

Illinois Society for Advanced Practice Nursing

APN MWC

ADVANCED PRACTICE NURSING MIDWEST CONFERENCE

EXHIBITOR PROSPECTUS

**Maximize your resources.
Expand to find new prospects.**

14th Annual APN Midwest Conference will host practitioners in all the APN specialties (CNM, CNP, CNS, CRNA) in Illinois. With nearly 50 sessions that include hands-on skills workshops the meeting also supports discussion on current state and local legislative issues and also brings an unparalleled opportunity for peer networking. Secure your booth space today!

Friday, October 7th, 2016

Sheraton Lisle Hotel
3000 Warrenville Rd.
Lisle, IL 60532

Visit www.isapn.org for more information





REACH YOUR AUDIENCE

Secure your booth space today at the largest conference for APN's in the Midwest, the Illinois Society for Advanced Practice Nursing 14th Annual Conference.

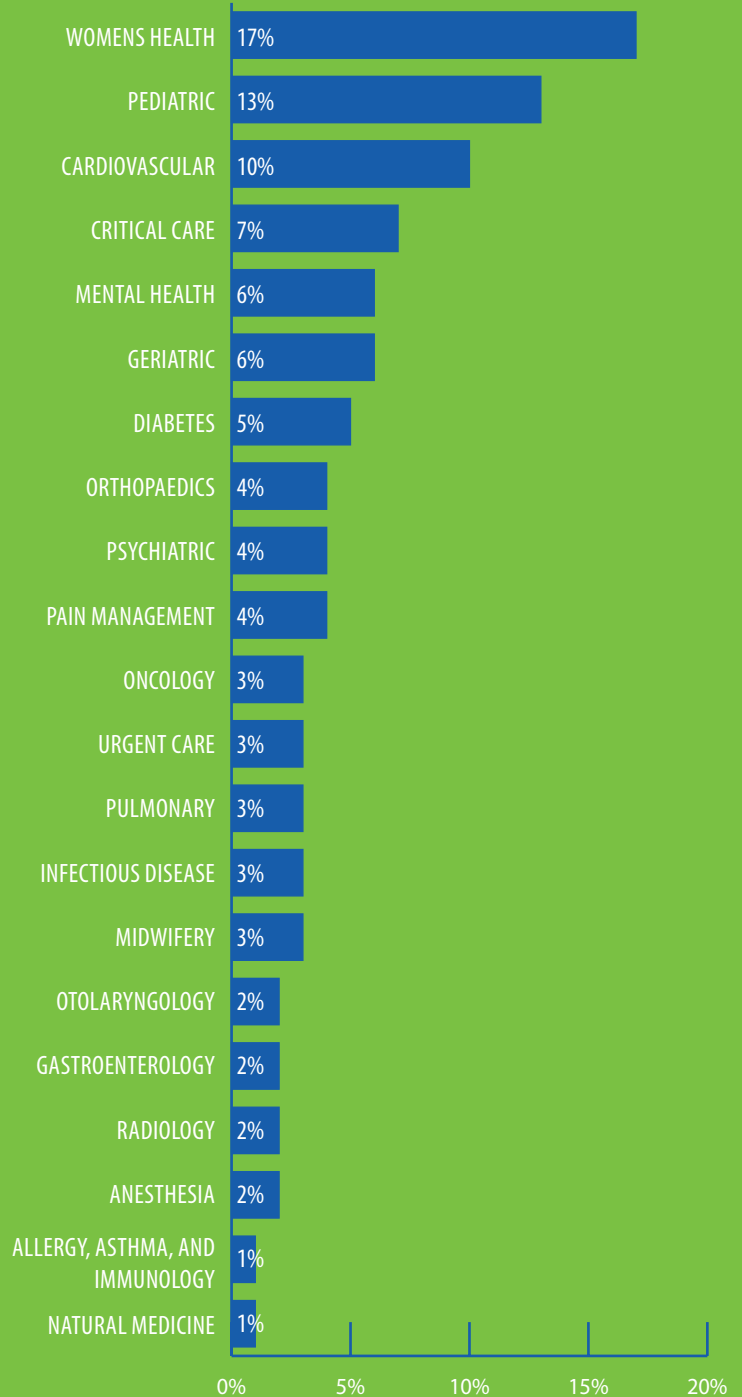
Join us in the Exhibit Hall on Friday, October 7th, at the Sheraton Lisle Hotel, and reach this growing audience of nursing professionals who are at the forefront of providing preventative care to the public.

Sponsorship opportunities, in addition to exhibiting, are the perfect way to reach your core audience. Sponsorship opportunities are flexible and can be designed to fit any price range.



POTENTIAL ATTENDEE PROFILE

38% of Attendees are Primary Care with Additional Areas of Practice in:





PAST EXHIBITORS

AAA
Abbott Point of Care
ABBVIE
Advance for Nurses
Advance Magazines
Advanced Medical Transport of Central Illinois
Advanced Practice Education Services
Advocate Christ Medical Ctr.
Advocate Health Care
AIHU Essentials for Healing
Air Methods-Lifestar 1 Chicago
Alere
Alliance Medical Corp
Alterna-Care Home Health Agency
Amedisys Home Health Services
Amgen
API Healthcare
Arbonne International Health & Wellness
Arthur Davis Publishing Agency, Inc
AstraZeneca LP
Athletico
Atrium Medical Corp
Bayer Healthcare Diagnostics
Bayer HealthCare Pharmaceuticals
Beitler Staffing Services
Ben Gordon Center
Benedictine University
Berlex laboratories
Bleeding & Clotting Disorders Institute
Blessing Hospital
Boehringer Ingelheim Pharmaceuticals, Inc
Boresha International Coffee / Bskinny Science Products
Care Memory Band
CareFusion
Carle Clinic Association
Carle Physician's Group
Center of Therapeutic Massage
Cephalon Alkermes
Cerner
Chamberlain College of Nursing
Chestnut Health Systems
Chicago Lakeshore Hosp.
Cinemed
Cintas-Uniforms to You
City Colleges of Chicago
Comprehensive Bleeding
Cook County Hospital
Correct Care Solutions, LLC
Cumberland Pharmaceuticals, Inc.
Designs by Tova/Genia Rosenblat
Dey, L.P.
Direct Medical Incorporated
Eli Lilly and Company

Elite Medical Services
Elsevier Publishing
Epilepsy Foundation of Greater Chicago
Evolution Medical Products, Inc.
Fitzgerald Health Education Associates Inc
Floragen Probiotics
Gannett Healthcare Group/Nursing Spectrum
Garofalo & Thiersch, P.C.
GENENTECH INC
Gideons International
Gift of Hope
Glaxo Smith Kline
Grand Canyon University
Grifols
Harper College
Healthcare Associates Credit Union
Hospice of Northeastern IL
Hurst Review Services NCLEX review
I.V. House, Inc. UltraDressing
IDFPR
IL Dept of Public Health - Illinois Breast & Cervical Cancer Program
IL Emergency Management Agency Radon Program
IL Emergency Medical Services for Children
IL Public Health Assoc
Illinois Medical Spa Association
Illinois Nurses Foundation
Illinois Prescription Monitoring Program
Illinois Public Health Association/HIV Care Connect
In Demand Interpreting/Christine Dobbins
In Home Medical Group
Infusion Therapy Institute/Chicago Prepay Cook County
Integrity Physical Therapy & Physiotherapy Associates
Intelistaf Healthcare
Invent-Volunteering for IL
Janssen Pharmaceuticals
Jen's Scrubs and Medical Uniforms
Johnson & Johnson
Joslin Diabetes Center OSF Medical Group
Kaplan University
Lia Sophia Jewelry
Lippincott, Williams & Wilkins
Lisle CVB
Loyola University Chicago
Loyola University Chicago - Marcella Niehoff School of Nursing
LPD Uniforms, L.L.C.

Macon & Co., Inc.
Mallinckrodt Pharmaceuticals
Marsh U.S. Consumer
Mayo Clinic
Meda Pharmaceuticals
MedAscend
MEDASCEND
Med-Force aeromedical transport
Medtronic
Medtronic Diabetes
Memorial Health System
Memorial Regional Cancer Center
Mennonite College of Nursing
Merck & Co., Inc.
Merck Vaccines and Infectious Diseases
Midwest AIDS Training & Education Center
Millikin University, Nsg. Dept
Minute Clinic
Monarch Hospice & Palliative Care
Nat'l Univ of Health Sciences
North Park University
Northern Arizona Healthcare
Northwestern Memorial Hospital
Northwestern Univ. Institute for Women's Health Research
Novartis Pharmaceuticals
Novo Nordisk
NP Care of Illinois
NPACE
Nurse Staffers Inc
Ohio Medical Corp
Olivet Nazarene University
Origami Owl
OSF Healthcare
OSF Home Care Services
Pallay Insurance Agency
PEKIN HOSPITAL
Perinatal Home Medical Supply, Inc
Personal Care
PFIZER INC
Phenogen Sciences
Philips Respironics
Purdue University
Rasmussen College
Riverside Medical Center
RML Specialty Hospital
Roche Laboratories
Rockford Health System
Rueckert-Hartman College for Health Professions
RUSH UNIVERSITY COLLEGE OF NURSING
Rush University College of Nursing
Saint Francis Medical Center College of Nursing
Sanofi Aventis

Season's Hospice
Sentry Insurance
Sepracor
Sherman Hospital
SHIONOGI INC
Shriners Hospitals for Children
SIU Edwardsville School of Nsg.
SIUE School of Nursing
ST John's Hospital, HSHS Medical
St. Anthony School of Nursing
St. Francis Medical Center College of Nursing
St. Jude Medical S.C., Inc.
St. Xavier University Online
State of Illinois-CMS
Stratum Med
Stryker Medical
Stryker Orthopaedics
Take Care Health Systems
Takeda Pharmaceuticals
Target
TEVA RESPIRATORY
The Bleeding and Clotting Disorders Institute
The Gideons International
THE LOCKWOOD GROUP, LLC
The Tate Group at Morgan Stanley Smith Barney
UIC College of Nursing
Uniforms You / Working Class / Divisions of Cintas
United States Air Force
United States Army
United States Navy Nurse Corp
University of Illinois College of Nursing
University of Michigan, School of Nursing
University of St Francis College of Nursing & Allied Health
University of Wisconsin Hosp. & Clinics
US Army Healthcare
US Army Medical Recruiting
US Food and Drug Administration
Valeritas
Vanderbilt University School of Nursing
Verathon Medical
Vitas Innovative Hospice Care
Walden University
Welch Allyn
World Gym
Wound Rounds / Telemedicine Solutions, LLC
Your Healthcare Plus Administered by McKesson
Z-Medica Corporation
Zoll Life Vest



KEYNOTE SPEAKER CAROLYN BUSSERT



Carolyn Bussert is a health care attorney. Her legal clients include medical practices, institutions, non-profit organizations and individual clinicians throughout the United States.

She is the author of eight books:

- The Nurse Practitioner's Business Practice and Legal Guide (2012) focuses, specifically and in-depth, on the legal and business issues that nurse practitioners face.
- The Primary Care Provider's Guide to Compensation and Quality: How to get paid and not get sued (2005) addresses billing and coding choices, avoidance of fraud charges, and systems for maintaining quality in practice.
- Productivity Incentive Plans for Nurse Practitioners (2006) describes the methodologies being used to reward NPs for generating revenue and increasing quality of care.
- Prescribing: Preventing Legal Pitfalls for NPs (2010) provides detailed recommendations on how to avoid medication-related mishaps, including inappropriate prescribing of controlled substances.
- Avoiding Malpractice (2010) analyses 20 cases against NPs and provides systems for preventing similar lawsuits.
- Negotiating Employment (2008) walks NPs through the process of preparing, probing and proposing a compensation package.
- Billing Physician Services Provided by NPs in Specialists' Offices, Hospitals, Nursing Homes, Homes and Hospice (2010) provides the complicated Medicare rules on billing for NP services as well as advice on dealing with private payers.
- How to start a health care practice: For nurse practitioners (2008) provides detailed advice on practice start-up.

She is a frequent contributor to various health care publications. She is on Medscape's panel of experts. She lectures extensively on a variety of medical-legal issues.

WHAT IS AN ADVANCED PRACTICE NURSE?

An Illinois APN is a licensed registered nurse, has completed a master's degree specific to one of the four APN specialties, listed below, and has acquired and maintains national certification to practice within their education specialty. Once all requirements are satisfied, an APN license to practice is granted.

APN education at the masters level includes concentrated clinical preparation in the area of specialty advanced nursing practice, a rigorous, high-quality curriculum, and learning in an environment that fosters evidence-based patient care outcomes linked with preventive healthcare services.

APNs provide care by:

- Assessing and diagnosing patients
- Ordering and interpreting tests and procedures
- Selecting and prescribing medications
- Providing patient education and advocacy
- Providing end of life care

Where Do APNs Work?

- Private Health Care Offices
- Hospitals
- Health Clinics
- Community Health Centers
- Student Health Clinics
- Universities
- Outpatient Surgical Centers
- Emergency Centers
- Birthing Centers
- Psychiatric Facilities
- Schools
- Day Care Centers
- Public Health Departments
- Home Health Agencies
- Nursing Homes and Assisted Living Facilities
- Hospices
- Armed Forces
- Veteran's Administration Facilities
- Occupational Health Settings



Exhibitor & Sponsorship Registration Form

Friday, October 7th, 2016
Sheraton Lisle Hotel, Lisle, IL

Exhibitor Levels:

- Gold Exhibitor: \$1,250 (Savings: \$300)**
Fee includes: full page ad in program book, premium exhibit space
- Silver Exhibitor: \$1,100 (Savings: \$150)**
Fee includes: 1/2 page ad in program book, premium exhibit space
- Bronze Exhibitor: \$750 (Savings: \$100)**
Fee includes: standard exhibit space
- Government / Non-Profit: Contact for pricing**
Fee includes: standard exhibit space
- Additional Representative(s): \$75**
A maximum of 3 representatives are allowed per booth

Sponsorship Levels:

- Superior Sponsor: \$3,200 (Savings: \$1,375)**
Fee includes: break out session sponsor, full page ad on back cover of program book, premium exhibit space plus additional representative, registration insert
- Deluxe Sponsor: \$3,000 (Savings: \$1,375)**
Fee includes: break out session sponsor, full page ad on inside back cover of program book, premium exhibit space plus additional representative, registration insert
- Premium Sponsor: \$2,000 (Savings: \$375)**
Fee includes: full page ad in program book, premium exhibit space plus additional representative, registration insert

COMPANY INFORMATION

Company Name: _____
 Reps Names: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

PAYMENT INFORMATION

Total amount due: \$ _____

Enclosed is a check made payable to ISAPN Check to be mailed to ISAPN

Credit Card payment – ISAPN accepts Visa, MasterCard or American Express

Credit Card #: _____ Exp. Date: _____

Name as it appears on card: _____ Sec. Code: _____ Zip: _____

Cancellation Policy – Cancellations within 90 days of the event will not receive a refund. If we receive your cancellation notice more than 90 days prior to the event, we will issue you a refund of 50% of fees less a \$75 processing fee.



Please mail checks to:
ISAPN, P.O. Box 636, Manteno, IL 60950