EXHIBITOR & SPONSOR PROSPECTUS

24TH ANNUAL NPWH PREMIER WOMEN'S HEALTHCARE CONFERENCE
October 13th - 16th, 2021

NPWH.ORG
Dear Prospective Exhibitor or Sponsor,

The National Association of Nurse Practitioners in Women’s Health (NPWH) is pleased to announce the 24th Annual Premier Women’s Healthcare Conference.

In the past year, every WHNP, regardless of their practice arena, has transformed in some way. Providers have become proficient in telehealth, educators have enhanced student learning through virtual teaching, and we’ve all learned to stay connected through various online platforms. We have all grown in our ability to meet the needs of the populations we serve. In recognition of these accomplishments and with the aim of supporting continued growth, our theme for this year’s conference is Challenge, Transform, Thrive.

This year’s conference objectives are:

- Apply new knowledge to advance clinical practice in meeting the complex healthcare needs of patients.
- Utilize current evidence in the provision of primary, preventative, and reproductive healthcare across a woman’s lifespan.
- Promote equity in women’s health through practice and policy strategies focused on diversity and inclusivity.

This year’s conference will be held virtually using the CVENT technology platform. Their Virtual Attendee Hub offers the educational sessions and the virtual exhibit hall in one convenient platform, creating an enhanced environment for attendees, exhibitors, and sponsors. As an exhibitor or sponsor of the NPWH 24th Annual Conference, you will have the opportunity to connect with a network of more than 900 women’s health nurse practitioners and other women’s health clinicians practicing in a wide variety of settings across the country.

The NPWH 24th 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,

Heather L. Maurer, CAE, MA
Chief Executive Officer

Ginny Moore, DNP, WHNP-BC
Chair, Conference Planning Committee

Shelagh Larson, APRN, DNP, NCMP, WHNP-BC
Co-Chair, Conference Planning Committee
OPPORTUNITIES

Virtual Exhibitor Booths
Standard Booth ......................................... $1,500
Standard Booth + Video Chat .................. $2,000
Nonprofit Booth ..................................... $500
Nonprofit Booth + Video Chat ............. $750

Packages
Title Sponsor ............................................ $45,000
Premium Sponsor .................................... $30,000
Elite Sponsor ........................................... $7,500

Other Options
Attendee Welcome Box ......................... $3,500
Virtual Attendee "Bag" Insert ............... $600
Virtual Coffee Break ............................. $10,000

Educational Support
Opportunities to support our educational sessions are available. Please contact Heather Maurer to discuss. HMaurer@npwh.org

By the Numbers
2020 Virtual Conference

Over 900 providers registered
98% of attendees would recommend the conference to others

Attendee Credentials

100% of attendees agreed what they learned at this conference will impact their practice

Over \( \frac{2}{3} \) of attendees visited all 23 booths in the virtual exhibit hall
**OPPORTUNITIES**

**Virtual Exhibitor Booths**

- One exhibit booth with 2 exhibitor registrations
- Ability to embed company logo, links, and documents, upload promo video
- Additional Video Chat is a virtual meeting room where attendees may request appointments

**Packages**

**Title Sponsor (1 available)**

- Corporate logo on conference splash page (exclusive)
- Virtual Product Theatre ($15,000 value) *Scheduling priority based on receipt of applications*
- Exclusive opportunity to survey attendees, NPWH to provide survey results (0 value)
- Virtual exhibition & video chat ($2,000 value) with acknowledgement as Title Sponsor in the booth 
  - Booth includes a virtual meeting room where attendees may request appointments
  - Ability to schedule 1:1 appointments with attendees outside of the exhibit hall
  - Free registration to attend Conference
  - Full page ad in the program
  - Sponsored social media post two weeks before/after conference created by NPWH
  - Acknowledgement as Title sponsor in all conference promotional and wrap-up emails including program guide
  - Acknowledgement as Title sponsor by name by CEO in opening welcome video
  - Acknowledgement as Title Sponsor with logo on conference landing page on NPWH website

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Booth</td>
<td>$1,500</td>
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</tbody>
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**SOLD OUT**
OPPORTUNITIES

Premium Sponsor (5 available) $30,000

- Virtual Product Theatre ($15,000 value) *Scheduling availability based on receipt of applications
- 1 Ad Push Notification on event platform
- Virtual exhibit booth w/video chat ($2,000 value), with acknowledgement as Premium Sponsor in the booth listing
  - Booth includes a virtual meeting room where attendees may request appointments
  - Ability to request 1-on-1 appointments with attendees outside of the exhibit booth
- 2 free registrations to attend Conference
- Acknowledgement as Premium Sponsor by name by CEO in opening welcome video
- Acknowledgement as Premium Sponsor in all conference promotional and wrap-up emails
- Acknowledgement as Premium Sponsor with logo on conference landing page on NPWH website

Elite Sponsor (4 available) $7,500

- Virtual exhibit booth w/video chat ($2,000 value), with acknowledgement as Elite Sponsor in the booth listing
  - Booth includes a virtual meeting room where attendees may request appointments
  - Ability to request 1-on-1 appointments with attendees outside of the exhibit booth
- 1 free registration to attend Conference
- Acknowledgement as Elite Sponsor with logo on conference landing page on NPWH website
Other Options

**Attendee Welcome Box**  
$3,500

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 attendee homes two weeks prior to the event. You may include a product sample or give away item and a 1 page informational handout. Ideas include logoed face masks, hand sanitizer, small product sample, logoed lip balm, etc. *All items must be supplied to NPWH by August 15th.*

DEADLINE EXTENDED! August 31!

**Virtual Attendee "Bag" Insert**  
$600

The virtual attendee bag will be emailed to all registrants and made available on the NPWH.org website. The virtual attendee bag will contain a PDF of the Conference Program Guide and materials from sponsors. *Files must be provided to NPWH by October 1.*

**Virtual Coffee Break (4 available)**  
$10,000

Fuel our conference and treat our attendees to a virtual coffee break! Attendees will receive an email with $5 gift credit. The email will include a message thanking the sponsoring company. Logo and link to company page of choice included.
**ADVERTISING**

**Four Banner Ads in the NPWH Event Newsletter**  
$5,500  
Reach over 30,000 contacts with your banner ad included in four (4) preconference newsletters. Newsletters specifically geared toward marketing this conference and you may link this to the page of your choice. Banner ad supplied by buyer.

**Four Video Ads in the NPWH Newsletters**  
$10,000  
A pre-recorded video file of 30 to 60 seconds will reach 30,000 contacts and be included in four (4) newsletter announcements preconference. Video supplied by buyer.

**Waiting Room Slide**  
$2,500  
Reach all attendees during the conference with a slide ad that will be flashed between educational sessions during the break. Does not include hyperlinks or video. Format is a PowerPoint slide.

**Advertise in the Conference Program Guide**  
The conference guide will be emailed to all attendees prior to the event and hyperlinked on the conference event page during the event for additional download. All conference sponsors/grantors will be acknowledged in the conference guide.

**Color (1 page) $1,500**  
Live area: 8 ½" by 11"

**Color (½ page horizontal) $1,200**  
Live area 8 ½" by 5 ½"

**Color (¼ page square) $1,000**  
Live area 4 ¼" x 5 ½"

Acceptable file formats are PDF, PNG, or JPEG. All fonts, graphics, and any hyperlinks must be included. Ads are due by August 31, 2021 and should be emailed to info@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 Annual Conference, to be held October 13 – 16, 2021 in a virtual meeting.

All exhibits shall serve the interests of NPWH Conference attendees. NPWH reserves the right to require the immediate withdrawal of any exhibit that the Association believes to be injurious to its purpose.

The supporter agrees to abide by all terms, conditions, and regulations set forth in the supporter policies, above and on the application page.
APPLICATION

Email completed form to cwiley@npwh.org

☐ Standard Booth ..................................................$1,500
☐ Standard Booth + Video Chat ...............................$2,000
☐ Nonprofit Booth .................................................$500
☐ Nonprofit Booth + Video Chat .............................$750
☐ Title Sponsor ......................................................$45,000
   Product Theater Time Preference:
   □ Evening 12th □ Morning 14th □ Evening 14th
   □ Evening 14th □ Mid-Day 15th
   □ Mid-Day 15th □ Evening 15th
☐ Premium Sponsor ..............................................$30,000
   Product Theater Time Preference:
   □ Evening 13th □ Morning 14th □ Evening 14th
   □ Evening 14th □ Mid-Day 15th
   □ Mid-Day 15th □ Evening 15th
☐ Elite Sponsor .....................................................$7,500
☐ Welcome Box ....................................................$3,500
☐ Virtual Attendee Bag .........................................$600
☐ Coffee Break ....................................................$10,000

Company Name:__________________________________________
Contact Person:____________________________________________
Address:_________________________________________________
City:_________ State:_____ Zip:________
Telephone:________________________________________________
Fax:______________________________________________________
Email:____________________________________________________

Products/Services:

Company Description (75 word limit):

Payment Options
NPWH will email the invoice to
(email):________________________________________

1. Wire/transfer or direct deposit information will be provided on invoice
2. Check payable to NPWH can be mailed to:
   NPWH
   PO Box 15837
   Washington, DC 20003

3. Credit cards accepted for total sales of $10,000 or less. Contact Carol Wiley at cwiley@npwh.org for details.

Rate and Payments: Payments in the form of a company check or credit card (MasterCard, VISA, or Discover) are due upon submission of application.

Sponsorships are non-refundable.

Booth Cancellation Policy: Cancellations requested in writing will receive a refund, minus $500, if notice is given prior to September 1, 2021.
One Time Credit Card Payment Authorization Form

Sign and complete this form to authorize NPWH to make a one time debit to your credit card listed below. *Please note credit cards are only accepted for orders $10,000 or less.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I ________________________ authorize NPWH to charge my credit card account indicated below for ___________ on or after ______________. This payment is for ________________.

(amount) (date)

(description of goods/services) NPWH Invoice Number (if applicable)

Credit Card Information:

Account Type: [ ] Visa [ ] MasterCard [ ] Discover

Cardholder Name

Billing Address

Billing City, State, Zip

Billing Phone Number

Credit Card Number

Expiration Date

CVV Number

Email for receipt

SIGNATURE ____________________________ DATE __________________

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.