Connect with your target audience through AANP’s Brand New Online Experience!

Exhibit & Digital Marketing Opportunities

**Video Exhibit Page: $3,000**
- On-demand activity September - December 2020
- Banner advertisement message on your exhibit page
- Company description
- Ability to add digital assets:
  - One promotional video, up to three minutes
  - Product/solution documents, up to four documents
  - Link to your website
  - Company contact information for participant outreach
- Two (2) Corporate Delegate Registrations included for complimentary access to AANPCONNECT
- Description included
- Listed on Exhibit Page Directory within the Digital Conference Guide

**Material Exhibit Page: $2,000**
- On-demand activity September - December 2020
- Banner advertisement message on your exhibit page
- Company description
- Ability to add digital assets:
  - Product/solution documents, up to four documents
  - Link to your website
  - Company contact information for participant outreach
- Two (2) Corporate Delegate Registrations included for complimentary access to AANPCONNECT
- Listed on Exhibit Page Directory within the Digital Conference Guide

Contact: exhibits@mma-inc.com
Exhibitor Only Enhancement Opportunities

**Exhibitor Landing Page**
All exhibitors will be listed with their company name to allow ease in connecting right to your exhibit. Increase your visibility on the Exhibitor Page by purchasing an enhanced logo.
- **Premier Logo**: $750
- **Premium Logo**: $500
- **Elite Logo**: $250

**Conference Guide Ad**: $2,500
Full page ad included in the Digital Conference Guide to be distributed to all AANPCONNECT registered attendees.

**Exhibitor Logo in Digital Conference Guide**: $300
Include a company or brand logo on the Exhibitor Page Directory within the Digital Conference Guide.

**AANPCONNECT Home Page Digital Tile**: $3,500
Limited to four. Image prominently placed on the home page for AANPCONNECT, which is sure to be seen multiple times by attendees over the course of three months.

**AANPCONNECT Home Page Corporate Logo**: $2,500
Brand or Corporate Logo on the AANPCONNECT Home Page. Make sure your brand is seen every time participants enter the platform.

**AANPCONNECT E-Newsletter Ad**: $1,000
Digital Ad included in an E-Newsletter sent to all registered participants.

**Pre-Registration List with Limited Contact Information**: $2,000
Pre-registration list to include first name, last name, city, state and NPI of all AANPCONNECT participants sent on September 1, 2020. *CA and International (minus US Territories) persons excluded.*

**Pre-Registration List with Full Contact Opt-In Information**: $3,000
Pre-registration list to include first name, last name, best address, city, state, email, business phone, and NPI of all AANPCONNECT participants that opt-in advising their complete information can be shared with Exhibitors. List will be sent on sent on September 1, 2020. *CA and International (minus US Territories) persons excluded.*

**AANP E-Bulletin Digital Ad**: $3,000
Feature your digital ad in an issue of the AANP E-Bulletin, a weekly electronic newsletter sent to 95,000 recipients.
AANPCONNECT Sponsorship Opportunities

Not planning to Exhibit but still want to support Nurse Practitioners?
Sponsorship opportunities are available to help you reach your target audience.

Event Page Digital Tile: $7,000
Limited to four. Image prominently placed on the landing page for AANPCONNECT. Logo will hyperlink to sponsor’s URL or exhibitor’s page.

Conference Guide Ad: $5,000
Full page ad included in the Digital Conference Guide.

Poster

Industry Posters: $150 each
Authors may submit more than one industry scientific poster abstract. However, only one abstract will be accepted per primary speaker.

Product Theater Opportunities

Product Theater Webinar: $10,000
- Promoted in two newsletters sent to AANPCONNECT registered participants
- LIVE presentation with Q&A with moderator
- Registration included as part of on-demand registration process
- If desired, content can remain available for the duration of on-demand period following the presentation
- Five (5) Corporate Delegate Registrations included for complimentary access to AANPCONNECT
- Pre-registration list to include name, city, state and country of all AANPCONNECT participants sent one week prior to the scheduled PT
- List of participants who attended the PT within one-week post Product Theater
- Assigned dates and times will be based on when application and full payment are received

Conference Guide Ad: $1,250
Full page ad included in the Digital Conference Guide. Represents 50% discount for being a Product Theater Sponsor.

AANPCONNECT Home Page Corporate Logo: $1,250
Logo featured under Product Theaters on the AANPConnect Landing Page. Reflects a 50% discount for being a Product Theater Sponsor.
1. Contract: By completing the American Association of Nurse Practitioners (AANP) Industry Application for the AANPCONNECT: 2020 Online Conference Experience, ("Online Platform") the industry company (collectively referred to as "Company") acknowledges that they have fully read and agree to comply with all information provided in these Rules & Regulations, as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of AANP. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due to AANP under terms of this Agreement and no booth or sponsorship areas will be provided.

2. Payment Policy: Full payment must accompany the completed Application before it will be marked as received and/or processed by AANP Exhibit Management. Check payments must be made payable to the American Association of Nurse Practitioners (Federal Tax ID #22-2547543) and sent to Meeting Management Associates, 16 W State Street, PO Box 723, Sherburne, NY 13460.

3. Industry Materials: Industry materials are not permitted to interfere with the online platform. All demonstrations and the distribution of promotional materials must be in accordance with AANP rules and regulations. Company agrees to provide all materials reasonably required for the performance of the online platform, including but not limited to an electronic copy of Company's logo, in a format and within the deadlines provided by AANP. Company agrees that AANP is allowed to use, display and reproduce (in print, electronically or otherwise) Company's name, trade names, logos and product names in any listing of those companies participating in the online platform.

4. AANP Name and Logo: The AANP name and logo are the exclusive property of AANP. They may not be used in any way, e.g., promotional literature, giveaways, images, etc., by anyone for any purpose without specific written approval from AANP.

5. Endorsement: Distribution of materials, brochures or other related advertising and activities conducted during the online platform does not constitute endorsement by AANP.

6. Copyright: Company agrees that it is their responsibility to ensure the Company represents and warrants all graphics and collateral do not violate any copyright, proprietary or intellectual property rights of others and that all graphics and collateral are actually accurate and contain no material defamatory or otherwise unlawful. Company is solely responsible for the content of the graphics and collateral. It is not AANP's responsibility to review or monitor the graphics and collateral for copyright or other legal compliance.

7. Images: By submitting an application to participate in the online platform, the Company acknowledges and agrees that AANP and its vendors, including but not limited to AANP Affiliates and Partners (collectively "AANP"), InReach, Meeting Management Associates, Inc. and any of their respective officers, directors, staff members, agents, volunteers and employees, will not be liable to Company or any other party for any special, incidental, indirect, general or consequential damages or costs which may arise in connection with the online platform. Company consents to AANP using any photos, other images taken of the online platform and any results of online platform related activities that occur for media outreach efforts, promotional campaigns, various publications/ communications or other business purposes as determined by AANP without compensation to the Company.

8. Cancellations: Cancellations must be made in writing and sent to AANP Exhibit Management. Requests for cancellations or reduction in support level will result in no refund unless all space has been sold and all canceled space resold.

9. Liability: The American Association of Nurse Practitioners, Meeting Management Associates, InReach and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents, employees, members and guests (individually and collectively, the "Released Parties") do not assume any responsibility for personal injury or death or loss or damage to property, except for personal injury, death or loss or damage to property that arises from gross negligence of the Released Parties. The exhibitor assumes entire responsibility and liability for any and 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 any and all claims for personal injury or death, or losses or damages to property, except such injury, death, loss or damage resulting from gross negligence or malice of Released Parties.

10. Force Majeure: It is mutually agreed that in the event that AANP should find it necessary to cancel or postpone the online platform for any reason, including but not limited to low registration, strikes, acts of nature, war, terrorist acts 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 fee(s) as is possible, after due consideration of expenditures and commitments already made.

11. Insurance: Companies who wish to insure the project against loss of any kind, must do so at their own expense. The American Association of Nurse Practitioners, Meeting Management Associates and InReach and each of their parents, subsidiaries and affiliates do not carry insurance of any sort on the Company or other property of the Company and the above referenced entities assume no liability for loss or damage thereto from any cause.

12. Violations: Violations of any of these rules and regulations on the part of the Company, its employees or agents shall nullify the right to participate in the online platform and such Company shall forfeit to AANP all monies which have been paid or due. Upon violation of any of these regulations on the part of the Company, its employees or agents, AANP is given the right to terminate, the right to take possession of the space and the right to remove all images and services at the Company's expense. Company remains liable for all damages which AANP may incur and forfeits all monies paid or due.

13. Amendments of Rules and Regulations: All matters and questions not covered by these regulations are at the discretion of AANP and its agents. These 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 regulations.

IMPORTANT CONTACT INFORMATION

Please do not wait until the online platform is launched to ask questions, express concerns or resolve challenges that can easily be taken care of in advance. We are here to assist in making this a successful endeavor, so feel free to contact us!

AANP Exhibit Management: Meeting Management Associates, Inc.
Exhibit Manager: Brenda Bowling
Phone: (607) 674-2179
Email: exhibits@mma-inc.com
Mailing Address: American Association of Nurse Practitioners, c/o Meeting Management Associates, Inc., 16 W State St, PO Box 723, Sherburne, NY 13460
Website: www.aanp.org

By initialing below, Signer signifies that Company has read, understands and agrees to be bound by all the terms and conditions set forth above.

__________ (signer's initials) for ___________ (Company)
Application Form

By submitting this AANPCONNECT 2020 Application (herein referred to as "Application"), the company and management company (collectively referred to as "Company") acknowledges they have read and agree to comply with all rules and regulations, together with related procedures, forms and communications. AANP reserves the right to refuse any application. AANP reserves the right to cancel any Company from participating in its online conference experience if it deems the material(s) is inappropriate for the participants. In order to be eligible for assignment of a booth and sponsorship level, your application along with full payment must be received.

Company Name: ________________________________ Title: ________________________________

Contact: __________________________________________ Title: ________________________________

Street Address: ________________________________________________________________

City: ________________________________ State: ________________________________ Zip Code: ________________________________

Telephone Number: ________________________________ Ext.: ________________________________ Fax: ________________________________ Email: ________________________________

MAIL all information to (if different from above):

Management Company: ____________________________________________________________

Contact: __________________________________________ Title: ________________________________

Street Address: ________________________________________________________________

City: ________________________________ State: ________________________________ Zip Code: ________________________________

Telephone Number: ________________________________ Ext.: ________________________________ Fax: ________________________________ Email: ________________________________

Exhibit/Sponsor Options:

<table>
<thead>
<tr>
<th>Option</th>
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<tbody>
<tr>
<td>Video Exhibit Page</td>
<td>$3,000</td>
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<tr>
<td>Material Exhibit Page</td>
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</tr>
<tr>
<td>Exhibitor Landing Page Premier Logo</td>
<td>$750</td>
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<td>Exhibitor Landing Page Premium Logo</td>
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<td>Exhibit Landing Page Elite Logo</td>
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<td>Event Page Digital Tile (non-exhibitor)</td>
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By signing below, company agrees to pay the above indicated exhibit/sponsor fee(s). Acceptance of this application by AANP constitutes a binding agreement. Exhibit/sponsor fees are non-refundable.

Signer’s Full Name: ________________________________ Title: ________________________________

Signature: ________________________________ Date: ________________________________

Payment Options:

Make checks payable to: American Association of Nurse Practitioners - Federal Tax ID #22-2547543

Mail with payment to: Meeting Management Associates, Inc., 16 West State Street, PO Box 723, Sherburne, NY 13460-0723

<table>
<thead>
<tr>
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<th>Check #</th>
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<td>Exp.: ____________________________</td>
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<tr>
<td>Date:</td>
<td>____________________________</td>
<td>Cardholder: ____________________________</td>
<td>Signature: ____________________________</td>
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</tbody>
</table>

Full credit card payment may be faxed to 607-674-6132.

For Office Use Only:

Booths will be assigned on a first-come, first-served basis. Applications will not be marked as received or processed further until full payment has been received.

Date Received ________________________________ Total Cost $ ________________________________ Amount Received $ ________________________________

Balance (Refund) Due $ ________________________________ Check#: ________________________________ CC Type and last 4 #s ________________________________

Remarks ________________________________