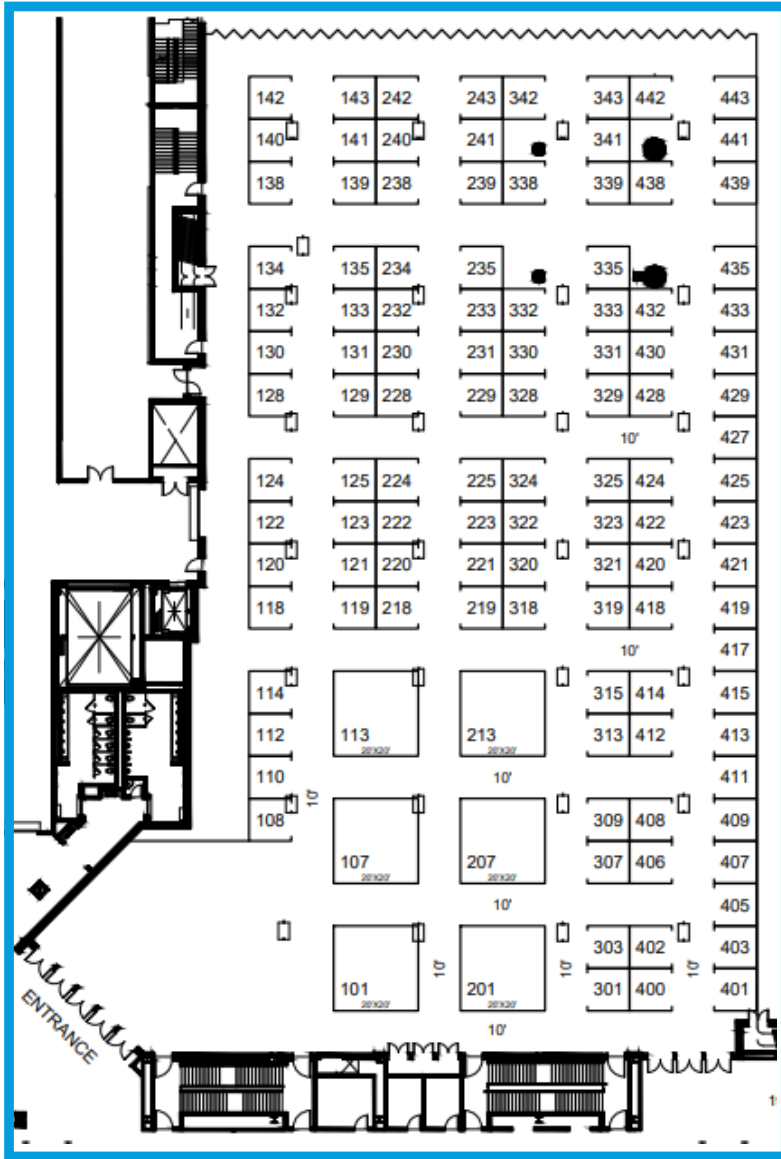
- Connect with more than 1,800 mental health professionals
- 6.5 total exhibit hall hours (4 of which are unopposed)
- Company information in program materials
- Visibility on the conference site
- High attendee-to-exhibitor ratio

Hotel & Room Rate Information

Hotel Price Range: \$195 - \$279 plus tax for single or double occupancy



*“We are happy to be a part of such an excellent APNA conference”
— Previous Conference Exhibitor*



Rental Rates Include:

- 8' back drape and 3' side drape
- 7"x44" ID sign (with company name and booth number)
- Company information in program materials
- Conference attendee list
- Aisle carpeting in the exhibit hall
- Up to 3 exhibitor badges per 10'x10' space (\$250 per additional badge)

Items Not Included in the Exhibit Fee:

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

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

APNA Exhibit Hall

Exhibit Booth Rental Rates

| BOOTH SIZE | For-Profit | Not-For-Profit** |
|----------------|------------|------------------|
| 10'x10' Inline | \$2,100 | \$1,650 |
| 10'x10' Corner | \$2,250 | \$1,800 |
| 10'x20' Inline | \$4,250 | |
| 10'x30' Inline | \$5,900 | |
| 20'x20' Island | \$10,500 | |
| 20'x30' Island | \$16,275 | |
| 30'x30' Island | \$24,250 | |

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.

**Customize a sponsorship
for your company's goals and
budget! Contact Elsa Cannon at
ecannon@apna.org
or 571-533-1741**

Conference Marketing Opportunities

Gain exposure and establish your organization as a leader in the field at the APNA Annual Conference.

FEATURED SPONSORSHIPS

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

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.

\$9,000

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.

\$15,000

Personal Device Charging Center

Display your company's logo and/or video to 1,800+ attendees at this networking hub which is centrally located in a high traffic area.

\$15,000

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 day. Includes three complimentary one-day registrations for the day of your sponsorship and a full-page advertisement in the program book.

\$20,000

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



SPONSORSHIPS

Commercial Poster

Commercial posters are an opportunity to showcase your newest research findings. Available to exhibiting companies only, poster printing is the responsibility of the sponsor. Commercial posters are no longer submitted via the annual conference abstract submission process. Contact Elsa Cannon at ecannon@apna.org.

\$2,250

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

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

Tote Bag Insert

Distribute marketing materials to attendees by inserting a flyer in the official conference tote bags. Available to exhibiting companies only and must be reviewed and approved by APNA leadership. Pocket inserts are considered two pages.

\$1,200 for one page; \$1,700 for two pages

**Customize a sponsorship for your company's goals and budget!
Contact Elsa Cannon at ecannon@apna.org or 571-533-1741**

ADVERTISING

Awards Booklet

Sponsor the awards booklet with an exclusive advertisement distributed to all conference attendees at the opening program. Includes back cover full page 4-color ad.

\$5,000

Conference Program Advertisement

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

\$2,000 one page, 4-color ad (additional sizes available)

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

Product Theaters

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

For information, contact Elsa Cannon at ecannon@apna.org or 571-533-1741

Exhibit Space Application & Contract

Booth Number Request:

| | | |
|-------------|-------------|-------------|
| 1st Choice: | 2nd Choice: | 3rd Choice: |
| 4th Choice: | 5th Choice: | 6th 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.

Standard Rates

| | |
|----------------------|----------|
| 10'x10' Inline | \$2,100 |
| 10'x10' Corner | \$2,250 |
| 10'x20' Inline | \$4,250 |
| 10'x30' Inline | \$5,900 |
| 20'x20' Island | \$10,500 |
| 20'x30' Island | \$16,500 |
| 30'x30' Island | \$24,250 |

Not-For-Profit Rates*

| | |
|----------------------|---------|
| 10'x10' Inline | \$1,650 |
| 10'x10' Corner | \$1,800 |

* Tax ID Number and tax exemption status required.

Exhibitor Benefits

- Connect with mental health professionals
- Company information in program materials
- Exhibitor list on conference site
- 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
- 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 kit for these services approximately two months prior to the conference.

Agreement to Conditions:

1. All applications will be reviewed by APNA to determine eligibility.
2. Each exhibitor, for himself and any personnel staffing the exhibit, agrees to abide by the Exhibit Space Rules and Regulations (attached), and terms of the APNA Sponsor Rules & Regulations (apna.org/events/exhibits/rules-and-regulations), it being understood and agreed that the sole control of the exhibit area rests with APNA.

Please send a 50-word company description with this contract to ecannon@apna.org. Descriptions over 50 words will not be accepted.

COMPANY INFORMATION

Company Type: Equipment Nursing Service Pharmaceutical Publisher Recruiter Skincare/Cosmetics Other: _____

Company Name (as it should appear in the exhibitor list and promotional materials)

| | | | |
|---------|------|-------|----------|
| 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 |
|-----------------|----------------|

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. Complete and return your Application/Contract, including your 1st-6th space preferences and full payment as soon as possible. Please note that APNA is unable to accept purchase orders for exhibit space or marketing opportunities.

It is not always possible to assign preferred booth locations. Best efforts will be made by APNA to assign booths in the requested area. Booth assignment made by APNA will be considered accepted unless rejected within 14 days of receipt of notification.

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 will 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 confirmed 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 10, 2024.

7. Any products to be sold must be pre-approved by APNA 30 days prior to the conference. Company will be responsible for any local tax requirements. 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 2, 2024.

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 pre-

sent 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. Insurance and liability are the full and sole responsibility of the exhibitor. It is the responsibility of the exhibiting company to be compliant with the rules and regulations of the exhibit facility (convention center, hotel, etc.).

14. This contract shall not constitute or be considered a partnership, joint venture, or agency between APNA and the exhibitor. Neither the acceptance of a registration nor the existence of an exhibit shall imply an endorsement by APNA of the exhibiting company.

15. Each exhibitor agrees to protect, save, and hold APNA, Disney's Coronado Springs Resort and APNA's General Service Contractor, as well as all these entities' owners, agents, contractors and employees (hereinafter collectively called Indemnitities) 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 indemnitities 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 product 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.



American Psychiatric Nurses Association
3141 Fairview Park Drive
Suite 625
Falls Church, VA 22042

*Sign up to exhibit at the
APNA 38th Annual
Conference today!*

2 Easy Ways to Sign Up:

1. REGISTER ONLINE

Please visit www.apna.org/industry-opportunities and click on "Purchase Booth." Follow the instructions and use the exhibit hall floor plan to select your booth space preference.

2. REGISTER BY EMAIL OR MAIL

Email a copy of the completed exhibit contract with payment to ecannon@apna.org or mail to: APNA, PO Box 70525, Philadelphia, PA 19176-9943

