

PCNP 2024 ANNUAL CONFERENCE

EXHIBITOR PROSPECTUS



NOV. 14-16, 2024



SEVEN SPRINGS
CONFERENCE CENTER



SCAN
ME

A LETTER FROM THE EXECUTIVE DIRECTOR

The Pennsylvania Coalition of Nurse Practitioners (PCNP) invites you to participate in our annual educational conference on November 14-16, 2024 at Seven Springs Conference Center in Somerset, PA. This conference is an excellent platform to connect with nurse practitioners from across Pennsylvania and contribute to their professional development.

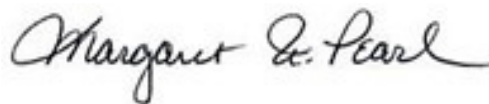
Exhibitors have the chance to engage with a diverse audience of nurse practitioners specializing in various areas such as women's health, pediatrics, family, psychiatric, adult, and acute care. The focus on providing CE credits for prescribing nurse practitioners adds value to the conference, making it an attractive prospect for those looking to enhance their knowledge and skills.

Our attendees enjoy the opportunity to spend time with our exhibitors and we continuously receive positive feedback from both our exhibitors and attendees! This is the largest nurse practitioner educational meeting in the commonwealth, and you don't want to miss it!

We have many different opportunities for you to consider sponsoring such as: breakfast, lunch or break along with others. We invite you to look at the additional opportunities – you don't want to miss out on this event!

If you have any questions or any other ideas, please contact [Helena Karlinski](#).

Looking forward to seeing you at Seven Springs in November!



Margaret "Peggy" Pearl
PCNP Executive Director

PCNP Office Contacts

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ABOUT PCNP

About the Pennsylvania Coalition of Nurse Practitioners

The Pennsylvania Coalition of Nurse Practitioners (PCNP) invites you to participate in our Annual Conference. PCNP is the state organization that promotes and protects the practice of over 18,000 Certified Registered Nurse Practitioners (CRNPs) in Pennsylvania. Formed in the 1980's by only 3 forward-thinking NPs, PCNP now has 17 regional groups across the Commonwealth! Each regional group offers networking opportunities and has a representative on the PCNP Executive Board that meets quarterly to discuss issues and set organizational goals. Member dues are used to support our central office, executive staff and maintain a Policy & Government Affairs Director who monitors and responds to legislation impacting NP practice.

PCNP 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 Seven Springs Conference Center in Seven Springs, PA. 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 Attendees

Our members are excellent providers of healthcare representing all healthcare areas:

**Family | Adult/Geriatrics | Acute Care | Neonatal | Pediatric |
Psychiatric/Mental Health | Women's Health**

WHY CHOOSE THE PCNP ANNUAL CONFERENCE?

Why Exhibit?

As a PCNP Annual Conference exhibitor, you will have the opportunity to gain visibility and exposure with the 400+ Nurse Practitioners that attend our conferences annually. PCNP strives to provide its membership with the most important and useful vendors at each of our annual conferences.

Don't miss the opportunity to:

- Engage in face-to-face networking with NPs of all specialties at the largest national NP conference in the state.
- Build visibility for your company.
- Generate new sales leads.
- Connect with existing clients.

What Do Attendees and Past Exhibitors Say?

98% Exhibits provide useful education for me.

96% I like the reception with the exhibitors.

95% Exhibitors were informative and helpful.

Motivated professionals interested in talking and connecting with others.

It is the majority of Nurse Practitioner in PA that attend which from a recruitment it is a great way to target a specific population.

The Participants always stop at your table with questions or to discuss products.

PAST EXHIBITING COMPANIES

Abbott
ABBVIE Pharmaceuticals
Adfinitas Health
Agile Therapeutics
Alexion Pharmaceuticals
Alkermes
Allegheny Health Network
American Association of Nurse Practitioners
Amgen Pharmaceuticals
Alnylam Pharmaceuticals
Argenx
Aspira Women's Health
Astellas
AstraZeneca
Axsome Therapeutics
Bayer
Biogen
Biohaven Pharmaceuticals
Boehringer Ingelheim
Boston Scientific
Bristol Myers Squibb
Castle Biosciences
Commonwealth University
Corcept Therapeutics
Daiichi Sankyo, Inc.
DeSales University
Dexcom
Duquesne University School of Nursing
Dynavax
ECG Academy
Endo Pharmaceuticals
EZC Pak
Fitzgerald Health Education Associates, LLC
Gannon University
Gebauer Company
Geisinger
Genentech
Gilead Sciences
GlaxoSmithKline
Horizon Therapeutics
Inspire Medical Systems, Inc.
Janssen Pharmaceuticals
LaSalle University
Lilly, USA
MannKind Corp.

MedExpress
Merck & Co., Inc
Messiah University
Microbiome Labs
Millersville University Nursing Department
MinuteClinic
Misericordia University
Moravian College
Myriad Genetics
National Nurse Practitioner Entrepreneur Network
Neurelis, Inc.
Neurocrine Biosciences
Novo Nordisk Pharmaceuticals
NSO
Optum
Organon
Otsuka Pharmaceuticals
Paratek Pharmaceuticals
Penn State College of Nursing
Penn State Health
Pennsylvania Primary Care Career Center
Pfizer
Portola Pharmaceuticals
Relypsa
Sanofi
Shield Therapeutics & Viatris
Shriners Hospitals for Children
StableGI
Takeda Pharmaceuticals
Teva Pharmaceuticals
TrackCE
Transdermal Therapeutics, Inc.
UCB
Ultragenyx
University Compounding Pharmacy
University of Pittsburgh School of Nursing
UPMC
Valeritas
ViforPharma
Vikor Scientific
Villanova University
West Chester University
Wilkes University
Wolters Kluwer
Zoll

SCHEDULE INFORMATION

Exhibit Hall Hours

The exhibits are open to attendees during the times outlined here. Vendors must have representatives present at their table for the dedicated hours, which are listed below. Tables are not required to be staffed outside of dedicated hours; however, please be aware that the exhibits will be open to traffic during the exhibitor hours.

Exhibitor Set Up

Thursday, Nov. 14: 12:00 -4:00 p.m.

Exhibitor Tear Down

Saturday, Nov. 16: 11:00 a.m.-1:00 p.m.

Exhibitor Hours

Thursday, Nov. 14: 4:00 p.m. -6:00 p.m.

Friday, Nov. 15: 7:00 a.m. -2:15 p.m.

Saturday, Nov. 16: 7:00 a.m. -11:00 a.m.

Dedicated Exhibit Hall 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, Nov. 14

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

Reception with Exhibitors

Friday, Nov. 15

7:00 a.m. - 8:00 a.m.

Continental Breakfast

9:15 a.m. - 10:15 a.m.

&

1:45 p.m. - 2:15 p.m.

Breaks

Saturday, Nov. 16

7:00 a.m. - 8:00 a.m.

Continental Breakfast

10:15 a.m. - 11:00 a.m.

Break

Exhibitor Deadlines

ASAP

Secure your spot for the PCNP Annual Conference.

June 28, 2024

Register for inclusion in the pre-conference brochure.

June-October

Make your hotel reservation at Seven Springs.

One Month Out

Exhibitor kit mailed to company main contact.

SPONSORSHIP INFORMATION

PCNP offers various sponsorship and exhibiting opportunities to fit any budget. Exposure varies by level; please see the sponsorship and exhibiting levels for details.

All Sponsors and Exhibitors receive exhibiting space, which includes one table and two chairs*, as well as admittance to the conference meals. **Table space is not included for the Benefactor level.**

**\$350 additional fee for double exhibit space | **Additional representative fee of \$250*

PLATINUM SPONSOR

\$5,000/+\$1,000 to Upgrade to Product Theater (PT)
2 opportunities remain

PLATINUM SPONSOR RECEIVES:

- Two complimentary sponsor registrations**
- Copy of attendee list
- Complimentary Trail Map Stop
- Company logo on signage and conference materials
- Two-time use of PCNP membership mailing list
- One year of complimentary advertising on PCNP website
- Verbal acknowledgement of supporting company preceding keynote/general session (*keynote or general session sponsorships only*)
- Splash screen featuring company logo (*conference mobile app sponsor only*)
- Company logo on conference app exhibitor listing
- Link to URL of choosing in the PCNP app navigation

CHOOSE ONE SPONSORSHIP OPTION:

- Unrestricted educational grant to support a keynote speaker of PCNP's choosing
- Unrestricted educational grant to support a general session speaker of PCNP's choosing
- ~~Conference mobile app~~
- ~~Breakfast—Friday~~ ****Available for PT upgrade**
- ~~Luncheon—Friday~~ ****Available for PT upgrade**
- ~~Breakfast—Saturday~~ ****Available for PT upgrade**

****Opportunity to host a product theater during your sponsored time. Product Theater upgrade only.**

SPONSORSHIP INFORMATION

GOLD SPONSOR

\$3,500

7 total opportunities - 3 opportunities remain

GOLD SPONSOR RECEIVES:

- Two complimentary sponsor registrations**
- Copy of attendee list
- Complimentary Trail Map Stop
- Company logo on signage and conference materials
- Dedicated signage acknowledging sponsor at event
- Table tents acknowledging sponsor around food area
- One-time use of PCNP membership mailing list
- "PCNP Sponsor" logo on conference app exhibitor listing

CHOOSE ONE SPONSORSHIP OPTION:

- Networking Reception – Thursday (3 Opportunities Remain) *****Can upgrade to an In-Booth Mini Product Theater***
- Luncheon—Saturday

*****Opportunity to host an in-booth mini product theater during the Networking Reception. These opportunities are first come, first served. Must indicate interest in your registration.***

SILVER SPONSOR

\$2,500

SOLD OUT

SILVER SPONSOR RECEIVES:

- Two complimentary sponsor registrations**
- Copy of attendee list
- Complimentary Trail Map Stop
- Table tents acknowledging sponsor around food area
- Company logo on signage and conference materials
- One-time use of PCNP membership mailing list
- "PCNP Sponsor" logo on conference app exhibitor listing

CHOOSE ONE SPONSORSHIP OPTION:

- ~~Morning Break—Thursday~~
- ~~Afternoon Break—Thursday~~
- ~~Morning Break—Friday~~
- ~~Afternoon Break—Friday~~
- ~~Morning Break—Saturday~~
- ~~Afternoon Break—Saturday~~

SPONSORSHIP INFORMATION

Exhibitor

\$1,750

45 total opportunities

EXHIBITOR RECEIVES:

- One complimentary exhibitor registration**
- Copy of attendee list
- Company logo on signage and conference materials
- "PCNP Exhibitor" logo on conference app exhibitor listing

Benefactor

\$1,000

BENEFACTOR RECEIVES:

- One attending representative registration**
- Company logo on signage and conference materials

Researcher

\$100 for Members/\$250 for Non-Members

RESEARCHER RECEIVES:

- One table/chair at the conference

Researchers must [apply via the PCNP website](#). Upon approval, applicants will receive a discount code to register their table. *Conference registration and travel/lodging are not covered by PCNP.*

ADD-ON SPONSORSHIP OPPORTUNITIES

PCNP has multiple sponsorship opportunities to increase your exposure and to create a fun and exciting experience for attendees. Use these add-on sponsorship opportunities to increase exposure!

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.*



Welcome Banner - \$400

Create a visual impact by sponsoring the PCNP 2024 Conference Welcome Banner. This banner will include a welcome message and the conference theme accompanied by your logo. Your logo will 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.

SOLD OUT!



Highlighters - \$900

(Includes cost of highlighters)

Highlighters with your company logo and the PCNP logo will be included in registration packets.



Caricature Artist - \$1,500/2 hrs.

Hire a cartoon caricature artist to become your table magnet! Let us hook your guest so you may spend time talking to them at your table while they are being drawn. It's the perfect moment. They are sitting down, they are relaxed, and you have them for about 10-15 minutes. Soon a crowd is gathering and a big line forms and you must call for backup. Give your guest something to take home: their very own caricature, with your logo on the paper.

SOLD OUT!



Headshot Booth - \$1,500/3 hrs.

Be the center of attention for three hours as attendees flock to you to sit with our hired photographer for a professional headshot. Sponsorship includes cost of the photographer, signage and a photo stand by your booth.

SOLD OUT!



ADD-ON SPONSORSHIP OPPORTUNITIES

Conference Notebooks - \$2,500

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



Meet Your Match - \$2,500

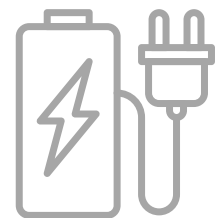
(Includes cost of buttons and gift cards)

Sponsor this fun activity to get attendees connecting and drive them directly to your booth. Each attendee will receive a numbered button in their registration packets to wear during the conference. Attendees must “meet their match” by finding the attendee with their corresponding number! Once they meet their match, both attendees will visit your booth to collect a \$5 gift card to use in the hotel space. Sponsor receives marketing recognition, their logo incorporated into the button artwork, one app push notification and signage at booth.



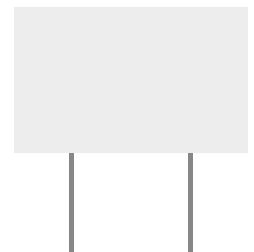
Charging Station – Contact the office for details

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.



Conference Signage - \$2,000

Sponsors receive their logo on every sign and directional used for PCNP 2024 that is not designated for sponsored events or sessions – a great opportunity for exposure throughout the meeting!



Your Idea – Contact 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.



EXHIBITOR RULES, REGULATIONS, AND GENERAL INFO

Please read the important information below as it relates to several important aspects of the PCNP Annual Conference.

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 2024 PCNP Annual Conference.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the PCNP, Seven Springs Mountain Resort, 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 Seven Springs Mountain Resort, 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.

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 – Seven Springs Mountain Resort urges exhibitor representatives to exercise precautions to discourage theft. See schedule on page 7 for more information.

EXHIBITOR RULES, REGULATIONS, AND GENERAL INFO

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 Seven Springs Mountain Resort 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. 4, 2024.**

Loss or Damage

All property of the exhibitor remains under the exhibitor's custody and control while in transit to and from Seven Springs Mountain Resort, during installation and removal, and while it is in the confines of Seven Springs Mountain Resort. Neither PCNP, Seven Springs Mountain Resort, 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.

EXHIBITOR RULES, REGULATIONS, AND GENERAL INFO

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 July 8, 2024**, conference management will retain or exhibitor will pay a \$500 cancellation fee.
- If space is canceled **between July 9, 2024, and Aug. 9, 2024**, conference management will retain or exhibitor will pay a \$800 cancellation fee.
- If space is canceled OR not paid in full **after Aug. 9, 2024**, 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 **Aug. 9, 2024**, 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 Aug. 9, 2024**. Any company that registers **after Aug. 9, 2024** 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**.

Event Hosting

All stand-alone activities MUST be approved by the PCNP Office and PCNP Board of Directors. Please submit all stand-alone event requests – including sponsored dinners – to [Helena Karlinski](#) from the PCNP office. Do not book any events until approval has been received. Once approved, please [complete the event hosting form](#) so that we can keep track of stand-alone events.

Any company found to be in violation of this policy will be subject to a \$1,500 fine and potential removal from PCNP 2024 exhibiting space. Companies in violation may not be allowed to exhibit at future PCNP Annual Conferences.

INTERESTED IN A YEAR-ROUND PARTNERSHIP WITH PCNP?

CONFERENCE

GOLD LEVEL -
\$6,000

SILVER LEVEL -
\$3,000

Complimentary Exhibit Space at the Annual Conference



50% off Exhibit Space at the Annual Conference



Complimentary Ad in the Conference Brochure



Recognition signage as a Corporate Affiliate



Company provided inserts in attendee packets



10-minute introduction and talk at PCNP Conference



Ad on the PCNP Corporate Sponsor page with direct link



Ad in PCNP eNews



Banner ad on homepage with direct link



Ad in the PCNP Newsletter (2x per year)



Webinars (non-bias/non-product specific) posted on website –pre-recorded (up to 4x year)



Access to survey PCNP membership



Educational Articles posted on the PCNP website (up to 12 per year)



Participate in the PCNP Corporate Affiliate Program

Companies, consultants, and organizations are now being offered the opportunity to reach Nurse Practitioners throughout the state of Pennsylvania by becoming a Corporate Affiliate with PCNP (Pennsylvania Coalition of Nurse Practitioners).

Currently, PCNP has over 1800 members and being a Corporate Affiliate means reaching those members.

Tangible benefits to the Corporate Affiliate are based on the selected Affiliate level. *An Affiliate Supporter is not a legal Partner but a joining of ideas related to healthcare that will benefit both parties.*

Secure your Corporate Affiliate sponsorship at www.pacnp.org/store.

Contact the [PCNP Office](#) with any questions.

MARKETING

OPPORTUNITIES

SUBMIT TO THE PCNP 2024 CALL FOR SPEAKERS

Interested in presenting at this year's conference? Submit your proposals to our call for speakers **by the April 1, 2024 deadline.**

Learn more and submit now!



Contact the PCNP office at meetings@pacnp.org or **412-243-6149** with any questions.

**We hope
to see you
this
November!**

