19th Annual NPWH Premier Women’s Healthcare Conference

New Orleans

EXHIBITOR PROSPECTUS

September 28 - October 1, 2016
The Sheraton New Orleans Hotel
Dear Prospective Exhibitor,

The National Association of Nurse Practitioners in Women’s Health (NPWH) is pleased to announce the 19th Annual Premier Women’s Healthcare Conference. The conference will be held from September 28 – October 1, 2016 at The Sheraton New Orleans Hotel in vibrant New Orleans, Louisiana. The NPWH 19th Annual Conference will give you the opportunity to connect with a network of more than 600 nurse practitioners and other clinicians practicing in a wide variety of settings across the country.

Our participants are highly motivated and demonstrate a particular interest in products and services for women. The NPWH Conference provides exhibitors with the widest possible exposure to nurse practitioners and other women’s health focused advanced practice registered nurses, who are pivotal links to women, educators, staff, and the general health care community. Our participants not only attend our conference and exhibits for themselves, they also bring back information to exchange with others in their practice and/or university settings. We often hear exhibitors comment on the unprecedented enthusiasm of our participants to learn about their products and services.

You cannot afford to miss the opportunity to introduce your company, product, and/or service to this highly professional group of eager attendees. Session breaks, breakfasts, and lunches are held within the exhibit area to give exhibitors maximum exposure to conference attendees.

Your company’s participation not only helps to ensure our success and the ability of our participants to provide high-quality care, it ensures your success in reaching these key healthcare professionals. We hope you will join us in New Orleans.

Sincerely,

Gay Johnson Carola Bruflat Debra Ilchak
CEO Co-Chair, Planning Committee Co-Chair, Planning Committee
SPONSORSHIP OPPORTUNITIES
Sponsorship is a mutually beneficial experience. For NPWH, it helps to defray some of the Annual Conference costs. For the sponsor, special recognition will be included in the Conference Guide, as well as the benefits listed below each sponsorship opportunity. Multi-sponsored opportunities are available.

SPONSORSHIP OF PRE-CONFERENCE BREAKFAST: $15,000
› Wednesday, September 28, 2016
   Signage and Conference Guide recognition, printed company napkins, complimentary full-page black & white ad in Conference Guide

SPONSORSHIP OF PRE-CONFERENCE LUNCH: $18,000
› Wednesday, September 28, 2016
   Signage and Conference Guide recognition, printed company napkins, complimentary full-page black & white ad in Conference Guide

SPONSORSHIP OF A CONTINENTAL BREAKFAST: $30,000 each (multi-sponsor opportunity)
› Thursday and Friday, September 29 and 30, 2016
   Signage and Conference Guide recognition, printed company napkins, complimentary full-page color ad in Conference Guide

SPONSORSHIP OF A COFFEE BREAK: $10,000
› Thursday, September 29, 2016
   Signage and Conference Guide recognition, printed company napkins, half-page black & white ad in Conference Guide

SPONSORSHIP OF LITE LUNCH: $30,000 (multi-sponsor opportunity)
› Friday, September 30, 2016
   Signage recognition, printed company napkins, complimentary full-page color ad in Conference Guide

SPONSORSHIP OF ADS ON ELEVATOR DOORS: $3,000 per set
Advertise your product/service on a set of elevator doors for optimized reach and visibility. Your ad will be placed on doors for four consecutive days of the conference.

SPONSORSHIP OF A CYBER CAFE: $12,000
Exclusive rights to sponsor a cyber café where attendees can check their emails throughout the conference.
   Signage recognition.

SPONSORSHIP OF LANYARDS: $5,000
Sponsor name printed on lanyards and distributed to all attendees.

ADVERTISE IN THE NPWH 19th ANNUAL CONFERENCE GUIDE
Placing ads for your products/services in the Conference Guide, gives you the opportunity to share your message with each attendee.
› Highlight your 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)............................. $400
Black and White (1/4 page)............................. $250
2-color (in addition to above rates)*................... $345
   (PMS #s must be provided)
4-color (in addition to above rates)*.................... $850
   (CMYK format and a minimum of 300 DPI at size)

*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 August 5, 2016 and should be emailed to Pam Henry, phenry@npwh.org.

EXHIBITOR INFORMATION
INSTALLATION
Wednesday, September 28, 2016 1:00pm-7:00pm

EXHIBIT HOURS
Thursday, September 29, 2016 7:00am-8:00am
11:10am–12:10pm
Friday, September 30, 2016 7:00am-12:00pm

DISMANTLE HOURS
Friday, September 30, 2016 12:00pm-5:00pm

EXHIBIT SPACE AND FEE
Each exhibitor will receive:
› 10’ x 10’ booth space, including 8’ high back wall draperies with 36” side divider
› One 7” x 44” identification sign (contract must be received 30 days before start of conference)
› Three exhibitor identification badges (required for admission to the exhibit hall, charge of $50.00 per additional badge)

The exhibit hall is carpeted.

BOOTH PRICE: $1,500 per 10’ x 10’ booth.

If you are interested in sponsoring any of the above events, advertising in the Conference Guide, or additional opportunities for educational support, please contact Pam Henry at phenry@npwh.org or 202-543-9693 extension 2.
Exhibitor Policies

1. Booth locations will be assigned in the order in which signed contracts and payments are received. Corporate members receive priority booth assignments.

2. **Rate and Payments:** There will be no deposit. Payments in the form of a company check or credit card (MasterCard, VISA, Discover, or American Express) are due by August 19, 2016, so that the Exhibitor’s company name will appear in the Conference Guide.

3. **Cancellation Policy:** No refund will be given for cancellations received after August 19, 2016. Cancellations requested in writing will receive a refund, minus $200, if notice is given prior to August 19, 2016.

4. Installation of exhibits may begin at **1:00 pm** on **Wednesday, September 28, 2016.** Exhibit set up must be completed by **7:00 pm** on **Wednesday, September 28, 2016.**

5. No canvassing or distributing materials outside an exhibitor’s own booth is permitted.

6. 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. All apparatus must conform to the fire regulations of the facility.

7. Subletting, assignment, or apportionment of the whole or any part of the space by an exhibitor is prohibited. No exhibitor may permit any other party to exhibit any goods or services other than those manufactured or handled by the contracting exhibitor in the space, or permit the solicitation of business by others within that space.

8. **Use of Space.** Regardless of the number of Linear Booths utilized, e.g. 10ft by 10ft, or 10ft by 20ft, etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.

9. **Official opening of the exhibits will be at 7:00 am on Thursday, September 29, 2016.**

10. No exhibits may be dismantled before the official closing of the show at **12:00 pm** on **Friday, September 30, 2016.**

11. **Service information:** The official decoration service and drayage contractor is:

    - CSI etc.
    - 4802 West Van Buren Street
    - Phoenix, AZ 85043
    - 800-471-7330

    All services required by exhibitors will be available. All property is to be shipped to and from CSI by each exhibitor. No freight or truck shipment will be accepted by The Sheraton New Orleans Hotel.

12. The Registration Desk will be open for exhibitors to register between **1:00 pm and 7:00 pm** on **Wednesday, September 28, 2016,** in the Napoleon Ballroom.
Exhibitor Application for Exhibit Space and Sponsorship

Please mark the appropriate box:

EXHIBITOR FEES:
- Exhibit (10' x 10').................................................................................................................. $ 1,500

SPONSORSHIP OPPORTUNITIES:
- Sponsorship of Pre-Conference Breakfast................................................................. $15,000
- Sponsorship of Pre-Conference Lunch................................................................. $18,000
- Sponsorship of Thursday Continental Breakfast.............................................. $30,000
- Sponsorship of Friday Continental Breakfast.............................................. $30,000
- Sponsorship of a Coffee Break........................................................................ $10,000
- Sponsorship of Elevator Door Ads ................................................................ $30,000
- Sponsorship of a Cyber Café............................................................................ $12,000
- Sponsorship of Lanyards.................................................................................. $  5,000

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

EXHIBITOR INFORMATION:
INSTALLATION
Wednesday, September 28, 2016 ............................................... 1:00pm-7:00pm

EXHIBITOR HOURS
Thursday, September 29, 2016...................................................... 7:00am-8:00am
11:10am-12:10pm
Friday, September 30, 2016...................................................... 7:00am-12:00pm

DISMANTLE HOURS
Friday, September 30, 2016...................................................... 12:00pm-5:00pm

PLEASE PRINT
1. Company Name:
   ________________________________________________________________
   Contact Person:
   ________________________________________________________________
   Address:
   ________________________________________________________________
   City: __________________ State: __________________
   Zip Code: ________________
   Telephone: ______________ Fax: ______________
   Email Address: ________________________________________________
   Products/Services: ______________________________________________

FOR EXHIBITORS:
2. Space Requirements: Number of Booths: ______________
   Preferred location: (Please choose locations from the floor plan on the back)
   (1)____________ (2)____________ (3)____________
   Please list any exhibitors you prefer not to be near: ____________________________

   Booth locations will be assigned in the order in which signed contracts
   and payments are received. Corporate members receive priority in booth
   assignments.

3. Lettering for two-line standard sign should read:
   Company Name: ________________________________________________
   City and State: ________________________________________________

4. Name(s) to appear on the registration badges:
   (1) ________________________________________________________________
   (2) ________________________________________________________________
   (3) ________________________________________________________________
   There will be a fee of $50.00 for on-site registration for the names of attendees
   not provided in advance.

5. 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
   September 28 - October 1, 2016 at The Sheraton New Orleans Hotel, New
   Orleans, Louisiana.

6. The exhibitor agrees to abide by all exhibitor terms, conditions, and regulations
   set forth in the Exhibit Policies.

Payment Type: Check No.:
Credit Card (please circle one) AMEX MasterCard Visa Discover
Name on Credit Card: ____________________________
Credit Card Number: ____________________________
Expiration Date: ____________________________
Cardholder Signature: ____________________________
Cardholder Phone#: ____________________________

Total amount to be charged: $__________________________

Email address for credit card receipt: ______________________________________

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

For additional information on advertising and sponsorship, please contact
Pam Henry at 202-543-9693, extension 2, or phenry@npwh.org

For additional exhibitor information, please contact
Rhonda Guthoff, RSG Consulting, at rguthoff@aol.com or 914-734-1269
NPWH 2015 Exhibitors

3D Systems, Healthcare Solutions
3RNet
Actavis Pharma, Inc.
Affiliates Risk Management Services, Inc
ASCCP
Ascend Therapeutics
Avion Pharmaceuticals
Bayer HealthCare
Beyond the Pill, UCSF Bixby Center for Global Reproductive Health
Calmoseptine, Inc
Cord Blood Registry®
Duchesnay USA
Duke University School of Nursing
ellura
Exeltis USA, Inc.
FDA, Office of Women’s Health
HealthCom Media
Hologic
HPSRx Enterprises, Inc.
Laclede, Inc.
Lumara Health
Medicines360
Merk & Company
Mission Pharmacal
Myriad Genetic Laboratories
Natera
National Headache Foundation
Noven Pharmaceuticals
Otosim Inc.
Otto Trading, Inc.
Palatin Technologies, Inc.
Pharmavite
Preeclampsia Foundation
Prestige Brands
Quest Diagnostics
Roche Diagnostics
TEVA Women’s Health
University of Utah
Vanderbilt University School of Nursing
VitaMedMD
Women’s International Pharmacy

Sheraton New Orleans
Napoleon Ballroom

407 406 405 404 403 402 401 400

322 223 222 123
320 221 220 121
318 219 218 119
316 217 216 117
314 215 214 115
312 213 212 113
310 211 210 111

306 207 206 107
304 205 204 105
302 203 202 103
300 201 200 101

ENTRANCE