



AANP  
**HEALTH POLICY  
CONFERENCE**

**JANUARY 28-30, 2024**  
WASHINGTON, D.C.

**EXHIBIT AND  
SPONSORSHIP  
OPPORTUNITIES**



# HOST A PRODUCT THEATRE

Showcase your product or service during one of these popular breakfast or lunch non-continuing education (CE) events!



The American Association of Nurse Practitioners® (AANP) is pleased to extend an invitation to apply for participation in the 2023 AANP Health Policy Conference by hosting a non-CE product theater. Completed and paid application submissions are processed in order of receipt.

Product theaters are offered as single, unopposed non-CE breakfast or lunch opportunities to provide essential updates in the management of disease states and/or branded product(s) information to key decision-makers.

Only industry sponsored non-CE product theaters (IS PT) submissions with completed application and full payment will be reviewed for approval. Dates, times, type of IS PT are based on a first come, first served basis. By completing the application, we cannot guarantee your first IS PT size or choice will be available. It is the organizing company's and/or sponsoring company's responsibility to ensure the application and payment are received by AANP management.

**CONTACT INFORMATION:** Mary Michalik  
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The 2024 AANP Health Policy Conference (HPC) is instrumental in educating nurse practitioners (NPs) on the vital role advocacy holds, whether it relates to emerging issues or the everyday practice of more than 355,000 licensed NPs practicing nationally in all facets of today's health care. Your company's support is essential to the success of this conference and provides you access to leaders in the NP industry.

# EXHIBIT AND SPONSORSHIP OPPORTUNITIES

All tabletop packages include face-to-face interaction with NPs, listing on the conference sponsorship signage and recognition in the conference program.

## ASSOCIATE PARTNER – \$2,000

- 6' Tabletop With Two Chairs.
- Two Conference Badges.
- Recognition in Conference Guide.

## PLATINUM PARTNER – \$2,500

- 6' Tabletop With Two Chairs.
- Two Conference Badges.
- Enhanced Exhibitor Program Listing.
- Logo Recognition in Conference Guide.

## PREMIUM PARTNER – \$3,500

- 6' Tabletop With Two Chairs (**premium table placement**).
- Two Conference Badges.
- Enhanced Exhibitor Program Listing.
- Passport to Prizes Entry.
- Logo Recognition in Conference Guide.
- (Only four opportunities available.)

## PASSPORT TO PRIZES

A chance to win in AANP's prize drawing will drive attendees to your booth to engage with your representative. **Investment: \$750**

## ENHANCED EXHIBITOR PROGRAM GUIDE

Opportunity to list company logo and increase company description. **Investment: \$200**





# SPONSORSHIP OPPORTUNITIES

Expand your reach and get your message in front of NPs of all specialties through AANP's sponsorship offering.



## WIRELESS INTERNET

Recognized with signage throughout the conference and near the meeting room(s). Attendee traffic throughout the day will reinforce the product and/or company messaging. **Investment: \$6,000**

## CONFERENCE BAG

Distributed by AANP to all attendees at conference registration. Corporate or brand logo displayed on one (1) side of the official conference bags. **Investment: \$4,000**

## PADFOLIO

Distributed by AANP to all attendees at conference registration. Corporate or product logo displayed on front cover of the Padfolio. **Investment: \$4,000**

## COLUMN WRAPS

Position yourself to increase attendee awareness. Your message is sure to catch the attention of attendees when it is wrapped around a column in one of the many locations available throughout the Independence Foyer. **Investment: \$4,000**

## PERSONALIZED HOTEL ROOM SLEEVE

Put your company name and/or brand artwork on the hotel keycard sleeve in attendees' hands multiple times each day. **Investment: \$3,000**

## COFFEE CUP SLEEVES

Company or brand logo on each coffee sleeve in the break area. Sponsoring company may supply napkins with corporate or brand logo. Highly visible promotion as coffee is enjoyed throughout the day. **Investment: \$3,000 per break**

## KNOW BEFORE YOU GO EMAIL BANNER AD

Your banner ad will appear in this important newsletter sent to all registered attendees days before the HPC. Sponsorship includes one (1) banner ad with link to your preferred URL. **Investment: \$2,500**

## CONFERENCE LANYARDS

Distributed by AANP to all attendees at conference registration. Company or product logo printed on the lanyard. **Investment: \$2,500**

## VIDEO SCREEN ADS

Display your message digitally on free-standing vertical video screens which will be displayed in high-traffic areas. Call for pricing and information.

## CONFERENCE PROGRAM GUIDE ADVERTISEMENTS

Distributed at registration to all conference attendees. Full color advertisements are viewed multiple times by attendees throughout the conference.

Full Page Ad – \$1,000

Full Page Inside Front/Back Cover – \$1,250

Back Cover – \$1,500

## WALL PROJECTION

Prominently display your digital image on the wall near the escalators. Your message can be formatted as a static slide or as a video! **Investment: \$2,500 per day**

## STANDING SIGNAGE

Highly visible double sided meter board signage prominently displayed in high traffic areas reinforcing your company and/or brand. **Investment: \$1,800**

## CONFERENCE BAG INSERT

One full-color advertisement piece distributed by AANP to all conference attendees in the conference bag. **Investment: \$1,500**

## FLOOR CLINGS

Maximize your presence on-site! Bring awareness to your company and/or brand with colorful floor clings. **Investment: \$1,200 for four 2' x 2' clings**



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## CONTACT INFORMATION:

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# RULES AND REGULATIONS

The following are the rules and regulations for the exhibit space at the 2024 AANP Health Policy Conference.

\*Important note: Install, exhibit and dismantle hours are subject to change.

## INSTALLATION

Saturday, Jan. 27.....4:30–6:30 p.m.  
Sunday, Jan. 28.....6–7 a.m.

## EXHIBIT HOURS

Sunday, Jan. 28.....7 a.m.–1:30 p.m.  
Breakfast with Exhibitors.....7–7:30 a.m.  
Unopposed Exhibit Time.....10:40–11 a.m.  
Unopposed Exhibit Time.....12–12:25 p.m.

Monday, Jan. 29.....10 a.m.–4:30 p.m.  
Unopposed Exhibit Time.....10:10–10:40 a.m.  
Unopposed Exhibit Time.....1–1:15 p.m.  
Unopposed Exhibit Time.....4:15–4:30 p.m.

## DISMANTLE

Monday, Jan. 29.....4:30–5 p.m.

## RESERVING SPACE

To apply for space, complete the application and submit with payment. A limited number of tables are available and will be assigned on a first come, first served basis, until all table space is sold.

## TABLE SIZE

All exhibits must fit on a 6' table or the space immediately behind the table.

## PAYMENT POLICY

Full payment must accompany the completed application before it will be marked as received and/or processed by AANP Conference Management.

## CREDIT CARD PROCESSING FEE NOTICE

**A 3% processing fee will be applied to all payments made via credit card.** The Credit Card Processing Fee will be reflected on the pay portal and receipt. This fee will not be applied to payments via ACH/Direct Deposit or check. If you prefer to make payment via check, instructions are outlined on your invoice. Credit card payments for exhibits will be processed directly through our secure Paytrace online portal. All exhibit orders submitted with credit card

payment will be charged in full once the applicant is approved by AANP Show Management. Check payments must be made payable to the American Association of Nurse Practitioners (Federal Tax ID #22-2547543) and sent to Corcoran Expositions, P.O. Box 485, LaGrange, IL, 60525-0485. All outstanding AANP invoices must be paid before assignments are confirmed.

Fees associated with an applicant using a third-party payor, i.e., wire payments, management companies, etc. are the responsibility of the applicant. AANP is not responsible to absorb these fees and all rates will be adjusted accordingly.

## CANCELLATIONS AND REDUCTIONS

Any exhibitor who wishes to cancel or reduce space before Friday, Dec. 8, 2023, will be charged \$250 service charge for the canceled booth. Requests for cancellation or reduction of space received on or after Friday, Dec. 8, 2023, will result in no refund.

For cancellation to be complete, exhibitors canceling exhibit space must also cancel conference hotel block reservation, as well as other arrangements made in connection with the 2024 AANP Health Policy Conference.

## HOTEL ROOMS

Housing information for the Grand Hyatt Washington, as part of the AANP Housing Block, will be included in your confirmation notice.

## SHIPPING

Details for shipping of materials will be distributed in early Nov. 2023.

## REGISTRATION

It is not mandatory that tables be staffed during the entire exhibit time at conference; however, refer to the Security section for additional information. During unopposed times, it would be advantageous to the attendees and exhibiting companies to have the table staffed. Exhibiting company staff is limited to two representatives. Additional exhibitor registrations may be purchased at a cost of \$250 each and can be added to your online application. Exhibitor badges can be picked up at the Registration Desk on Saturday, Jan. 28 from 4:30–6:30 p.m. Exhibitor badges do not allow access into 2023 AANP Health Policy Conference sessions. To register as an attendee for the conference, visit [aanp.org/hpc24](https://aanp.org/hpc24).

## AANP ENDORSEMENT

Distribution of materials, brochures, samples or items and all related advertising and activities conducted during the conference does not constitute endorsement by AANP.

## USE OF AANP NAME OR LOGO

The AANP name and logo are the exclusive property of AANP. They may not be used in any way, i.e., promotional literature or giveaways, by anyone else for any purpose without specific written approval from AANP.

## SURVEYS AND QUESTIONNAIRES

For companies requesting to have attendee's complete surveys and/or questionnaires, please note the following stipulations:

- Written approval from the AANP Conference Manager must be obtained before any survey/questionnaire can be implemented during the conference.
- A copy of the survey or questionnaire must be submitted by Friday, Dec. 1, 2023, with a written statement of the purpose, specific identification of who will have access to the information provided by the survey/questionnaire and whether the information will be used in ads, publications or statements to any news or media source.

## SECURITY

AANP cannot guarantee against loss or damage of any kind. Exhibitors are not to place product(s) or other items of value in their assigned booth until exhibit personnel are on-site. If any items of value are missing, please contact security immediately. All exhibitors are to take any valuable, personal and/or portable items out of their exhibits when the show is not open or plan to provide additional security for their exhibit booth.

## FORCE MAJEURE

It is mutually agreed that in the event AANP should find it necessary to cancel or postpone the 2024 AANP Health Policy Conference for any reason, including but not limited to low registration, strikes, outbreak of disease or illness, epidemic or pandemic, acts of nature, war, terrorism or other circumstances beyond AANP's control, this agreement will be terminated immediately and AANP shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

## INSURANCE

Exhibitors who wish to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident, or loss of any kind, must do so at their own expense. The

American Association of Nurse Practitioners, Corcoran Expositions, Inc. and the Grand Hyatt Washington, each of their parents, subsidiaries and affiliates do not carry insurance of any sort on the exhibit or other property of exhibitors, and the above referenced entities assume no liability for loss or damage thereto from any cause.

## RELEASE OF LIABILITY

The American Association of Nurse Practitioners, Corcoran Expositions, Inc., Grand Hyatt Washington and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents and employees (individually and collectively, the "Released Parties") do not assume any responsibility for personal injury or death or loss or damage to property, including exhibits, equipment, personal belongings, etc., except for personal injury, death or loss or damage to property that arises from the gross negligence of the Released Parties. The exhibitor assumes entire responsibility and liability for all claims, losses or damages arising out of personal injury or death or loss or damage to property, including the exhibitor's display materials and other property, employees or contracted labor brought upon the premises and agrees to indemnify and hold harmless the Released Parties against all claims for personal injury or death or losses or damages to property. All matters and questions not covered by these rules/regulations are at the discretion of AANP and its agents. These rules/regulations may be amended any time by AANP and all amendments that may be so made shall be equally as binding, upon publication, on all parties affected by them as were the original rules/regulations.

## AMENDMENTS OF RULES AND REGULATIONS

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