25th NPWH

PREMIER WOMEN'S HEALTHCARE CONFERENCE









EXHIBITOR & SPONSOR PROSPECTUS

Sept 29-Oct 2, 2022
Houston, TX

NPWH.ORG

WELCOME

25th NPWH
PREMIER WOMEN'S HEALTHCARE CONFERENCE

Dear Prospective Exhibitor or Sponsor,

NPWH is the trusted champion and essential professional resource for Women's Health Nurse Practitioners and all advanced practice registered nurses who provide women's and gender-related healthcare. We set a standard of excellence by translating and promoting the latest research and evidence-based clinical guidance, providing high quality continuing education, and advocating for patients, providers, and the WHNP profession.

Our National Conference, now in its 25th year, attracts hundreds of Women's Health Nurse Practitioners and other Advanced Practice Registered Nurses each year. We are very happy to be in-person once again for the **NPWH 25th Annual *Premier* Women's Healthcare Conference!** From **September 29th through October 2nd,** clinicians will gather in Houston, Texas for four days of clinical education, updated practice guidance, policy discussions, and opportunities to learn about the latest developments in women's healthcare products. Our conference sessions address the unique needs of women across their lifetimes.

Through past conference evaluations, we know that our members appreciate the presence and support of industry leaders at this event. They consider our commercial exhibits to be an integral part of the event, complementing their learning experience. We thank you for your leadership in women's health, and your continued support of our profession.

As a healthcare organization, the health and safety of our participants is our highest priority. We are taking every COVID precaution to make this conference a success. Please feel free to email me to set up a meeting to discuss the many sponsorship opportunities.

With kind regards,

Heather L. Maurer

Heather L. Maurer, CAE, MA
Chief Executive Officer
hmaurer@npwh.org



HIGHLIGHTS

25th NPWH
PREMIER WOMEN'S HEALTHCARE CONFERENCE

By the Numbers

2021 Virtual Conference

Over 1000
providers registered

38%
were first time attendees

Average attendance for in-person meetings is 700 registrants.

27%
of attendees were new to practice **(0-2 years)**

25%
had been in practice **more than 20 years**

99%
said the content would positively impact their practice

100%
would recommend this conference to others

PACKAGES

25th NPWH
PREMIER WOMEN'S HEALTHCARE CONFERENCE

Invest in a Major Sponsorship Package to Brand Your Support With Our Providers

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

Title Sponsor (1 available)

SOLD

$85,000

Programming & Participation

- Product Theater / Industry Symposium at lunch on Friday, September 30 (Does not include food & beverage, audio visual, or speaker expenses)
- Exhibit booth (20x20 with preferred placement in the exhibit hall + virtual booth)
- 1 lead capture device for exhibit booth
- 3 complimentary registrations to attend Conference
- Attendee Survey - Sponsor to provide 10 survey questions and NPWH to provide survey results. *Exclusive*

Brand Recognition

- Acknowledgement in all conference promotional materials including Conference Guide
- Acknowledgement by name by CEO in opening welcome remarks
- Acknowledgement on conference landing page on NPWH website
- Signage recognition on virtual platform and hotel venue
- Branding on Exhibit Hall passport
- Logo on conference registration web page *Exclusive*
- Logo on lanyard and conference badge given to every participant *Exclusive*
- Social media recognition (2 posts) *Exclusive*

Advertising

- Full page color ad in conference guide (back cover)
- Banner ads on conference mobile app (hyperlinked) (2 ads)
- Push notification on conference mobile app (1 push)
- Kiosk Check in Wrap - Your logo with NPWH's will be on all registration iPads. NPWH will design. *Exclusive*



PACKAGES (cont.)

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Premium Sponsor (4 available)

SOLD

$50,000

Programming & Participation

- Product Theater / Industry Symposium (Does not include food & beverage, audio visual, or speaker expenses). Times available for dinner on Thursday, September 29, dinner on Friday, September 30, or breakfast Sunday, October 2.
- Exhibit booth (20x20 with preferred placement in the exhibit hall + virtual booth)
- 1 lead capture device for exhibit booth
- 2 complimentary registrations to attend Conference

Brand Recognition

- Acknowledgement in all conference promotional materials including Conference Guide
- Acknowledgement by name by CEO in opening welcome remarks
- Acknowledgement on conference landing page on NPWH website
- Signage recognition on virtual platform and hotel venue
- Branding on Exhibit Hall passport

Advertising

- Full page color ad in conference guide
- Banner ads on conference mobile app (hyperlinked) (1 ad)
- Push notification on conference mobile app (1 push)



OTHER OPPORTUNITIES

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All sponsorships include recognition in the Conference Guide. *All opportunities are individual sponsorships except where indicated as a multi-sponsor opportunity.*

Welcome Reception — **$30,000**
Includes signage recognition, printed company napkins, and ½ page conference guide ad. Welcome reception to be held in the exhibit hall on Thursday evening.

Conference Continental Breakfast (2) — **$25,000**
2 days available. Includes signage recognition, printed company napkins, and ½ page conference guide ad. Breakfast to be held in the exhibit hall on Friday and Saturday.

Conference Lunch (Saturday, October 1) — **$25,000**
Includes signage recognition, printed company napkins, and ½ page conference guide ad. Boxed lunch to be held in the exhibit hall on Saturday.

Coffee Break (3) — **$10,000**
One break available each day. Includes signage recognition and printed company napkins.

Conference Wi-Fi — **$20,000**
Includes sponsor logo on Wi-Fi home page, recognition in conference guide, ½ page conference guide ad, and one mobile app push notification.

Conference Bags — **$25,000**
Each registrant will receive a conference bag with your company's logo on one side and the 25th NPWH Conference Anniversary Logo on the other side. Includes cost of bag, imprint. NPWH to coordinate product and shipment of conference bags.

Branded Individual Hand Sanitizer — **$5,000**
In the era of COVID, mini-bottles of branded hand sanitizer may just be one of the most valuable giveaways at our conference. The mini bottle will be included with each attendee's conference bag. Sponsor to coordinate production and shipment of hand sanitizer.

Bag Inserts (Multi-sponsor opportunity) — **$1,800**
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.

OTHER OPPORTUNITIES (CONT.)

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Notepads — $5,000
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 and coordinate with hotel. NPWH to coordinate production.

Hotel Room Drops (Multi-sponsor opportunity) — $5,000
Sponsor material placed under doors of attendees staying in the Conference hotel. Sponsor to coordinate printing, shipping, and handling with hotel.

Lactation Lounge — $5,000
Includes signage recognition.

Pre-Conference Breakfast — $10,000
Includes recognition in program guide, signage recognition at event, and ½ page conference guide ad.

Pre-Conference Lunch — $15,000
Includes recognition in program guide, signage recognition at event, and ½ page conference guide ad.

SOLD



EXHIBIT BOOTH OPPORTUNITIES

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Exhibit Booth — **$2,500 per 10x10 space (up to 20x20)**

Sponsorship includes:

- 10x10 physical exhibit space
- Sign with sponsor name
- 2 exhibitor badges (additional available for $50/each)
- Listing in print Conference Guide (if purchased by August 5, 2022) and mobile app
- Virtual booth on conference Attendee Hub

Exhibit Hall Passport — **$500**

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 context to win prizes. All who participate will be eligible for prizes.

Lead Capture — **$500**

Lead Capture allows you to scan an attendee's badge and download their contact information as well as have them answer lead questions in one user-friendly app. From there, easily pull lead reports and follow up with attendees. Price is per device; multiple devices can be purchased per booth.

Conference Prizes — **$250**

This sponsorship allows us to purchase prizes for the Exhibitor Passport winners. Past prizes have included AirPods, gift cards, free conference registration, and more. Sponsors will be recognized in the Conference Guide as well as on the Passport.



MOBILE APP OPPORTUNITIES

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Push notification — **$1,000**
Reach conference attendees with an app push notification sent directly to their phone!
Max 3 sponsored push notifications/day

Banner Ad — **$1,500**
Banner ads will rotate at the top of the event mobile app and may be hyperlinked.
Maximum of 1 ad per sponsor and 10 total sponsored ads.

ADVERTISING & BRANDING



Banner Ads in 4 NPWH Newsletters (3 opportunities per newsletter) — **$5,500**
Reach over 30,000 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 buyer.

Advertise in the Conference Guide
The conference guide will be emailed to all attendees prior to the event, hyperlinked on the main conference site, and given as a modified print version to attendees. Conference guide content includes schedule at a glance, floor plan, welcome message, sponsor/exhibitor list, and FAQs.

Color (1 page) — **$1,550**
Live area. 7 1/2 by 10', Trim: 8' x 10' 1/2. Supplied Bleed 8 1/4' x 10 X 3/4

Color (1/2 page horizontal) — **$1,200**
Live area. 7 1/2 by 4 1/2; Trim: 8'x5. Supplied Bleed 8 1/4' x 5 X 1/4

Acceptable file formats are PDF, PNG, or JPEG. All fonts, graphics, and any hyperlinks must be included. Ads are due by August 5, 2022 and should be emailed to info@npwh.org

Escalator Wrap — **$25,000**
Escalator wrap will display your image/logo and be strategically located for all attendees to see. NPWH must approve the final design and NPWH conference name must be listed. Sponsor to coordinate production and placement with the hotel.

Elevator Door Clings — **$25,000**
Your logo/advertisement will be displayed on the set of elevators outside of the main registration area. NPWH must approve the final design. Sponsor to coordinate production and placement with the hotel.

APPLICATION

Email completed form to cwiley@npwh.org

Company Name:_____

Contact Person:_____

Address:_____

City:_____ State:_____ Zip: _____

Telephone: _____

Fax:_____

Email:_____

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

Please provide a list of your relevant products/ services:

APPLICATION

Email completed form to cwiley@npwh.org

- ☐ Title Sponsor $85,000
- ☐ Premium Sponsor $50,000

  Product Theater Timing:
  ☐ Thursday Dinner
  ☐ Friday Dinner ☐ Saturday Dinner ☐ Sunday Breakfast

- ☐ Welcome Reception $30,000
- ☐ Continental Breakfast.....$25,000

  ☐ Friday ☐ Saturday

- ☐ Conference Lunch.....$25,000
- ☐ Coffee Break.....$10,000
- ☐ Conference Wifi $20,000
- ☐ Conference Bags $25,000
- ☐ Hand Sanitizer $5,000
- ☐ Bag Insert $1,800
- ☐ Notepads $5,000
- ☐ Hotel Key Cards $10,000
- ☐ Hotel Room Drop $5,000
- ☐ Lactation Lounge $5,000
- ☐ Pre-conference Breakfast $10,000
- ☐ Pre-conference Lunch $15,000

Credit Card Number:_____

Name on Card:_____

Expir. Date:_____ Verif. #:_____

Billing Address:_____

City:_____ State:_____ Zip:_____

Billing Phone Number:_____

- ☐ Exhibit Booth (10x10) .....$2,500 x __

  Up to 2
- ☐ Exhibit Hall Passport $500
- ☐ Lead Capture $500
- ☐ Conference Prizes $250

- ☐ Push Notification $1,000
- ☐ Banner Ad $1,500

- ☐ Newsletter Ads $5,500
- ☐ Conference Guide Ad (1 page) $1,550
- ☐ Conference Guide Ad (½ page) $1,200
- ☐ Escalator Wrap $25,000
- ☐ Elevator Door Cling $25,000

Total: _____

For orders under $10,000 please complete the credit card information. Orders over $10,000 will be invoiced. Credit cards are not accepted for orders over $10,000.

VISA, MasterCard, Discover only.

All payments due within 15 days of receipt of invoice.

Submit application to secure sponsorship.

SPONSORSHIP POLICIES

Sponsorships are non-refundable.

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 September 29 – October 2, 2022.

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,

Rate and Payments: Payments in the form of a company check or credit card (MasterCard, VISA, or Discover) are due upon submission of application. Credit card payments are only accepted up to $10,000.

Exhibit Hall Policies

Booth Staffing and Tear-Down Policy
Booths must be staffed when the Exhibit Hall is open during the hours listed below, including the evening reception.

INSTALLATION

Thursday, September 29, 2022	8:00am - 4:30pm

EXHIBIT HOURS

Thursday, September 29, 2022	5:30pm - 6:45pm
Friday, September 30, 2022	8:00am - 1:00 pm
Saturday, October 1, 2022	7:00am - 12:30pm

DISMANTLE HOURS

Saturday, October 1, 2022	12:30pm - 5:00pm

Any exhibitor vacating a booth before the closing of each day, or tearing down early, may jeopardize future participation.

Assignment of Space
Applications and payment must be received by June 3, 2022, to be included in the initial round of booth assignments. Priority space assignment will be awarded to NPWH Corporate Members, Elite Sponsor and Premier Sponsors of the 2022 Annual Meeting.

First-round booth assignments will be made by June 17, 2022. 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.

SPONSORSHIP POLICIES (cont.)

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New Exhibitors
A first-time exhibit company receives $200 off its booth rate, provided that its contract and payment are received by June 3, 2022. Discount applies to only one booth per company. NPWH will confirm that the company has not exhibited in the past.

Cancellation and Refund Policy
Written notice of cancellation received by NPWH before June 3, 2022, entitles an exhibitor to receive a refund of all fees paid, less a 15% processing fee of total booth space and add-ons (Lead Capture, 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 3, 2022. Exhibit booths purchased after June 3, 2022, 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
Full payment is due with contract.

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 Registration Forms will be distributed in advance of the meeting. Exhibitor badges provide company representatives with admittance to the Exhibit Hall and also to the Sessions and all food and social events. 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 $150 per badge. Each representative will be required to present a company business card in order to pick up a badge. Badges cannot be picked up by colleagues.

The NPWH Registration Desk will be open to assist registrants, including exhibitors, during the following times:

Thursday, September 29: 8:00am – 6:45pm
Friday September 30: 7:00am – 5:00pm
Saturday, October 1: 7:00am – 5:00pm

Hotel Reservations
NPWH has secured a block of rooms at the Houston Marriott Marquis. Hotel reservation information will be available on the NPWH website in early 2022.

Booth Equipment
Each booth includes an 8'-high back drape and 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 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.

SPONSORSHIP POLICIES (cont.)

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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 11' for all displays. Hanging signs are not permitted. No exceptions to these rules will be made.

Official Service Contractor
NPWH has designated Fern as the official service contractor. An Exhibitor Service Kit will be sent to all exhibitors in August 2022.

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 1, 2022.

Security
NPWH provides general security for the Exhibit Hall on a 24-hour basis 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 August 5, 2022 will be listed in the 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.

Unofficial Social and Educational Activities
NPWH strongly discourages industry-sponsored activities at its Annual Meeting that are not official NPWH offerings. Exhibiting companies may apply to NPWH for permission to hold their activities, provided they do not conflict with any 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 for use in NPWH publications.

SPONSORSHIP POLICIES (cont.)

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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.

Mailing Lists
Rental of preregistration lists is not available.

Giveaways, Celebrity Appearances, and Booth Activity
Giveaways must be approved in advance by NPWH before August 5, 2022. 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 5, 2022. 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 5, 2022. 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.











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