

23rd
Annual

NPWH Premier
Women's Healthcare
Conference

Virtual Event

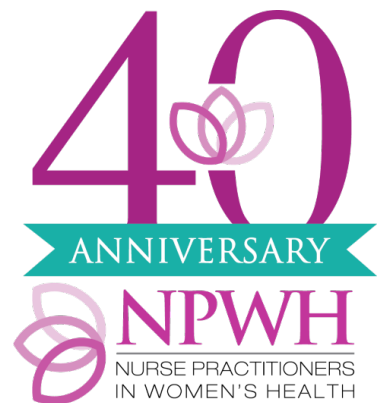


October 15-18, 2020

EXHIBITOR AND SPONSOR PROSPECTUS



2020
INTERNATIONAL YEAR
OF THE NURSE AND
THE MIDWIFE





Dear Prospective Exhibitor or Sponsor,

The National Association of Nurse Practitioners in Women's Health (NPWH) is pleased to announce the 23rd Annual *Premier* Women's Healthcare Conference. Due to the COVID-19 pandemic, we have moved to a fully virtual model.

This is new ground for NPWH as with most associations who have made the decision to move their meetings virtually. As an exhibitor or sponsor of the NPWH 23rd Annual Conference, you will have the opportunity to connect with a network of more than 700 women's health nurse practitioners and other women's health clinicians practicing in a wide variety of settings across the country. This year NPWH will be celebrating our 40th anniversary & 2020 The Year of The Nurse!

The 2020 Annual Meeting capitalizes on strategies that span across NPWH's network enhancing exposure, reach and brand. The virtual meeting will offer continued exposure over six months as access to the exhibit hall information will continue to be available after the live meeting. In addition, all sessions (including branded slides) will be made available for purchase to WHNPs after the meeting.

The NPWH 23rd Annual *Premier* Women's Healthcare Conference will ensure your success in reaching key women's healthcare professionals. Your company's participation will also help to ensure the Conference's overall success and keep our attendees current with the newest science and products for delivering the highest-quality women's healthcare. We are looking forward to working with you!

With kind regards,

Sincerely,

A handwritten signature in black ink that reads 'Heather L. Maurer'.

Heather L. Maurer
Chief Executive Officer

A handwritten signature in black ink that reads 'Jacki L. Witt'.

Jacki Witt
Co-Chair, Planning Committee

A handwritten signature in black ink that reads 'Caroline Hewitt'.

Caroline Hewitt
Co-Chair, Planning Committee

NATIONAL ASSOCIATION OF NURSE PRACTITIONERS IN WOMEN'S HEALTH

505 C Street, NE ■ Washington, DC 20002 ■ 202-543-9693 ■ www.npwh.org

SPONSORSHIP and EXHIBITOR OPPORTUNITIES

VIRTUAL EXHIBIT SPACE-DIGITAL BOOTHS: \$1,800

NPWH has the opportunity to offer exhibitors this year a virtual platform. The exhibit portal will allow your organization to showcase PDF documents and infographics as well as interact with the attendees visiting your booth. Attendees will be able to search by name, product or topic. The backend data capture will allow NPWH to follow up with you immediately after the event and provide you with lead information.

This opportunity capitalizes on strategies that enhance exposure, branding and reach.

- Real-time chat with attendees as they visit your booth
- The ability to upload images, documents, catalogs, demos and videos to your booth
- Custom background image for your booth to make unique use of space
- Access to on-demand analytics and reporting
- Targeted outreach to a segmented database of 21,000 WHNPs, NPs and CNMs
- Email newsletter branding (6x)
- Event themed marketing
- SEO/SEM and Social Media
- Digital Program Guide
- Site advertising and thought leadership

ATTENDEE WELCOME BOX: \$2,500 (multi-sponsor opportunity)

Limited to 20 companies. This is the most direct method to reach our attendees. Each company will have an opportunity to have their promotional materials included in a welcome box which will be shipped to their home two weeks prior to the event. You may include a product sample or give away item and a 1 page infographic. Ideas include logoed face masks, hand sanitizer, small product sample, logoed lip balm, etc. All items must be supplied to NPWH by August 15.

VIRTUAL PRODUCT THEATRE: \$20,000 (multi-sponsor opportunity)

A forum for companies to interact with attendees in an intimate theater setting. This year these will be virtual. Product Theaters provide an opportunity to gather and discuss issues on patient education and therapeutic areas, demonstrate new and existing products and provide up-to-date research findings.

INFOMERCIAL: \$3,500 (multi-sponsor opportunity)

30 second commercial about your company or product which will be aired between sessions of the virtual conference. You will be responsible for providing the commercial and we will air it to all of the viewers.

WAITING ROOM SLIDE: \$2,000 (can be multiple slides per page, with no competitors)

A slide is a PDF ad that will be flashed between sessions on the break. It is a great and direct way to reach your audience and highlight your company or product.

PREMIER POSITION SLIDE: \$3,500

A premier slide is positioned during high trafficked sessions including Preconference sessions.

BANNER ADVERTISEMENT:

NPWH NEWSLETTER: \$1,000

Reaches on average 25,000 nurse practitioners with an average open rate of 41% (20% higher than the industry average).

WEEKLY E-NEWS BRIEF: Reaches on average 16,000 women's health nurse practitioners and nurse practitioners. Weekly Newsletter. Contact us for rates.

DAILY CONFERENCE BRIEF: Daily email sent during the conference to all attendees summarizing conference highlights. Also includes pre- and post-conference emails. Contact us for rates.

SPONSORSHIP OPPORTUNITIES:

Sponsorship benefits both the sponsor and NPWH. For the sponsor, special recognition will be included in the Conference Guide, as well as the benefits listed below each sponsorship opportunity. Sponsorship is an opportunity for a sponsor to gain added visibility at the Conference. For NPWH, it helps to defray the costs of the Annual Conference so that we can encourage higher attendance with lower registration fees. Multi-sponsored opportunities are available where indicated.

SPONSORSHIP OF PRE-CONFERENCE: \$12,500 (two opportunities)

Thursday, October 15, 2020

Session topics include:

- Genetics
- LGBTQ Healthcare

Sponsor will receive two pre and two post e-mail blasts to all attendees, a slide prior and post to the session, an ad in the NPWH Newsletter, and special recognition in the Conference Program.

NPWH STUDENT LEADERSHIP PROGRAM: \$25,000 (multi-sponsor opportunity)

This sponsorship opportunity allows 10 WHNP graduate students from across the country to attend the Conference. This opportunity provides networking opportunities among mentors and peers and requires the Student Leaders to attend all Conference sessions and to post daily Conference reports on social media. Special recognition in the Conference Guide.

SPONSORSHIP OF LIVE PLENARY SESSION: \$10,000 – (five opportunities)

Topics include:

- Gyn Oncology
- ASCCP Update
- Cardiovascular Disease in Women
- FASD – Mother's Story/Experience

Sponsor will receive two pre and two post e-mail blasts to all attendees, a slide prior and post to the session, an ad in the NPWH Newsletter, and special recognition in the Conference Program.

SPONSORSHIP OF EDUCATIONAL SESSION: \$4,500

Breakout sessions and workshops are also available to sponsor.

Sponsor will receive a pre conference e-mail blast, a slide prior and post to the session, and special recognition in the Conference Guide.

SPONSOR BANNER ADS ON VIRTUAL PLATFORM: \$2,000 (multi-sponsor opportunity)

Sponsors have the opportunity to embed a banner advertisement onto the web page of the conference's virtual platform. It is intended to attract traffic to a website by linking to the website of the advertiser.

BRANDING OPPORTUNITIES are numerous, please call for information.

CUSTOMIZE YOUR SPONSORSHIP!

NPWH will work with you to create a sponsorship or sponsorship package that best meets your company's needs. Our goal is to help you showcase your innovative products and services to our Conference attendees. Stand out as an outstanding supporter of women's health! To discuss options for a customized sponsorship, contact **Rhonda Guthoff**, 914-734-1269.

ADVERTISE IN THE NPWH 23rd ANNUAL CONFERENCE GUIDE

For three consecutive days, and each day, the conference guide will be emailed to all registrants and you will have an opportunity to convey your message to women's health nurse practitioners and nurse practitioners with a focus in women's health.

- Highlight your virtual exhibit at the Conference
- Promote any special programs you are sponsoring
- Invite attendees to stop by your booth
- Promote any special drawings, giveaways, or sponsorships

ADVERTISING RATES

Black and White (1 page)	\$650
Black and White (1/2 page horizontal)	\$400
Black and White (1/4 page)	\$250
2-color (in addition to above rates)*	\$345
4-color (in addition to above rates)*	\$850

Black and White

Black and White (1 page)

Live area: 7 1/2" by 10", Trim: 8" x 10 1/2", Supplied Bleed: 8 1/4" x 10 x 3/4"

Black and White (1/2 page horizontal)

Live area: 7 1/2" x 4 1/2", Trim: 8" x 5", Supplied Bleed: 8 1/4" x 5 1/4"

Black and White (1/3 square)

Live area: 4 3/4 x 4 5/8", Trim: 5" x 4 7/8", Supplied Bleed: 5 1/4" x 5 1/4"

*Bleed – Provide for 1/4 inch bleeds on PDF-formatted ads. You may select the "X1a, High-Quality or High Resolution" quality option from the Quality drop-down menu when you save the PDF. If supplying native files, please be sure to use the "package file" option in InDesign and the "Collect for output" option in Quark. In any event, all fonts and graphics must be included and sent with the native page-layout files. Acceptable file formats are EPS, Tiff, Quark, InDesign, and PDFs as described above. Ads are due by September 10, 2020 and should be emailed to info@npwh.org

EXHIBITOR APPLICATION FOR EXHIBIT SPACE AND SPONSORSHIP

Please mark the appropriate box:

- Virtual Exhibitor Fee..... \$ 1,800
- Attendee Welcome Box..... \$ 2,500
- Virtual Product Theatre.....\$20,000
- Infomercial.....\$ 3,500
- Waiting Room Slide.....\$ 2,000
- Premier Position Slide.....\$ 3,500
- NPWH Student Leadership Program (Year-long Sponsorship).....\$25,000
- Banner Advertisement: NPWH Newsletter.....\$ 1,000
- Banner Advertisement: Weekly E-News Brief or Conference Daily Brief
(Please inquire email hmaurer@npwh.org)

SPONSORSHIP OF PRE-CONFERENCE: \$12,500 (Two Opportunities)

- Genetics\$12,500
- LGBTQ Healthcare.....\$12,500

Please Print

- Company Name: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____
Email Address: _____
Products/Services: _____

FOR VIRTUAL EXHIBITORS:

- Number of Booths: _____
Please list any exhibitors you prefer not to be near: _____
- Company description (75 word limit. Please fill out or email to jknnox@npwh.org)

- NPWH shall not be held liable or responsible for, and shall be saved and held harmless by exhibitors, from and against any and all claims and damages or every kind arising out of or attributed, directly or indirectly, to the materials and services furnished by, and the operations or performances of the National Association of Nurse Practitioners in Women's Health Conference, to be held October 15 – 18, 2020 in a virtual meeting.
- The exhibitor agrees to abide by all exhibitors' terms, conditions, and regulations set forth in the Exhibit Policies.

SPONSORSHIP OF PLENARY (Five Opportunities)

- Gyn Oncology.....\$10,000
- ASCCP Update.....\$10,000
- Cardiovascular Disease in Women.....\$10,000
- FASD – Mother's Story/Experience.....\$10,000

SPONSORSHIP OF AN EDUCATIONAL SESSION.....\$ 4,500

Session sponsored: _____

CONFERENCE GUIDE ADVERTISING FEES:

- Black and White (Full page).....\$ 650
- Black and White (1/2 page).....\$ 400
- Black and White (1/4 page).....\$ 250
- 2-color (in addition to above rates).....\$ 345
- 4-color (in addition to above rates).....\$850

Make checks payable to NPWH CONFERENCE or complete credit card information and return signed contract to: **NPWH Conference**, 505 C Street, NE, Washington, DC 20002 or fax to 202-543-9858.

Payment Type:

Check # _____

Credit Card (please circle one) MasterCard Visa Discover

Name on Credit Card: _____

Credit Card Number: _____

Exp Date _____ CCV Code _____

Cardholder Signature: _____

Cardholder Phone#: _____

Total amount to be charged: \$ _____

Email address for credit card receipt: _____

For additional information on advertising, sponsorship opportunities, and exhibitor information, please contact Rhonda Guthoff, RSG Consulting, at rguthoff@aol.com or 914-734-1269.