



2020-2021



CORPORATE
SPONSORSHIP PROSPECTUS

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BECOME A CORPORATE SPONSOR

Supporting the American Pediatric Surgical Nurses Association, Inc. (APSNA) is an excellent opportunity to enhance your visibility with leaders specializing in pediatric surgical nursing, while gaining a more powerful presence and profile.

APSNA is now offering strategic corporate recognition opportunities at various levels to meet the different needs and budgets of our industry sponsors. This new program is not a conference sponsorship but a new and exciting year-round opportunity with our organization to recognize your unique brand.

MISSION

We are the voice that shapes pediatric surgical nursing through advocacy, collaboration, mentorship and leadership. Based on a foundation of research, education and innovation, we will transform care delivery for pediatric surgical patients.

VISION

APSNA will be the leading authority for the nursing care of pediatric surgical patients.

CORE VALUES

Diversity and Inclusion - Act according to a strong code of ethics demonstrating acceptance, cooperation, flexibility, compromise and mutual respect.

Excellence - Establish and sustain professional competencies that promote pediatric surgical nursing to key stakeholders.

Integrity - Model and uphold transparency, accountability and honesty through actions, communication, and caring behaviors.

Innovation - Encourage inquiry and creativity to promote proactive, interactive, professional deliberations.

Scientific Inquiry - Commit to lifelong learning by actively contributing to an evolving body of scientific surgical nursing knowledge through research, publication, and dissemination.

Volunteerism - Provide members the ability to freely interact, discuss trends, and share knowledge.

WHO IS APSNA?

The American Pediatric Surgical Nurses Association, Inc. (APSNA) is a non-profit 501c3 founded in 1992. Our membership of 600 consists of Registered Nurses, Nurse Practitioners, Clinical Nurse Specialists, Physician Assistants and other Allied Health Professionals. Our members hold positions at the bedside, in the operating room, inpatient and outpatient settings, and administration. Our members specialize in trauma, oncology, colorectal management, burn care and fetal treatment. We are the only nursing organization devoted exclusively to the care of the pediatric surgical patient and deliver this care in the context of pre-operative, perioperative and post-operative settings. We care for children in urban and rural communities. The pediatric surgical patients we care for range in age from newborns to teens, and in some cases young adults. Our members work in or are affiliated with Pediatric Surgical practices and are valued members of the surgical team, working closely with Pediatric Surgeons. As such, collectively, we are involved in all aspects of the surgical care of patients in institutions throughout the United States and in some cases internationally. We collaborate with other surgical specialty disciplines including Urology, Plastics, Neurosurgery, Otolaryngology, Fetal Surgery, and Cardiothoracic Surgery in order to coordinate interdisciplinary team care.



LETTER FROM THE DIRECTOR OF DEVELOPMENT

It is an honor to invite you to join the American Pediatric Surgical Nurses Association, Inc. in its corporate recognition program. We have some appealing opportunities **both** for our 30th Annual Scientific Conference in Phoenix, AZ, and Year-Round Corporate Sponsorship opportunities! APSNA believes this will not only allow your company to visibly reach the front lines of pediatric surgical nurses and clinicians at conference, it will also give you the opportunity to reach the entire membership throughout the year! APSNA truly missed seeing our corporate sponsors at the 2020 Annual Conference due to the COVID-19 pandemic. We hope that you have all remained safe and well during this truly unprecedented time. Please take this opportunity to recognize you!

Thank you for your unending support of the APSNA Mission.

Hillary C. Lorencio, MSN, RN, CPNP, CCRN
APSNA Director of Development 2019-2021



LETTER FROM THE PRESIDENT

On behalf of the American Pediatric Surgical Nurses Association Inc., I am pleased to extend an invitation to corporate supporters to join APSNA in its commitment to the mission and vision.

As administrators, clinicians, educators and researchers our members are national leaders and clinical experts in the field of pediatric surgery. The COVID-19 pandemic has changed the world and how the frontline workers in the nursing community take care of patients. These unprecedented times require us to search for new and groundbreaking ways to provide the best care for our patients. You will notice some changes to our corporate sponsorship prospectus as a result of this.

The corporate recognition program is dedicated to favor patient interests and not marketing or advertising of products or services. Therefore, branding other than APSNA is not permitted in an effort to support independent judgment, not risk compromising ultimate purchasing decision making, and foster trust in decisions made that affect patient care.

All sponsorship monies will be pooled into one fundraising repository to preserve the public's trust in APSNA and to work toward advances that will improve the safety, quality, and cost of healthcare, fostering an ethical climate that prioritizes the patient and family's interest and not on commercial influence.

We look forward to working with you in our corporate recognition program.

Thank you for your support.

Kimberly Cogley
APSNA President 2019-2021

WHY DOES APSNA MATTER TO YOU?

APSNA is seeking corporate sponsors to support APSNA's vision to be the leading authority for the nursing care of pediatric surgical patients. We understand that the successful delivery of pediatric surgical care requires a team and key members of that team are nurses and allied professionals who have the education and experience necessary to safely and expertly care for pediatric surgical patients of all ages. Members of APSNA are diverse, employed in a broad range of settings and roles that make our organization and members unique. Pediatric surgical care is often highly technical and reliant on the proficient application of devices and products that assist the APSNA members in their clinical responsibilities. With healthcare facilities now demanding formal and thorough evaluation of product purchases, nurses in specialties such as pediatric surgery are being asked to be part of supply chain or value analysis processes in product evaluation. This array of products is vast and evolving and the challenge for both corporations and professionals alike is to stay on top of trends that can have a real value in improving the care to patients. This effort requires a continuous exchange of information, conversations and collaborations between industry and clinicians. Corporations that partner with APSNA extend their reach to a wider audience of clinicians across the country in **two** ways. By selecting web-based promotions your company can share your products throughout the year. And, by attending our annual conference you will have access to our attendees and the ability to address registrants one on one to share information about your business, products and services. Together, these methods of sponsorship widen your reach to surgical nurses throughout the country, leading to proactive and vetted processes of purchase committees.

OUR SCIENTIFIC CONFERENCE

Each year, over 45 speakers cover a wide variety of educational topics including caring for pediatric surgical patients in the perioperative, postoperative, inpatient, and outpatient setting. Our highly rated sessions include a Pre-Opening Symposium as well as concurrent roundtable sessions, and short podium presentations on research, quality, case study or practice innovations outcomes. Past topics have included: Colorectal Pediatric Care, Pilonidal Disease Management, Care of the LGBTQ Adolescent, Wound and Ostomy and Skin Care, Packaging and Managing your Professional Image, Multidisciplinary Care of the Multi-Surgical Specialty Pediatric Patient, Congenital Conditions, and Enteral Feeding Care to name a few.

The APSNA Annual Scientific Conference offers continuing education credits via the National Association of Pediatric Nurse Practitioners and the American Academy of Physician Assistants. We are typically approved to offer 20 continuing education contact hours and 20 Category 1 CME credits. Our expected attendance is approximately 180 and includes an international audience.

APSNA MEMBERS AT A GLANCE

<p>Members Doing Great Things</p> <p>APSNA MEMBERS HAVE A CHANCE TO MEET EXPERT APNS WHO SPECIALIZE IN THE MANAGEMENT OF DIFFERENT PEDIATRIC SURGICAL CONDITIONS AND WHO WILL MENTOR YOU IN MANY WAYS TO GET INVOLVED IN THE ORGANIZATION.</p>  <p>NANITA LIM-SULIT APSNA MEMBER SINCE 1997</p>	<p>62% Nurse Practitioners</p>	<p>40% Work Inpatient</p>	<p>Members Doing Great Things</p> <p>I WOULD RECOMMEND ANY NURSE WORKING IN PEDIATRIC SURGERY TO JOIN APSNA BECAUSE IT IS AN EXCELLENT FORUM OF PROFESSIONALS THROUGH WHICH YOU CAN SEEK ANSWERS, IDEAS AND SUPPORT ABOUT PEDIATRIC SURGERY AND TRAUMA PATIENTS.</p>  <p>LAUREN KANAMORI APSNA MEMBER FOR 5 YEARS</p>
<p>Members Doing Great Things</p> <p>APSNA IS A GREAT FORUM FOR CONNECTING WITH OTHER PRACTITIONERS, TO GAIN KNOWLEDGE, GIVE KNOWLEDGE, SHARE IDEAS AND TO NAVIGATE THE BEST PRACTICE FOR PATIENT CARE.</p>  <p>MONICA HOLDER APSNA MEMBER FOR 10 YEARS</p>	<p>17% Nurses</p>	<p>.04% Physician Assistants</p>	<p>Members Doing Great Things</p> <p>CURRENTLY I AM INVOLVED WITH APSNA AS A MEMBER OF THE PROGRAM COMMITTEE AND THE NOMINATIONS COMMITTEE. NOT ONLY AM I A BETTER CLINICIAN, BUT I HAVE ALSO GROWN PROFESSIONALLY.</p>  <p>CARMEN DUQUE APSNA MEMBER SINCE 2012</p>
	<p>21% Work Outpatient</p>	<p>34% Work Both</p>	

The American Pediatric Surgical Nurses Association, Inc. (APSNA) observes high standards of business and personal ethics in the conduct of duties and responsibilities. APSNA depends on the active involvement and voluntary leadership of its members to accomplish its mission and to maintain its credibility as a valued resource. The APSNA mission is that *APSNA will be the voice that shapes pediatric surgical nursing through advocacy, collaboration, mentorship and leadership. Based on a foundation of research, education and innovation, APSNA will transform care delivery for pediatric surgical patients.* This mission serving **pediatric surgical nurses and pediatric surgical patients** is the primary interest prioritized in all APSNA activities.

APSNA is inviting interested corporate sponsors to align with our Mission and maximize their exposure. Both APSNA and you can reach new audiences, enhance your brand, and ultimately accelerate impact that positively and ethically affects patient care outcomes.

As a small non-profit, support of APSNA can improve your brand perception, attract new customers and increase employee satisfaction. APSNA corporate sponsors have an exclusive access to a list of exciting à la carte options to complement and customize their sponsorship package. The following choices are designed to increase your brand's impact, drive meaningful demand and connect your company with influencers aligning to the APSNA mission which ultimately is to serve **pediatric surgical nurses and pediatric surgical patients**.

À LA CARTE OPTIONS



Exhibitor Table
\$1,600



NEW Exhibitor Table
\$1,440 (10% Discount)



**Sponsor A Nonprofit Family
Education Organization**** \$1,000



Product Theater***
\$4,000



Journal Room Key Card
\$3,000



**Fun Activity/Wellness
Fundraiser***** \$3,000



Membership Email Blast
\$1,000



**Advertisement on APSNA
Webpage** \$1,000 (1 Month)



**APSNA Homepage
Banner** \$1,000 (1 Month)



**Conference Attendee
Email Blast** \$500



**Membership Mailing List
Rental** \$750



Advertise in NYCU
\$500 (1 Month)



Additional Exhibitor Badges
\$100



Conference Bags***
\$3,000



Lanyards***
\$3,000



**Conference
Bag Insert** \$800



Hotel Room Drop
\$3,000

Product Theater – based on availability, may have 2 per event.
Lanyards, room key, conference bags and fun activity – first come basis, only one per event.
All other – quantity per request/need.

PRODUCT THEATER

Two, 15-minute, focused demonstrations or informational sessions that provides an opportunity for registrants to gain information on specific products and/or therapeutic areas provided by company-designated presenters in the exhibit hall during exhibit hours. Product theaters cannot be accredited for contact hours. Company must choose one, 15-minute time slot during Exhibit Hours on Monday May 17 (during Welcome Reception) and one, 15-minute time slot on Tuesday May 18. Cost includes seating arrangement for 60 people. Product theater will be roped off to provide dedicated audience participation.

JOURNAL ROOM KEY CARD

As a room key card sponsor you have the option to support APSNAs *Journal of Pediatric Surgical Nursing* or any other [APSNA Resource](#) that aligns to your own mission. Please remember that branding other than APSNA is not permitted in an effort to support independent judgment, not risk compromising ultimate purchasing decision making, and foster trust in decisions made that affect patient care.

FUN ACTIVITY/WELLNESS FUNDRAISER

The research walk supports APSNAs mission and vision of education and research. Does your company support education and research affecting positive outcomes for pediatric surgical patients and families? If so, the fun activity, wellness fundraiser will be a meaningful way to impact your corporate image.

Exhibitor Table (10% Discount for First Time)

- One 6' x 30" covered table and two chairs (Exhibits will be tabletop only).
- Identification sign showing exhibitor's name (one per booth).
- Two (2) complimentary exhibitor badges.
- Meal functions and welcome reception within the Exhibit Hall for registered exhibitors (must have exhibitor badge).
- Recognition in the conference booklet.
- Recognition on the scrolling slides.
- Recognition on the APSNA Website.
- Electronic list of conference attendee names and organizational affiliation.

Sponsor A Nonprofit Family Education Organization**

A Nonprofit Family Education Organization is defined as an organization whose mission is to provide education and resources to families of patients with Pediatric Surgery diagnoses. They must be a charitable organization with a 501(c)3 status and must have an entire volunteer board of less than 12 members. The organization of choice must be approved by APSNA. APSNA has the right to decline the Nonprofit Family Education Organization requested by the sponsor.

EXHIBIT HOURS

Exhibitors must be present during exhibit hours. *Subject to change.*

MONDAY, MAY 17

12:00 – 5:00 p.m.
Vendor Set Up

6:00 – 8:00 p.m.
During Welcome Reception

TUESDAY, MAY 18

7:00 – 7:45 a.m.

8:45 – 9:15 a.m.

10:15 – 10:30 a.m.

2:30 – 3:30 p.m.

WEDNESDAY, MAY 19

6:30 – 7:00 a.m.

9:00 – 9:15 a.m.

10:15 – 10:45 a.m.

1:30 – 2:00 p.m.

2:00 – 4:00 p.m.
Exhibitor Dismantling

CUSTOMIZED SPONSORSHIP

Please email slosinski@intrinxec.com – to plan your custom package:

- Platinum = \$25,000
- Diamond Level = \$20,000
- Gold Level = \$10,000
- Silver Level = \$5,000
- Bronze Level = \$2,500

CONFERENCE EXHIBIT OPTION

Reserve your exhibit space by completing this form.

- We understand that space will be rented at the following rate: \$1,600
- First Time Exhibitor Table (10% Discount) = \$1,440
- Literature Display Table = \$1,000

CORPORATE RECOGNITION OPTIONS

- Nonprofit Sponsor = \$1,000
- Additional Exhibitor Badge = \$100; Quantity Desired _____
- Conference Bags = \$3,000
- Lanyards = \$3,000
- Hotel Room Drop = \$3,000
- Conference Bag Insert = \$800
- Purchase an Email Blast to APSNA Membership = \$1,000
- Purchase an Email Blast to Conference Attendees = \$500
- Advertisement on APSNA Webpage = \$1,000
- Membership Mailing List Rental = \$750
- Advertise in APSNA's NYCU = \$500
- APSNA Homepage Banner = \$1,000
- Product Theater = \$4,000
- Journal Room Key Card = \$3,000
- Fun Activity/Wellness Fundraiser = \$3,000

TOTAL DUE: \$ _____

PAYMENT

Please e-mail, fax or mail application to:

5353 Wayzata Blvd., Suite 350, Minneapolis, MN 55416
Phone 1-855-984-1609, Fax 952-252-8096

Attention: Shelly Losinski, slosinski@intrinxec.com

Full prepayment of the contracted space cost must be forwarded with the application for exhibit space. Payment can be made by credit card or check. Checks, in U.S. dollars only, should be made payable to the American Pediatric Surgical Nurses Association, Inc. and mailed with completed application. APSNA Privacy policy and Membership mailing policy is available on-line at: www.apsna.org

**Any additions to a sponsorship will require a new written contract. No verbal contracts to be accepted.*

Print Name (as it appears on card) _____

Credit Card Number _____ Exp. Date _____ CVV Security Code _____

Signature _____ Date _____

Select Payment Method: Check enclosed, payable to American Pediatric Surgical Nurses Association, Inc.

VISA MasterCard American Express Discover

TERMS AND CONDITIONS

1. APPLICATION AND ELIGIBILITY. Application for exhibitor space at the annual APSNA scientific conference (“the Conference”) must be made on the printed form provided by the American Pediatric Surgical Nurses Association, Inc. (“the Association” or “APSNA”), must contain the information as requested therein, and must be executed by an individual who has authority to act for the applicant.

2. EXHIBIT SPACE PRICE AND DESCRIPTION. The price for each 6’ x 30’ covered table is \$1,600 before [March 31, 2021].

3. PAYMENT DATES. No booth space, tables, and/or any other related article or service may be guaranteed until the Association receives full payment of the total fee, in addition to the signed contract. If the full payment is not received by March 31, 2021, the Association will have the right to resell the assigned booth space. The exhibitor understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due to the Association by the exhibitor, and then to the amounts due in accordance with these terms and conditions. The exhibitor also agrees that any resulting arrearages must be paid within the time limits specified herein and that the Association has the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due to the Association.

4. CANCELLATION OF EXHIBIT SPACE. After the Association has issued approval for an exhibitor’s booth space, the exhibitor must notify APSNA of cancellation in writing. APSNA will issue a refund of 80% of the total fee for cancellations received by close of business (5:00 PM CST) on [April 30, 2021]. No refunds will be issued for cancellations received after [April 30, 2021]. If for any cause beyond the control of the Association, the Association is prevented from complying with the terms of this contract and becomes unable to deliver the space allotted hereunder, this contract shall be considered terminated with respect to the provision of the exhibitor space, but not with respect to other goods or services offered as part of a package. Such causes include, but are not limited to, the destruction or unavailability of the Conference facility caused by an act of God, severe health crisis, a public enemy, a fire, the authority of the law, or other force majeure. In such a scenario, any payments made by the exhibitor hereunder shall be refunded to the exhibitor, less the expenses that are incurred by the Association up to the date of the termination and are allocable to the exhibitor after proration thereof among all exhibitors. For the avoidance of doubt, cancellation by exhibitor of its use of exhibit space will not be deemed a cancellation of other goods or services provided by APSNA as part of a package and that are not limited to use during the Conference, such as [e.g. year-round sponsorship items that include but are not limited to Purchase an Email Blast to APSNA Membership, Purchase an Email Blast to Conference Attendees, Advertisement on APSNA Webpage, Membership Mailing List Rental, Advertise in APSNA’s NYCU and APSNA Homepage Banner]. Any such goods or services will continue to be provided to APSNA by the exhibitor at their regularly scheduled times and at the prices set forth in the agreement between the parties unless such goods and services are also expressly cancelled by the exhibitor.

5. ASSIGNMENT OF BOOTH SPACE. Space will be assigned through a variety of factors including, without limitation: on a first-come, first-served basis; an exhibitor’s history; the availability of the requested area; the amount of space requested; any special needs expressly requested in writing no later than thirty (30) days prior to the start of conference; and the compatibility of the exhibitor’s products and/or services with the Association’s aims and purposes.

The Association reserves the right to, if necessary, assign booth space other than that chosen or requested by an exhibitor, to rearrange the floor plan, and/or to relocate any exhibit.

6. BOOTH, FURNISHINGS, EQUIPMENT, AND SERVICE. APSNA will furnish exhibitors with a uniformly styled table top 6’ x 30’, two (2) chairs, an identification sign, two (2) complimentary exhibitor badges, access to meal functions including the welcome reception (but excluding the Founders APSNA Awards Ceremony and Business Meeting), a spot in the conference booklet, recognition on the scrolling slides, recognition on the APSNA website, and Conference attendee names and organizational affiliation.

7. CONDUCT OF EXHIBITORS. The advertisement or display of goods or services other than those manufactured, distributed, and/or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. The canvassing or distribution of advertising matter by an exhibitor outside of the exhibitor’s own booth will not be permitted.

The Exhibitor will be entirely responsible for all aspects of the sale and delivery of any products or services provided by such Exhibitor, including the collection and submission of all applicable federal, state or local taxes with respect to sales during the Conference.

Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area, bring helium balloons into the Conference facility, nor display products or services or any other furnishings of their display outside of their assigned space. Products and furnishings should be arranged with the safety of exhibitors and attendees in mind. The character of the exhibits is subject to the approval of the Association. The exhibits must align with the mission and vision of the organization and its commitment to serve the pediatric surgical patient and their families. APSNA reserves the right (i) to refuse the applications of potential exhibitors at its sole and absolute discretion when the proposed exhibits do not meet the standards required or expected and (ii) to curtail all or parts of exhibits that are not in accord with the character required or expected.

Only products that have been approved by the FDA or other appropriate governmental agency, as applicable, shall be exhibited or advertised, unless approval is pending and a notice to that effect is prominently displayed with the product, or unless the product does not require such approvals.

Exhibitors, sponsors, and any other attendees to the Conference agree to interact respectfully and thoughtfully with each other during the Conference and at the Conference facility, including without limitations, in the exhibit hall and during educational sessions and social situations; to respect the rights of other exhibitors, sponsors, and attendees; and to conduct business without interference or improper interventions. This applies, among other exhibitor and exhibit characteristics, to displays, literature, and conduct of persons at the exhibitor booth. Booths should be designed to draw attendees into the booths, not to encourage attendees to stand in the aisles.

The Exhibitor understands and agrees that APSNA may remove the Exhibitor and its representatives from the Conference and refuse admission to such Exhibitor and/or such representatives in future APSNA conferences to the extent the Exhibitor or its representatives engage in unethical conduct, disregard any rules stated herein or otherwise engages in behavior that is disruptive to or interferes with the atmosphere of the conference. The Exhibitor acknowledges and agrees that no refund shall be issued by APSNA in the event that an Exhibitor and/or its representatives are removed from the Conference in accordance with this paragraph..

8. INSTALLATION/DISMANTLING.

INSTALLATION. All exhibits must be set up by 4:30 pm PST on Monday, May 17, 2021, without exception. The assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 4 pm PST, an inspection will be made and exhibits that are clearly not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the initial cleaning prior to the opening, including the removal of crates. Charges for these additional services will be billed to the exhibitor. Exhibit aisles must be clear by 5 pm PST.

DISMANTLING. The official closing time of the exhibits is 4:00 pm PST on Wednesday, May 19, 2021. Exhibitors must dismantle their exhibit prior to the official closing time. Any exhibitor that violates this regulation may be denied exhibit space at any future Association conferences.

9. ADDITIONAL EXHIBITOR SERVICES. All other services are available to exhibitors at normal charges through the official conference contractor (hereinafter “APSNA Program Planner”). Exhibitor service kits will be mailed to all exhibitors approximately thirty (30) days prior to the Conference with complete details. All other services are available for purchase through the hotel’s approved vendor. It is the responsibility of the exhibitor to make these arrangements.

10. CONTRACTOR AND LABOR COORDINATION. The APSNA Program Planner will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. However, if an exhibitor chooses to hire an outside contractor, the following steps must be taken:

- The exhibitor must notify the Association and the APSNA Program Planner and must provide proof of adequate liability insurance—no less than \$1,000,000 combined single policy limit for personal injury and property damage—thirty (30) days prior to the Conference. The notification to the required parties must include the booth number, the exhibitor’s name, and the identification of the outside contractor.
- All independently hired labor, including outside contractors, must check-in at the labor service desk prior to the start of setup. No setup will be permitted without the APSNA Program Planner’s authorization.
- All outside contractor personnel must confine their activities to the exhibitor’s booth in which they are working and they will not be permitted to solicit on the floor or elsewhere in the Conference facility.

TERMS AND CONDITIONS EXHIBITOR / SPONSOR

11. HOSPITALITY AND ENTERTAINMENT. The Association must approve events sponsored by the exhibitors, whether on site or off site. Events are defined as, but not limited to entertaining in a hospitality suite, focus groups, receptions, networking events or educational sessions hosted by exhibitors. No entertainment or events may be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours. These events must be pre-approved by APSNA in advance, no later than 45 days prior to the start of the Conference. Violation of these terms may result in eviction from the Conference without refund.

12. EXHIBIT STAFF REGISTRATION. The registration of two (2) representatives (inclusive of spouses) per paid booth will be complimentary.

Each exhibitor who registers in advance will have a printed exhibitor badge available upon registration. This badge will grant registered exhibitors' admission to the exhibit area and to meal functions only (with the exception of the Founders APSNA Awards Ceremony and Business Meeting). Exhibitors must wear their badges for entry into the exhibit area and at all times within the exhibit area—including during setup times, exhibit hours, and dismantling. Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other applicable badges designated by the Association or the APSNA Program Planner within the exhibit area. Exhibitor badges are not transferable.

Additional "exhibit hall only" badges are available at a cost of \$100 per person (subject to change).

13. GENERAL CONFERENCE REGISTRATION. Any exhibitor who desires to attend the program sessions or any optional activities must register through the regular channels. Advance registration forms will be mailed to exhibitors as soon as they are available.

14. SPECIAL VISUAL AND SOUND EFFECTS. Audiovisual, sound, and other attention getting devices and effects will be permitted only in those locations and at such an intensity level as decided by the Association in its sole discretion, which ensures that such devices do not interfere with the activities of neighboring exhibitors. The operation of equipment being demonstrated by an exhibitor may also not create noise levels that interfere with the activities of neighboring exhibitors.

15. UNACCEPTABLE EXHIBITS. The exhibitor agrees not to use any displays that the Association determines, in its sole and absolute discretion, will unreasonably endanger the person or property of the attendees or exhibitors, are in bad taste, are likely to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and/or with the interests and welfare of its members, are inimical to the property rights of the Association, or violate the booth regulations and/or any other provision of this contract. Quality of life or leisure products – including, without limitation, blenders, cosmetics, face creams, flagpoles, fragrances, ladders, luggage, massage chairs, vacuum cleaners and similar products – may not be eligible to exhibit.

In the event that the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this agreement immediately and either forbid erection of the exhibit or remove or cause the exhibit to be removed at the exhibitor's expense. The exhibitor hereby waives any claim for a refund related to the exhibit booth or any other damages arising out of such termination and exhibit removal. Any exhibitor that is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

16. INSURING EXHIBITS. Exhibitors are encouraged to insure their exhibits, merchandise, display materials, and all other related materials against theft, fire, and other risks at their own expense. The Association suggests that exhibitors contact their insurance brokers and obtain all risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering the same.

17. LIABILITY FOR DAMAGES OR LOSS OF PROPERTY. The exhibitor shall protect, indemnify, and hold harmless the Association, the Conference facility, and the APSNA Program Planner from any and all liability, loss, injury, damage, or expense sustained by any persons or property that derive from or occur in or about the Conference premises (including its entrances or exits), including where such damage is caused by or results from the negligence of the Association. The Conference facility shall not be responsible or liable for any injury, loss, or damage to any property or person related to an exhibitor or otherwise located in the Conference facility's premises.

The Association expressly disclaims liability for all damages to exhibitor property. Neither the Association, nor the Conference facility, nor the APSNA Program Planner will be responsible for losses or damage to any property in storage, in transit to or from the exhibit building, or in the exhibit building or for any loss of income that may result from any reduced sales due to such losses or damages. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control while in storage, in transit to or from the Conference facility, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Association or the APSNA Program Planner.

18. SHIPPING INSTRUCTIONS. Information on shipping methods and rates will be sent to each exhibitor by the APSNA Program Planner. The exhibitor will ship, at its own risk and expense, all articles to be exhibited.

Exhibit material cannot be received at the Conference facility prior to the designated setup dates. Such freight will be directed to and stored at the Association's designated freight handling and storage firm at the exhibitor's expense.

The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall or any damaged exhibits left behind after the contracted move-out time has passed may be removed and disposed of at the expense of the exhibitor and without liability to the Association, the Conference facility, or the APSNA Program Planner.

19. FAILURE TO OCCUPY SPACE. The exhibitor shall forfeit any of its designated space in the exhibit hall that is not occupied by 4:30 pm PST on Monday, May 17, 2021. Such space may be resold, reassigned, or used by the Association without refund, unless the Association has given prior written approval to an exhibitor's request for delayed occupancy.

20. FIRE REGULATIONS. No exhibitor shall use any flammable decorations or coverings and all fabrics or other materials used shall be flameproof.

21. ADVERTISING MATERIAL. Advertisement is not allowed, this includes the use or distribution of any branded souvenirs, gifts and giveaways during the Conference. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertisement or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within each exhibitor's booth.

22. CONFERENCE PROGRAM. The Conference program/exhibits guide will be available to each exhibiting company and registered member.

23. EXHIBIT SPACE FLOOR PLAN. Every effort will be made to maintain the general configuration of the floor plan for this Conference. However, the Association reserves the right to, in its sole discretion, modify the floor plan when necessary.

24. USE OF EXHIBITOR MARKS. The exhibitor hereby grants to the Association a nonexclusive, nontransferable, nonsublicensable, worldwide limited license to use the exhibitor's trademarks, service marks, logos and company name(s) (the "Marks") in connection with the Association's advertising, publicity or other marketing materials (including on the Association's website) relating to the Conference to which this contract relates and the Association's identifying of prior exhibitors at conferences organized by the Association. The exhibitor represents and warrants that it has the unlimited right to unilaterally grant the license set forth in this paragraph and agrees that the grant in this paragraph is not subject to the payment of any fees by any person or entity. The exhibitor expressly reserves all rights relating to the Marks not expressly granted to the Association.

25. MISCELLANEOUS. The exhibitor expressly agrees to be bound by all the terms, conditions, and specifications herein listed and by the rules and regulations established by the Association from time to time, including those thereafter modified. The exhibitor also expressly agrees that this contract and such rules and regulations contain the entire agreement between the parties hereto and supersede any prior agreement.

26. EXHIBITORS MUST BE PRESENT at tables during all stated exhibitor hours.

AUTHORIZATION

By signing below, exhibitor and/or sponsor represents that exhibitor and/or sponsor has read and understands this Contract, including the Cancellation and Refunds Policy, as well as the Terms and Conditions and Rules and Regulations found in the APSNA Exhibitor Prospectus.

Exhibitor: _____ By: _____

Name: _____ Title: _____

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