Dear Prospective Exhibitors and Sponsors,

We invite you to support NPWH's 27th Annual Women's Healthcare Conference, taking place September 25-28 at the Hilton Chicago.

As the only healthcare organization that represents women’s health nurse practitioners (WHNPs), our highest priority is providing the latest evidence-based scientific care for women and people across the lifespan. Our annual meeting is exceptional and offers high-quality clinical education for WHNPs and APRNs who focus on women’s and gender-related healthcare across a patient's lifespan.

Our Annual Women’s Health Conference, now in its 27th year, attracts hundreds of APRNs each year. Our conference sessions address the unique needs of women across their lifespans. Our attendees are highly engaged and eager to learn from our exhibitors the latest pharmaceuticals, devices and services to support their practices.

We have over 50 exhibit booths available this year and seven distinct packages for industry symposiums. Each conference, attendees seek out commercial exhibitors to complement their learning experience and interest in taking the latest evidence-based products, devices, services and information to bring back to their practices, clinics, and hospitals. Most meals take place in the exhibit hall, as well as an evening reception, ensuring exhibitors have the opportunity to connect with providers across the country. In a survey of 2023 exhibitors, 100% said they would recommend returning to exhibit at the NPWH Conference. We sold out of exhibit booths and symposiums quickly in 2023, so we recommend securing your spot as soon as possible.

Sponsorship opportunities are not limited to this prospectus. If you would like to design a custom package, please reach out. I look forward to meeting with you to discuss these opportunities and how we can best serve our attendees.

With kind regards,

Heather L. Maurer, MA, CAE
Chief Executive Officer
National Association of Nurse Practitioners in Women’s Health
hmaurer@npwh.org
Our Attendees

816 providers, educators, researchers, and other members of the women's and gender-related care field attended last year's conference.

99% of attendees said the content learned will positively impact their practice.

99% of attendees said they would recommend this conference to others.

Practice Environment:

- Clinic: 41.1%
- Private Practice: 18.7%
- Hospital: 16.8%
- Academia: 7.9%
- Title X: 5.1%
- Other: 9.8%
- Administrators: 0.8%

Years in Practice:

- 0-2: 0
- 3-5: 20
- 6-10: 40
- 11-15: 60
- 16-20: 80
- More than 20: 100

Role:

- FWHNP, FNP, NP: 312
- DNP: 80
- CNM: 48
- Other: 0

0 50 100 150 200 250 300 350
Invest in a Sponsorship Package to Brand Your Company or Product

Our sponsorship packages allow your company to make visible and impactful investments in our conference.

**Title Sponsor  $125,000**

**Programming & Participation**
- Industry Symposium or Product Theater at the premier time of lunch on Thursday, September 26 (Plenary Day). *Sponsorship does not include food & beverage, audiovisual, or speaker expenses.*
- Exhibit booth (20x20) with preferred placement in the exhibit area (+ virtual booth)
  - 2 lead capture licenses for the exhibit booth
- 3 complimentary registrations to attend the Conference
- Attendee or Member Survey - Sponsor to provide 10 survey questions and NPWH to provide survey results.
- Sponsored coffee break with sign recognition
- Company or product logo included on conference bag handed out to all attendees **New Feature**

**Brand Recognition**
- Acknowledgment in all conference promotional materials including conference guide
- Acknowledgment by name by CEO in opening welcome remarks
- Acknowledgment on conference landing page on NPWH website
- Signage recognition on virtual platform and hotel venue
- Inclusion on Exhibit Hall passport
- Logo on conference registration web page **Exclusive**
- Logo on lanyard and conference badge given to every participant **Exclusive**
- Logo on iPad wraps at onsite registration/check-in **Exclusive**
- Social media recognition

**Advertising**
- Full-page color ad in digital conference guide (back cover)
- 2 push notifications on conference mobile app
Sponsorship Packages

Premier Sponsors (6)  $65,000 - Only 2 left!

Programming & Participation
- Industry Symposium or Product Theater (Sponsorship does not include food & beverage, audiovisual, or speaker expenses). Times available for lunch or dinner on September 25, dinner on September 26, lunch or dinner on September 27, and breakfast on September 28.
- Exhibit booth (20x20) with preferred placement in the exhibit hall (+ virtual booth)
  - 2 Lead capture devices for exhibit booth
- 2 Complimentary registrations to attend Conference
- Sponsored coffee break with sign recognition

Brand Recognition
- Acknowledgment in all conference promotional materials including Conference Guide
- Acknowledgment by name by CEO in opening welcome remarks
- Acknowledgment on conference landing page on NPWH website
- Signage recognition on virtual platform and hotel venue
- Inclusion on Exhibit Hall passport
- Social media acknowledgement

Advertising
- Full-page color ad in digital conference guide
- 1 push notification on conference mobile app
- Social Media acknowledgment

This was our first year attending, and we will be returning. The attendees were the perfect audience for us and were very engaging and willing to talk with us.
~ NPWH 26th Annual Conference Exhibitor
Additional Sponsorship Opportunities

All sponsorships include recognition in the digital Conference Guide and venue signage. All opportunities are individual sponsorships, except where indicated as a multi-sponsor opportunity.

**Welcome Reception** (3 available) $20,000
Have a bar located by your booth, branded with your logo or product. Includes signage recognition, printed company logo napkins, and ½ page conference guide ad. Welcome reception to be held in the exhibit hall for 90 minutes. NPWH will send a special announcement to attendees about the welcome reception, branded with the company logo(s).

**Conference Continental Breakfast** (2) $20,000
Includes signage recognition, printed company napkins, and ½ page conference guide ad. Breakfasts to be held in the exhibit hall on September 26 and September 27.

**Pre-Conference Breakfast** $15,000
Welcome Pre-Conference attendees with breakfast before a full day of learning! Includes signage recognition, printed company napkins, and ½ page conference guide ad. Breakfasts to be held on September 25.

**Conference Lunch** (2) $25,000
Includes signage recognition, printed company napkins, and ½ page conference guide ad. Boxed lunch to be offered in the exhibit hall on September 26 and September 27.

**Conference Wi-Fi** $25,000
Includes sponsor logo on Wi-Fi home page, recognition in the conference guide, ½ page conference guide ad, conference bag insert, and one mobile app push notification.

**Bag Inserts** (Multi-sponsor opportunity) $2,000
Promote your brand, product, booth, or other information to all conference attendees. Each conference attendee will receive a conference bag with your flyer or sample included.

**Notepads** $5,000
One of the most requested items from our attendees! Notepads with the sponsor logo & NPWH logo will be placed in each attendee's conference bag. Sponsor to provide notepads with logo.

**Hotel Key Cards** $10,000
Include your logo on key cards given to attendees staying at the Conference hotel. Sponsor to provide design. NPWH to coordinate production.
Additional Sponsorship Opportunities

**Hotel Room Drops** (Multi-sponsor opportunity)  
Sponsor material placed under doors of attendees staying in the Conference hotel. Sponsor to coordinate printing and shipping. NPWH to coordinate drop logistics with the hotel.  
$6,000

**Lactation Lounge**  
Includes signage recognition and sponsors handouts in the location of the Lactation Lounge.  
$5,000

**Charging Stations**  
Give attendees the opportunity to charge their electronics with charging stations placed around venue common areas. Sponsor to coordinate production and placement of stations. Multiple stations can be placed.  
$3,000 each

**Conference App Opportunities**  
The Conference App is the #1 destination for up-to-date schedules, information, and notifications about the conference. Attendees can download the app ~1 week before the conference and have access for 30 days post-conference.

**Mobile App Sponsorship**  
Includes your logo on the app splash screen, recognition in the app and virtual attendee hub, 1 push notification, and 1 app banner.  
$20,000

**Push notification**  
Reach conference attendees with an app push notification sent directly to their phone! Max 3 sponsored push notifications/day  
$1,500

**Conference App Ad**  
Ad will be included on the mobile app and virtual attendee hub. May be hyperlinked. Drive attendees to your booth or website. Maximum of 1 ad per sponsor and 3 total sponsored ads.  
$3,500

“The exhibit hall size and vendor list were very appropriate for us. We had good exposure and felt this was a worthwhile conference to attend.”  
~ NPWH 26th Annual Conference Exhibitor
Exhibit Booths & Branding

Exhibit Booths

Booths include:
- 10x10 physical exhibit space
- Sign with sponsor name
- 2 exhibitor badges (additional available for $300/each)
- Listing in digital Conference Guide (if purchased by September 20, 2024)
- Virtual booth on conference Attendee Hub

Important note: Due to the size of the exhibit hall, exhibit booth must be capped at 8’ height. 20x20 booths are only available to Title & Premier Sponsors.

Exhibit Hall Passport

Encourage attendees to visit your booth by being part of the NPWH Exhibitor Passport. The passport will encourage attendees to visit your booth to get a stamp to be entered into a contest to win prizes. All who participate will be eligible for prizes.

$2,500 per 10x10 space
10x10: $2,500
10x20: $5,000

Branding Opportunities

We offer numerous branding opportunities throughout the Conference! Contact Julia Knox, Director of Programs and Sponsorships at jknox@npwh.org to discuss building your custom branding package. Branding opportunities include:

- Escalator Wraps
- Elevator Wraps
- Banners
- Window Clings
- Floor Clings
- Video Walls
- And more!

Discounts are available for multiple purchases.

Auxiliary Meeting Space

Please contact Julia Knox at jknox@npwh.org if you are interested in renting auxiliary meeting space.

“A great conference. Well planned, well managed, and all involved benefitted from the experience.

~ NPWH 26th Annual Conference Exhibitor
4 Newsletter Banner Ads
(3 opportunities per newsletter)
Reach over 20,000 contacts with your banner ad included in four (4) preconference newsletters. Newsletters are specifically geared toward marketing the conference and you may link to the page of your choice. Banner ad supplied by sponsor and may change from week to week or stay the same for all 4.

Newsletters will be deployed August 27 and September 3, 10, and 17.

Top Tier: $5,500
Middle Tier: $5,000
Lower Tier: $4,800

Digital Conference Guide
The conference guide will be emailed to all attendees prior to the event, hyperlinked on the conference app, and included in daily conference newsletters. Conference guide content includes schedule at a glance, floor plan, welcome message, sponsor/exhibitor list, and FAQs.

Color (1 page)
Live area: 7 ½" by 10", Trim: 8" x 10 ½". Supplied Bleed 8 ¼" x 10 ¾ $1,750

Color (1/2 page horizontal)
Live area: 7 1/2 by 4 1/2; Trim: 8’x5. Supplied Bleed 8 1/4’ x 5 X 1/4 $1,250

Acceptable file formats are PDF, PNG, or JPEG. All fonts, graphics, and any hyperlinks must be included. Ads are due by September 3, 2024, and should be emailed to info@npwh.org

This was one of the best conferences I've attended as a vendor. The accommodations were excellent in terms of hotel, location, and customer service. The amount of attendees felt perfect for the size and space.

~ NPWH 26th Annual Conference Exhibitor
Policies for Sponsorships and Exhibitors

Sponsorships are non-refundable. Please refer to Exhibit Booth refund policies on page 11.

NPWH shall not be held liable or responsible, 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 Annual Conference, to be held September

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 supported policies.

Rate and Payments
Payments in the form of a company check or credit card (MasterCard, VISA, or Discover) are due upon submission of the application. Credit card payments are only accepted up to $10,000. A 2.5% credit card fee will apply to all credit card transactions.

Exhibit Hall Policies

Booth Staffing and Tear-Down Policy
Booths must be staffed when the Exhibit Hall is open, including the evening reception. Any exhibitor vacating a booth before the closing of each day, or tearing down early, may jeopardize future participation.

Show Dates*
Installation: September 25
Exhibit Hall Open: September 26 (morning and evening hours) and September 27 (morning hours)
Dismantle: September 27 (afternoon)

*As of January 2024. Exact show hours will be sent with booth assignments.

Assignment of Space
Applications and payment must be received by June 14, 2024, to be included in the initial round of booth assignments. Priority space assignment will be awarded to NPWH Corporate Members, Title Sponsor, and Premier Sponsors of the 2024 Annual Meeting.

First-round booth assignments will be made by June 28, 2024. Applications for space received after the initial space assignment date will have space allocated on a rolling basis. Primary consideration in the assignment of space to exhibitors shall be in the best interest of NPWH.

NPWH may, at its discretion, accept or reject any application for space and reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the meeting.

New Exhibitors Discount
A first-time exhibit company receives $150 off its booth rate, provided that its contract and payment are received by June 7, 2024. Discount applies to only one booth per company. NPWH will confirm that the company has not exhibited in the past.
Exhibit Booth Cancellation and Refund Policy
Written notice of cancellation received by NPWH before June 7, 2024, entitles exhibitor to receive a refund of all fees paid, less a 20% processing fee of total booth space and add-ons (Exhibit Hall Passport, and Conference Prizes) reserved. If space is reduced, the net reduction of space will be treated as a cancellation of space. No refunds will be made for cancellations received after June 7, 2024. Exhibit booths purchased after June 7, 2024, are non-refundable. NPWH reserves the right to resell any canceled space without notification to the canceling party.

No meeting registrations will be provided to exhibitors who cancel their exhibit spaces, regardless of when they cancel.

Payment Schedule
All payments are due net 30 from time of application receipt or invoice. All payments must be received prior to September 25, 2024.

Exhibitor Registration Procedure
Admittance to the Exhibit Hall or clinical education sessions is by badge only. A badge can be obtained only by registering with NPWH. All exhibitors must wear the badge issued by NPWH. Exhibitor badges provide company representatives with admittance to the Exhibit Hall, including meals provided in the Exhibit Hall. In addition to the complimentary badges provided on the basis of booth size, additional badges for bona fide company representatives may be purchased for a fee of $350 per badge. The link to register booth staff will be sent to exhibitors with their booth assignments.

The NPWH Registration Desk will be open to assist registrants, including exhibitors, throughout the conference. Detailed registration hours will be sent to exhibitors with their booth assignments.

Hotel Reservations
NPWH has secured a block of rooms at the Hilton Chicago. Hotel reservation information will be available on the NPWH website in May 2024.

Booth Equipment
Each booth includes an 8’-high back drape and a 3’-high side drape. An identification sign (7”× 44”) displays the company name.

Carpeting and In-House Services
The Exhibit Hall is carpeted. Exhibitors may purchase a carpet of their choosing for their booths from the decorator’s service kit. A link to the decorator’s service kit will be sent via email in July 2024.

Exhibit Specifications
All exhibits must be freestanding and self-supporting. Linear configurations may not be designed to obstruct the view of nearby booths or to block exits or doorways. All display fixtures more than 4’ in height and placed within 10’ of an adjoining exhibit must be confined to that area of the exhibitor’s space that is at least 5’ from the aisle line. The height limit is 8’ for all displays. Hanging signs are not permitted. No exceptions to these rules will be made.
Policies for Sponsorships and Exhibitors

Official Service Contractor
NPWH has designated Fern as the official service contractor. An Exhibitor Service Kit will be sent to all exhibitors in July 2024.

Exhibitor-Appointed Contractors
Exhibitors may elect to use an exhibitor-appointed contractor. All contractors must adhere to all rules and regulations established by NPWH. Exhibitors will be held responsible for any violation of NPWH policy. All exhibitors must forward a letter of intent to NPWH designating their contractors by August 2, 2024.

Security
NPWH provides general security for the Exhibit Hall beginning with move-in and continuing until all freight has been removed at the end of the meeting. NPWH will not, however, assume responsibility for theft, damage, or loss of any kind.

Exhibitor Recognition
Exhibitors confirmed by September 6, 2024, will be listed in the digital Conference Guide given to attendees. All exhibitors will be featured in the conference mobile app.

Sales and Order Taking
Sales and order-taking are allowed on the exhibit floor unless prohibited by law. All transactions must be consistent with the professional nature of the meeting. It is the sole responsibility of the exhibiting company to acquire any licenses or permits as may be required and to adhere to all sales tax issues, keeping in mind that regulations vary from state to state. NPWH reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Unauthorized Solicitations and Compliance
Exhibitors are prohibited from approaching attendees and promoting product(s) and/or service(s) in any location other than in its designated exhibit booth or in privately arranged meeting rooms. Exhibitors may not engage in sales or promotional activities while in the areas of the CME meeting activities. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME meeting activities. Exhibitors are expected to be professional and respectful of attendees and/or may be asked to leave the exhibit hall.

Unofficial Social and Educational Activities
NPWH strongly discourages industry-sponsored activities at its Annual Meeting that are not official NPWH offerings. Exhibiting and other companies must apply to NPWH for permission to hold their activities, provided they do not conflict with any NPWH event. If you are discovered to hold a conflicting industry-sponsored event, you may be removed from future NPWH conferences and it may impact future opportunities to sponsor an NPWH event.

Photography and Videotaping
The taking of photographs or videotaping at the NPWH Annual Meeting, other than by the official NPWH photographer, is strictly prohibited. NPWH reserves the right to photograph or videotape an exhibit, and its attendees for use in NPWH publications.


**Children**
No children younger than 18 years old (with the exception of infants) will be allowed in the Exhibit Hall. Strollers are not permitted in the Exhibit Hall at any time.

**Giveaways, Celebrity Appearances, and Booth Activity**
Giveaways must be approved in advance by NPWH before August 2, 2024. The NPWH logo is the exclusive property of NPWH and may not be used on any giveaway. Samples to be distributed will be limited to items in the professional interests of the attendees. All requests for celebrity appearances in an exhibiting company's booth must be submitted for approval to NPWH before August 2, 2024. Any company planning to have a celebrity appear in its booth must purchase adequate booth space to house the celebrity, company representatives, and meeting attendees. No lines will be allowed to form in the aisles or in another exhibitor's booth.

**Food and Beverage**
Food and/or beverage items may be distributed from an exhibitor's booth with prior approval by NPWH. Requests for approval must be submitted to NPWH before August 2, 2024. The exhibiting company will be responsible for the cost of F&B.

**FDA Regulations**
Exhibitors are reminded of the restrictions of FDA on the promotion of investigational and preapproved drugs and devices. According to the FDA, any mention of a product name that is accompanied by information on usage and indications will be viewed as a product advertisement and must comply with full disclosure requirements.
### Packages

- **Title Sponsor** $125,000
- **Premier Sponsor** $65,000

### Additional Opportunities

- Welcome Reception $20,000
- Conference Breakfast $20,000
- Conference Lunch $25,000
- Conference Wifi $25,000
- Bag Inserts $2,000
- Notepads $5,000
- Hotel Key Cards $10,000
- Hotel Room Drops $6,000
- Lactation Lounge $5,000
- Pre-conference Breakfast $15,000
- Charging Stations $3,000/each

### Exhibit Hall

- 10x10 Booth $2,500
- 10x20 Booth $5,000
- Passport $750

### Mobile App

- Mobile App Sponsorship $20,000
- App Ad $3,500
- Push Notification $1,500

### Advertising

- Newsletter Top Tier $5,500
- Newsletter Mid Tier $5,000
- Newsletter Low Tier $4,800
- Conference Guide 1 page $1,750
- Conference Guide ½ page $1,250
- Branding Contact for Pricing

### Credit Card Information

- Credit Card Number: ____________________________
- Name on Card: __________________________________
- Expir. Date: _________________ Verif. #: __________
- Billing Address: _________________________________
- City: _________________ State: _____ Zip: _______
- Billing Phone Number: __________________________

*Email completed application to cwiley@npwh.org.*

*For orders under $10,000 please complete the credit card information. A 2.5% credit card fee will apply to all credit card transactions. Orders over $10,000 will be invoiced. Credit cards are not accepted for orders over $10,000. VISA, MasterCard, Discover only.*

*For direct deposit payments contact Carol Wiley at cwiley@npwh.org for bank information.*

*All payments are due net 30 days. Sponsorships are non-refundable. Please refer to p. 11 for Exhibit Booth cancellation/refund policies.*

*Total Amount to be charged or invoiced: ____________________________*
Company Name: ____________________________________________________________________________

Contact Person: ___________________________________________________________________________

Address: ___________________________________________________________________________________

City: _______________________________ State: _______ Zip: __________

Telephone: ______________________________

Fax: _____________________________________________________________________________________

Email: ___________________________________________________________________________________

Is this your first time exhibiting at the NPWH Annual Conference?  ____ Yes  ____ No

____ I acknowledge that exhibit booths must be capped at 8’ height

Please provide a list of your relevant products/services. Include any companies that you would not like to be placed near: