NPWH Exhibitor Prospectus

18th Annual NPWH Premier Women’s Healthcare Conference

October 14-17, 2015
The Grand America Hotel
Salt Lake City, Utah

Celebrating Our 35th Anniversary!

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

The National Association of Nurse Practitioners in Women’s Health (NPWH) is pleased to announce the 18th Annual Premier Women’s Healthcare Conference. The conference will be held from October 14-17, 2015, at The Grand America Hotel in beautiful Salt Lake City, Utah. The NPWH 18th 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/university. 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, products, or services, 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.

Additionally, we are celebrating our 35th anniversary during the conference, and we would like to invite you to join us for an anniversary reception on Thursday, October 15, 2015. We look forward to celebrating 35 years of being the leading association for women’s health clinicians with you.

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 Salt Lake City.

Sincerely,

Gay Johnson
CEO

Michelle Schramm, MSN, WHNP-BC
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 THE NPWH 35th ANNIVERSARY RECEPTION: $30,000
(multi-sponsor opportunity)
> Thursday, October 15, 2015
Signage recognition, printed company napkins, complimentary one-page black and white ad in Conference Guide

SPONSORSHIP OF PRE-CONFERENCE BREAKFAST: $10,000
(multi-sponsor opportunity)
> Wednesday, October 14, 2015
Signage and Conference Guide recognition, printed company napkins

SPONSORSHIP OF PRE-CONFERENCE LUNCH: $15,000
(multi-sponsor opportunity)
> Wednesday, October 14, 2015
Signage and Conference Guide recognition, printed company napkins

SPONSORSHIP OF A CONTINENTAL BREAKFAST: $20,000 each (multi-sponsor opportunity)
> Thursday and Friday, October 15 and 16, 2015
Signage and Conference Guide recognition, printed company napkins, complimentary half-page black and white ad in Conference Guide

SPONSORSHIP OF LITE LUNCH: $30,000
(multi-sponsor opportunity)
> Friday, October 16, 2015
Signage recognition, printed company napkins, complimentary one-page black and white ad in Conference Guide

SPONSORSHIP OF A COFFEE BREAK: $4,000
> Thursday, October 15, 2015
Signage and Conference Guide recognition, printed company napkins

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

SPONSORSHIP OF LANYARDS: $5,000
Sponsor name imprinted on lanyards to be distributed to all attendees

If you are interested in sponsoring any of the above events, in placing an ad in the Conference Guide, or in other opportunities for educational support, please contact Pam Henry at phenry@npwh.org or 202-543-9693 x2.

ADVERTISE IN THE NPWH 18th ANNUAL CONFERENCE GUIDE

For four consecutive days, you will have an opportunity to convey your message to nurse practitioners with a focus in women’s health.

> 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 26, 2015 and should be emailed to Pam Henry, phenry@npwh.org.

EXHIBITOR INFORMATION

INSTALLATION
Wednesday, October 14, 2015 1:00pm-7:00pm

EXHIBIT HOURS
Thursday, October 15, 2015 7:00am-8:00am
11:10am–12:10pm
5:40pm–6:45pm
Friday, October 16, 2015 7:00am-12:00pm

DISMANTLE HOURS
Friday, October 16, 2015 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: $1,400 per 10’ x 10’ booth.

For additional exhibitor information or questions pertaining to exhibiting, please contact Rhonda S. Guthoff, RSG Consulting, Inc. at 914-734-1269 or by email at rguthoff@aol.com.
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 26, 2015**, 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 26, 2015**. Cancellations requested in writing will receive a refund, minus $200, if notice is given prior to **August 26, 2015**.

4. Installation of exhibits may begin at 1:00 pm on **Wednesday, October 14, 2015**. Exhibit set up must be completed by **6:30 am on Thursday, October 15, 2015**.

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, October 15, 2015.**

10. No exhibits may be dismantled before the official closing of the show at **12:00 pm on Friday, October 16, 2015.**

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 Grand America Hotel. An Exhibitor’s Service Manual will be forwarded with additional information.

12. The Registration Desk will be open for exhibitors to register between **1:00 pm and 7:00 pm on Wednesday, October 14, 2015**, in the Imperial Ballroom.
Exhibitor Application for Exhibit Space and Sponsorship

Please mark the appropriate box:

**EXHIBITOR FEES:**
- Exhibit (10' x 10') .......................................................$ 1,400

**SPONSORSHIP OPPORTUNITIES:**
- Sponsorship of the 35th Anniversary Reception ...............$30,000
- Sponsorship of Pre-Conference Breakfast .........................$10,000
- Sponsorship of Pre-Conference Lunch .............................$15,000
- Sponsorship of Thursday Continental Breakfast .................$20,000
- Sponsorship of Friday Continental Breakfast .....................$20,000
- Sponsorship of a Coffee Break .......................................$ 4,000
- Sponsorship of Lite Lunch .............................................$30,000
- Sponsorship of 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

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**DISMANTLE HOURS**
Friday, October 16, 2015 .......................................12:00pm-5:00pm

**PLEASE PRINT**

1. Company Name: ____________________________________________
   Contact Person: ____________________________________________
   Address: ________________________________________________
   City: ________________________________ State: ____________
   Zip Code: ___________________
   Telephone: ___________________  Fax: ____________________
   Email address: __________________________________________
   Products/Services: ________________________________________

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 do 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 an additional charge of $50.00 for extra badges, including those requested onsite.

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 of 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 14-17, 2015, at The Grand America Hotel, Salt Lake City, Utah.

6. The exhibitor agrees to abide by all exhibitors 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 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

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October 14-17, 2015 | Salt Lake City, Utah
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The Grand America Hotel
Imperial Ballroom

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ENTRANCE