

PCNP 17th Annual Conference



PENNSYLVANIA COALITION OF
NURSE PRACTITIONERS

Bridging the Healthcare Gap



Exhibitor Prospectus

Oct. 3-5, 2019

The Westin Convention Center | Pittsburgh, PA

www.pacnp.org/conference

WELCOME!

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IMPORTANT DATES

April 26

Deadline to register for inclusion in
pre-conference brochure

July 9

Cancellation deadline with \$800 cancellation
fee

Sept. 4

Space must be paid in full; cancellation
deadline with management retaining 100%
of total booth cost

Oct. 3-5

PCNP Annual Conference at the Westin
Convention Center

ABOUT PCNP

The Pennsylvania Coalition of Nurse Practitioners (PCNP) is the state association that represents the interests of more than 11,000 nurse practitioners across the Commonwealth. Composed of 17 Regional Groups and members-at-large, PCNP has been advocating for professional practice and improving access to high quality health care since the 1980s. Our members are excellent providers of healthcare representing all specialty areas (Family, Adult/Gero, Acute Care, Neonatal, Pediatric, Psychiatric/Mental Health and Women's Health). PCNP proudly offers the largest nurse practitioner educational conference in the state, and is dedicated to providing a dynamic event for attendees and exhibitors alike.

ABOUT THE PCNP 17TH ANNUAL CONFERENCE

The Pennsylvania Coalition of Nurse Practitioners holds an annual conference targeted at providing NPs in Pennsylvania with quality educational and networking opportunities to enhance their careers and grow professionally. Using a mix of national speakers and member experts, the conference features timely topics in healthcare and practice. This year's event takes place at the Westin Convention Center in Pittsburgh, PA.



**PENNSYLVANIA COALITION OF
NURSE PRACTITIONERS**

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EXHIBIT HALL AND CONFERENCE EDUCATION HOURS

EXHIBITOR SET UP

Thursday, Oct. 3

12:00 p.m.-4:00 p.m.

EXHIBIT HOURS

***The exhibits will be on two levels this year!
Both levels will be used extensively and have
food and beverage.***

The exhibits are open to attendees during the following times. Vendors must have representatives present at their booth for the dedicated hours, which are listed below. Booths are not required to be staffed outside of dedicated hours; however, please be aware that the exhibits will be open to traffic during the hours directly below:

Thursday, Oct. 3

4:00 p.m.-6:00 p.m.

Friday, Oct. 4

7:00 a.m.-4:00 p.m.

Saturday, Oct. 5

7:00 a.m.-10:35 a.m.

EXHIBITOR TEAR DOWN

Saturday, Oct. 5

10:35 a.m.-1:00 p.m.

DEDICATED EXHIBIT HOURS*

Although the exhibits remains open for most of the day, below are the hours dedicated exclusively to allowing attendees the opportunity to visit the exhibits without any other concurrent programming:

Thursday, Oct. 3

4:00 p.m.-6:00 p.m. Reception with Exhibitors

Friday, Oct. 4

7:00 a.m.-8:00 a.m. Continental Breakfast
with Exhibitors

10:00 a.m.-10:45 a.m. Break with Exhibitors

2:30 p.m.-3:00 p.m. Break with Exhibitors

Saturday, Oct. 5

7:00 a.m.-8:00 a.m. Continental Breakfast
with Exhibitors

10:05 a.m.-10:35 a.m. Break with Exhibitors

10:30 a.m. Exhibitor Teardown

**Times subject to change*

REGISTER TO EXHIBIT TODAY! | PACNP.ORG/CONFERENCE

PAST PCNP EXHIBITORS

AANP	Millersville University
Abbott Diabetes Care	Miscordia University
Abbott Nutrition	National Library of Medicine
Abbvie	National Ovarian Cancer Coalition
Albert Einstein Health Network	Next Gen Management LLC
Alvernia University	NHS Human Services
Amarin Pharma	Novo Nordisk
Amgen	NPACE
Arbor Pharmaceuticals, LLC	NSO
AseraCare	Optum
Astra Zeneca	Ori Jewels
Bayer Healthcare	Otsuka America Pharmaceuticals
Boehringer Ingelheim Pharmaceuticals, Inc.	PA Beef Council
Boiron	Patty Cancilla Art
Boston Heart Diagnostics	Penn Medicine
Bristol-Myers Squibb Company	Penn State College of Nursing
California Casulty Management Company	Penn State Hershey Medical Center
Change Control Diet	Pennsylvania Drug Card
Cookie Lee	Pennsylvania Primary Care Career Center
Correct Care Solutions	Pfizer Vaccines
Coverys	Pinnacle Health System
CSL Behring	PMC Pharmacy
CVS - Minute Clinic	Pocono Medical Center
DeSales University	Quest Diagnostics
Duquesne University	Reading Health System
Edinboro University	Real Alternatives
Exact Sciences	Respirtech
Fitzgerald Health Education Associates	Robert Morris University
Gannon University	Sanofi Cardiovascular
Gebauer Company	Sanofi Diabetes
Geisinger Health System	Seton Hall University
Genentech	College of Nursing
Gilead Sciences	Shionogi
Grand Canyon University	Shire Pharmaceuticals
Guthrie Medical Group	Sleep Number
Gwynedd Mercy University	SSEA LLC
Hologic	Sunovion
HOPE Extended Care Services	Take Shape for Life
HouseCalls RX	University of Pittsburgh School of Nursing
Janssen Pharmaceuticals	UPMC
Kowa Pharmaceuticals	Walden University
Laclede Inc.	Wellness Health Options
Lancaster General Health	WellSpan Health
Masonic Village Hospice	West Chester University
Matrix	Wilkes University School of Nursing
MEDA Pharmaceuticals	Wolters Kluwer Health, Lippincott, Williams & Wilkins
MedExpress Urgent Care	West Chester University
Medical Diagnostic Laboratories, LLC	WVU Healthcare
Merck & Co. - Primary Care	Xenoport
Merck & Co. - Women's Health	York College
Microbiome Labs	

EXHIBITING AT THE CONFERENCE

PCNP is offering companies several different ways to take advantage of conference sponsorships and exhibiting. Each level (Exhibitor, Gold and Platinum) includes a booth at the conference plus exciting opportunities to connect with more than 600 nurse practitioners from across Pennsylvania and beyond. See our Exhibitor Levels below to determine which is the best fit for your company.

EXHIBITOR LEVELS

Add all Exhibit Booth fees and Sponsorship Options together for your company's total Exhibitor Level.	Exhibitor Booth	Gold Sponsor	Platinum Sponsor
	\$1,600	\$1,701-\$5,000	\$5,001+
8' Table at Conference with Two Attending Representatives	X	X	X
Conference Attendee Mailing List <i>(hard copy, provided on site)</i>	X	X	X
Recognition in Pre-Conference Brochure*	Name Only	Logo	Logo
Recognition on Conference Webpage	Linked Name	Linked Logo	Linked Logo
Participation in Thursday Evening Reception	X	X	X
Post-Conference Attendee Mailing List <i>(electronic)</i>	–	X	X
Trail Map Stop	X	X	X
One (1) Complimentary Affiliate Membership for One Year	–	–	X
One (1) Complimentary Career Center Advertisement	–	–	X
One (1) Complimentary Dedicated eBlast	–	–	X

*All Exhibitor Levels who are confirmed and have submitted the required materials by April 15, 2019, will receive recognition in our pre-conference brochure.

BASIC BOOTH SPACE AND SPONSORSHIP INFORMATION

Attending Representatives

All Exhibitor Levels are permitted to send two (2) representatives. Additional representatives can attend for \$250 per attending rep.

Conference Attendee Mailing List

All Exhibitor Levels will each receive a hard copy full conference attendee mailing list on site at the meeting. Gold and Platinum Exhibitors *ONLY* will receive a full conference attendee mailing list in Excel format after the meeting.

PLEASE NOTE: *Attendee email addresses are not included on this list.*

Acknowledgment in Pre-Conference Brochure

All Exhibitor Levels who are confirmed and have submitted the required materials by April 15, 2019, will receive recognition in our pre-conference brochure mailed to all PCNP members and non-member NPs. Exhibitors will be recognized with their company name listing only; Gold and Platinum Exhibitors will be recognized with a logo listing.

Acknowledgment on the PCNP Conference Webpage

Exhibitors will be recognized on the PCNP conference webpage with a company name listing hyper-linked to their website. Gold and Platinum Exhibitors will be recognized with their company logo hyper-linked to their website.

Trail Map Stop

All attendees will receive a Trail Map card in their registration packets. As they navigate the Exhibit Hall, they will collect stickers provided by PCNP from participating companies from the “stops” by visiting the specified booths. Completed cards will be turned into the registration desk for prize drawings. This is an excellent way to drive traffic directly to your booth! All Exhibitors will receive a complimentary stop on our Trail Map.

Affiliate Membership

Platinum Exhibitors will receive a one-year affiliate membership to PCNP. An affiliate membership is for any non-nurse practitioner interested in fostering the purposes of PCNP. Affiliate members may serve as committee members. They may not vote or serve as officers of PCNP.

Career Center Advertisement

PCNP members have access to a robust career center. Platinum Exhibitors receive a complimentary Career Center advertisement to use at any point throughout the year.

Dedicated eBlast

Put your content directly into the hands of our members! Platinum Exhibitors can send a dedicated eblast to our membership. Exhibitor provides content OR raw HTML that the PCNP Office will send on behalf of the exhibitor. Content must be approved by PCNP Office.

ADDITIONAL SPONSORSHIPS

PCNP has multiple sponsorship opportunities to increase your exposure and to create a fun and exciting experience for attendees. Add these to your Basic Exhibit Booth Space to increase exposure!

SPONSORSHIP OPPORTUNITIES

Welcome Banner – \$300

Create a visual impact by sponsoring the PCNP 2019 Conference Welcome Banner. This banner will include a welcome message and the conference theme accompanied by your logo. It will be on display in a prominent position throughout the duration of the conference. Sponsorship includes PCNP logo and company logo on themed banner to welcome attendees at the conference.

Conference Tote – \$2,500 (includes cost of bags)

Quality canvas bags featuring the PCNP and sponsor company logos will be distributed to all attendees as a convenient way to carry conference materials.

Conference USB Handouts – \$500 plus the cost of USB drives

Your company's logo will appear along with the PCNP logo on a USB drive that will be pre-loaded with all speaker handouts. Your company will also have the opportunity to include a linked PDF ad on each drive. This is a terrific way to guarantee continued exposure as attendees use this valuable resource over and over once the conference concludes.

Photo Booth – \$1,500

Add a fun element to our Thursday Welcome Reception! Your logo will appear with the PCNP logo on a custom border on all photos taken at the photo booth. Attendees can print and share photos on social media, expanding your company's visibility and creating a one-of-a-kind memento from the conference.

Coffee Break – \$3,000

(maximum sponsors allowed: 3)

Hot tea and coffee will be available for attendees during a coffee break. Sponsors receive signs around the break area.

Luncheon Meeting – Call the office for details

Pens – \$900 (includes cost of pens)

Pens with your company logo and the PCNP logo will be included in conference attendee bags.

Highlighters – \$900 (includes cost of highlighters)

Highlighters with your company logo and the PCNP logo will be included in conference attendee bags.

Schedule at a Glance – \$1,200

This quick at-a-glance schedule will allow attendees to see the day's events right at their fingertips. Sponsor receives company logo on the schedule.

Conference Notebooks – \$2,500

Notebooks featuring your company logo will be included in registration packets – a great opportunity for name recognition.

SPONSORSHIP OPPORTUNITIES (CONTINUED)

Sponsored Conference Blast* – \$200

(10 emails available; three emails allowed per company)

Sponsorship includes company logo and link to company's website at the bottom of a PCNP conference branded email.

**All logos must be submitted at the time of application submission.*

Unrestricted Conference Grant – Call the office for details

Want to contribute to the educational content of the 2019 PCNP Annual Conference? Donate a grant that will directly benefit the educational content of the conference. Because of our exhibitors and sponsors, PCNP is able to present an excellent conference with strong, industry-leading speakers. Contribute to our education and your company's name and logo will be displayed during the conference.

Smart Talks – \$500

Smart Talks will be held on Thursday, Oct. 3 in the Exhibit Hall. These 15-minute mini educational sessions are designed to allow companies a platform to share short snippets of educational content with attendees. Sponsors receive a timeslot for the talk as well as acknowledgment in the pre-conference brochure if received by April 15, 2019, as well as in a dedicated Smart Talks eblast to all attendees two weeks prior to the start of the conference.

Headshot Booth – \$1,500

Be the center of attention for three hours on Friday, Oct. 4, as attendees flock to you to sit with our hired photographer for a professional headshot. Sponsorship includes signage and a photostand by your booth.

Massage Station – Call the office for details

Walking around and participating in workshops and lectures will take its toll on people. What better way to make them feel comfortable than by sponsoring a massage chair complete with masseuse and signage at your booth?

Charging Station – Call the office for details

Nobody leaves home without a mobile device. This station will surely be sought out throughout the day! Sponsorship includes signage as well as the station.

Your Idea – Call the office for details

Do you have an idea for a fun or educational sponsorship opportunity at the PCNP Annual Conference? The PCNP Office wants to know! If you are interested in creating your own sponsorship opportunity, please contact the PCNP Office to discuss these details.

Ready?

Click here to register now!

EXHIBITOR RULES, REGULATIONS AND GENERAL INFO

Indemnification

The exhibitor agrees to indemnify and hold harmless the PCNP, its officers, directors, agents and employees from any and all claims of liability of third parties arising out of or related to the acts of omissions of the exhibitor in connection with the exhibitor's participation in the 2019 PCNP Annual Conference.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the PCNP, Westin Convention Center and its employees and agents harmless against all claims, losses and damages to persons or property, or caused by exhibitor's installations, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Westin Convention Center, its employees and agents.

Exhibiting Limitations

The PCNP reserves the right to stop or remove from the conference any exhibitor, or its representative, performing an act or practice when in the opinion of conference management is objectionable or detracts from the dignity of the conference or is unethical to the business purpose of the conference. Conference management reserves the right to refuse admittance of exhibits or materials to the conference until all dues and fees are paid in full. No exhibitor shall hold any social event to which buyers are invited or entice buyers off the conference floor during official conference hours.

Booth Assignment

The PCNP reserves the right to place reasonable limitations on the number of booths or tables to be rented by any exhibiting company. The PCNP staff strives to provide a broad spectrum of products and services.

Booth Policy

Exhibit personnel may not enter, photograph or video another exhibitor's booth without obtaining permission. This is out of respect for the rights of other vendors to conduct business during the exhibit hours without interference or improper intervention. The PCNP, its representatives and its staff shall have free access to any exhibit at all times in the performance of their assigned duties. It is against PCNP's policy to "share" booth space. Each company that desires to conduct business at the PCNP Annual Conference must be an exhibitor or sponsor at the conference.

Companies whose products are used in conjunction with each other are prohibited from exhibiting in the same booth. Companies are permitted to locate their booths next to each other on the Exhibit Hall floor, if they desire. PCNP staff members are able to assist in ensuring your booths are placed on the floor plan to your best advantage during your booth draw time. Any company found to be in violation of this policy will be asked to remove all identifying information for the company that did not purchase a booth. This can include literature, signage, shirts with logos, etc. Companies that are not exhibiting at the conference cannot be represented at the conference in any manner.

Staffing of Booths

As a courtesy to our attendees, all exhibits must be open on time and remain staffed each day during the dedicated hours. Exhibitors are only required to staff their booths during dedicated hours. Staffing is optional outside of dedicated hours – the Westin Convention Center urge exhibitor representatives to exercise precautions to discourage theft. See schedule on page 3 for more information.

Dismantling of Exhibits

Dismantling of booth space prior to the designated teardown time is prohibited. This will result in a fine of \$1,000 and possible loss of future PCNP exhibit participation. Arrangements can be made in the event that it is absolutely necessary, at the exhibiting company's expense.

Exhibitor Service Kits

The Exhibitor Service Kit contains conference information, important dates and order forms for all conference services.

Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations for such products and services highlighted in the section "FDA Compliance."

PCNP has no further responsibility to notify the exhibitors that this compliance is required.

Damage to Hotel Property

Exhibitors will be held responsible for any damage done to the Westin Convention Center by them, their employees or their agents. No nails, tacks or screws may be driven into the floor, wall or woodwork of the building.

Insurance

If you are using an Exhibitor Appointed Contractor [EAC] (an independent contractor hired by exhibiting companies to provide services that might include labor to build the booth, booth supervisors, booth designers, independent display companies, delivery personnel, technicians, manufacturing reps, etc.) for your booth, you are required to submit a Certificate of Insurance.

You are required to cover exhibit material against damage and loss and public liability insurance of at least \$1 million per occurrence and \$1 million per aggregate, against injury to the person and the property of others. Policies shall name PCNP as the additional insured. Certificates of Insurance must be received by Oct. 1, 2019.

Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control while in transit to and from the Westin Convention Center, during installation and removal, and while it is in the confines of the Westin Convention Center.

Neither PCNP, the Westin Convention Center nor any other of the officers, directors, agents or employees of any of the same are responsible for the safety of the exhibitor's property from theft, damage by fire, accident, vandalism or any other causes, and the exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property, except where the damage or loss is due to gross negligence or willful misconduct of the person or entities mentioned above, their agents or employees.

Company Description and Company Type

PCNP reserves the right to review and deny any companies based on the coalition's conflict of interests. Company descriptions are required upon registration, and all companies will be reviewed to ensure that they fall into the scope of companies allowed to exhibit at the PCNP Annual Conference.

Cancellations and Non-Payment/Refunds

Any and all cancellations must be received in writing. PCNP reserves the right to resell any canceled space. Please see below for cancellation schedule:

- If space is canceled **before April 12, 2019**, conference management will retain or exhibitor will pay a **\$300 cancellation fee**.
- If space is canceled **between April 13, 2019, and July. 8, 2019**, conference management will retain or exhibitor will pay a **\$500 cancellation fee**.
- If space is canceled **between July 9, 2019, and Sept. 3, 2019**, conference management will retain or exhibitor will pay a **\$800 cancellation fee**.
- If space is canceled OR not paid in full **after Sept. 4, 2019**, conference management will retain or exhibitor will pay **100 percent of the total booth cost**.

If the event is canceled because of reasons beyond the control of conference management, space fees or deposits already made will be returned to exhibitors on a pro rata basis, after all related event expenses incurred by conference management, through the date of cancellation, have been met and such refund shall be accepted by exhibitor in full settlement of all loss or damage suffered by exhibitor.

Space not paid in full by the deadline date of Sept. 4, 2019, will result in the space being released for non-payment. No exceptions will be made to this policy. Companies will be notified regularly of any outstanding balances. Deposits will not be returned, and no refunds will be issued after Sept. 4, 2019. Any company that registers after the Sept. 4 must remit full booth payment within one week of the registration date or booth space will not be guaranteed.

Show management has the absolute right to cancel the contract if exhibitor fails at any time to comply with any of the terms, provisions or conditions of the contract. Such cancellation shall be without liability on the part of the conference management, and in the event of cancellation, conference management shall retain all payments made by exhibitor for exhibit space. Conference management has the right to cancel the contract if exhibitor becomes insolvent.

Reservation of Right to Make Changes

Any matters not specifically covered herein are subject to decision by the PCNP Board and Chief Executive Officer. PCNP reserves the right to make such changes, amendments and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any changes.

Housing Alert

The PCNP Annual Conference is NOT affiliated with a housing company. Please be careful if approached by any company or service claiming to be an official housing provider for PCNP. PCNP offers the guaranteed lowest rate available. In the past, PCNP has been made aware of travel companies that are entirely fraudulent, misleading exhibitors and attendees with false information. Please note that you can ONLY book a room in the PCNP block by using the booking information on the PCNP Conference Webpage. If you are contacted by a housing company trying to sell hotel rooms for this conference, please contact PCNP Conference Management at 412-243-6149 x 110.