23rd Annual NPWH Premier Women’s Healthcare Conference

Virtual Event

October 15-18, 2020

EXHIBITOR AND SPONSOR PROSPECTUS
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,

Heather L. Maurer
Chief Executive Officer
Jacki Witt
Co-Chair, Planning Committee
Caroline Hewitt
Co-Chair, Planning Committee
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 page infographic. Ideas include a 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: $1000
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
- 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.

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.

ADVERTISING RATES

<table>
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<th>Type</th>
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<tr>
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<td>$3,500</td>
</tr>
<tr>
<td>Black and White (1 page)</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

- 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

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 page)
Live area: 4 3/4” x 4 1/8”, Trim: 5” x 4 1/8”, Supplied Bleed: 5 1/4” x 5 1/4”

* Bleed – Provide for 1/4 inch bleed on PDF-formatted ads. You may select the “Xtra, 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

1. Company Name:
   ____________________________________________________________________________
   Please Print

   Contact Person: ...................................................................................................................
   ____________________________________________________________
   Address: ............................................................................................................................
   City: __________________________ State: __________ Zip: ________________
   Telephone: __________________ Fax: __________________
   Email Address: ...................................................................................................................
   Products/Services: ..............................................................................................................

2. Number of Booths ___________
   Please list any exhibitors you prefer not to be near: ______________________________________

3. Company description (75 word limit. Please fill out or email to jknoxt@npwh.org)
   __________________________________________________________________________________

4. 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.

5. 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
- LGBTQ Healthcare ......................................................... $5,000

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.