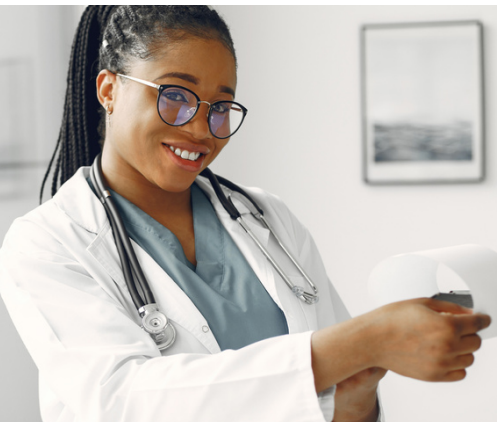
EXHIBITOR & SPONSOR PROSPECTUS

Virtual

NPWH Genetics Courses

For Advanced Practice Providers







NOVEMBER
4 - 5, 2022

NPWH.ORG

THE OPPORTUNITY

WHNP and Advanced Practice Providers are well positioned to provide women with information, counseling and opportunities for timely and appropriate genetic testing. Advanced Practice Providers practice in a wide variety of settings, from primary care to specialty practices, but regardless of practice setting, they will encounter clients who need genetic testing and must be prepared to provide this care.

A recent survey of over 200 WHNPS, FNPs, CNMs, and other Advanced Practice Providers from across the US found:

Almost 95% of respondents reported that they can order genetic testing under their state licensure and regulations, but . . .



Only 58%

are conducting genetic risk assessment (GRA) in their practices.



Less than 2%

have a specialty in genetics or hold a genetics certification or credential.

If they do offer GRA,

Only ¼



are billing for the services.

THE COURSES

The NPWH Genetics Courses will consist of two educational opportunities:

- **Clinical Cancer Genetics Bootcamp** - a day and a half immersion into genetic principles, assessment and management
- **Current Trends in Preconception and Perinatal Genetics** - a half-day workshop

These courses are designed to be informative and helpful to practitioners with a wide range of experience and familiarity with genetic testing. Participants will be able to earn CE hours that can support genetics certifications. Each topic is explored with clinical cases that challenge participants to apply what they've learned.

Bootcamp Topics

- Basic Genetic Principles
- Cancer Genetics 101 including Guidelines and Carrier Identification
- Breast Cancer Risk Assessment
- Hereditary Breast, Ovarian, Pancreas and Prostate Cancer Syndromes and Management
- Lynch Syndrome and its Management
- Incorporating Cancer Genetic Risk
- Debate on Pros and Cons of Universal Testing and Direct to Consumer Testing
- Empowering the Previvor: Addressing Emotional Impact
- Management of the Gene Negative Patient

Preconception and Perinatal Topics

- Perinatal Genetics and Equitable Screening
- Well-woman and the Preconceptual visit
- First Trimester – Screening and Diagnostics
- Second Trimester – Screening and Diagnostics
- When diagnostic tests are positive
- The future of genetic testing

OPPORTUNITIES FOR SUPPORT

Elite Sponsorship $50,000 (1 available)

The Elite Sponsor will be recognized in pre-conference marketing materials as well as recognition on the conference Attendee Hub, acknowledgment in the conference guide and thanks from the CEO in the opening remarks.

- Logo on conference splash page (where attendees will register and log in to the conference).
- Sponsored social media post two weeks before/after conference (NPWH to have final approval of content)
- Push Notification advertisement on event platform
- Acknowledgement as sponsor in conference promotional and wrap-up emails
- Acknowledgement as sponsor on conference landing page (with logo)
- Virtual exhibit booth, with acknowledgement in the booth listing; Ability to embed a video ad in booth listing
    - Booth includes a virtual meeting room where attendees may request appointments
- Industry Symposium/Product Theatre (Noon time on first day of conference ($25,000 value). Event will be recorded and uploaded on the NPWH website post event for 3 months. List of those who attended event to be supplied to sponsor.
- Acknowledgement of company name by CEO in opening welcome video

Premier Sponsorships $35,000 (2 available)

The Premier Sponsors will be recognized in pre-conference marketing materials as well as recognition on the conference Attendee Hub, acknowledgement in the conference guide and thanks from the CEO in the opening remarks.

- Logo on conference splash page (where attendees will register and log in to the conference).
- Sponsored social media post two weeks before/after conference (NPWH to have final approval of content)
- Push Notification advertisement on event platform
- Acknowledgement as sponsor in conference promotional and wrap-up emails
- Acknowledgement as sponsor on conference landing page (with logo)
- Virtual exhibit booth, with acknowledgement as Platinum Sponsor in the booth listing; Ability to embed a video ad in booth listing
    - Booth includes a virtual meeting room where attendees may request appointments
- Industry Symposium/Product Theatre (Morning time slots ($20,000 value)) List of those who attended event to be supplied to sponsor.
- Acknowledgement of company name by CEO in opening welcome video

ADVERTISING

Four Banner Ads in the NPWH Event Newsletter $2,500

Reach over 28,000 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.

Waiting Room Slide $1,500
5 available

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 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) $650
Live area: 8 ½" by 11"

Color (1/2 page horizontal) $500
Live area 8 ½" by 5 ½"

Acceptable file formats are PDF, PNG, or JPEG. All fonts, graphics, and any hyperlinks must be included. Ads are due by October 7, 2022 and should be emailed to info@ npwh.org.

Virtual Business Card/Exhibit Booth $250

Think about this as an online interactive Business Card. We are using the same platform we used for virtual booths and have reduced the price significantly so you can reframe this idea and market your company with handouts and videos as well as have video meetings.

- One exhibit booth with 2 exhibitor registrations
- Ability to embed company logo, links, and documents and videos (Up to 20 videos and attachments)
- Company will receive a list of conference attendees as well as booth leads

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 Genetic Risk Assessment Course for Advance Practice Providers, to be held November 4 – 5, 2022 in a virtual meeting.

The supporter agrees to abide by all terms, conditions, and regulations set forth in the Supporter Policies.

APPLICATION

Email Application to cwiley@npwh.org

Please mark the appropriate boxes:

- ☐ Elite Sponsorship..... $50,000 (1 available)
- ☐ Premier Sponsorship .....$35,000 (2 available)
- ☐ Virtual Business Card/Exhibit Booth.....$250
- ☐ 4 Banner Ads.....$2,500
- ☐ Waiting Room Slide $1,500
- ☐ Color Ad 1 Page.....$650
- ☐ Color Ad ½ Page.....$500

Company Name:_____

Contact Person:_____

NPWH will email the invoice to (provide email of contact for payments): _____

Address:_____

City:_____ State:_____ Zip: _____

Telephone: _____

Fax:_____

Email:_____

Products/Services:

Company Description (75 word limit):

Payment Options:
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 cards accepted for total sales of $10,000 or less. Contact Carol Wiley at cwiley@npwh.org for details.*

Wire/transfer or direct deposit information will be provided on invoice.

Check payable to NPWH can be mailed to:
NPWH
PO Box 15837
Washington, DC 20003

Sponsorships, exhibitors and advertisements are non-refundable after October 1. Prior to that there will be a 20% surcharge on total for any cancellations.