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 18 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 15TH 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 Bayfront Convention Center in Erie, Pa.
EXHIBITOR SET UP
Thursday, Nov. 2
12:00 p.m.-4:00 p.m.

EXHIBIT HALL HOURS
Thursday, Nov. 2
12:00 p.m.-5:00 p.m.
Friday, Nov. 3
7:00 a.m.–4:00 p.m.
Saturday, Nov. 4
7:00 a.m.–10:35 a.m.

EXHIBITOR TEAR DOWN
Saturday, Nov. 4
10:35 a.m.–1:00 p.m.

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

Thursday, Nov. 2
4:00 p.m.-6:00 p.m.  Reception in Exhibit Hall

Friday, Nov. 3
7:00 a.m.–8:00 a.m.  Continental Breakfast in Exhibit Hall
10:00 a.m.–10:45 a.m. Break with Exhibitors
2:30 p.m.–3:00 p.m.  Break with Exhibitors

Saturday, Nov. 4
7:00 a.m.–8:00 a.m.  Continental Breakfast in Exhibit Hall
10:05 a.m.–10:35 a.m. Break with Exhibitors
10:30 a.m.  Exhibitor Teardown

*Times subject to change

PAST PCNP EXHIBITORS

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

REGISTER TO EXHIBIT TODAY! | PACNP.ORG/CONFERENCE
EXHIBITING AT THE CONFERENCE

As the Winds of Change blow, they bring in all new exhibiting opportunities! PCNP is offering companies several different ways to take advantage of conference sponsorships and exhibiting. Each new level (Exhibitor, Gold and Platinum) includes a booth at the conference plus exciting opportunities to shoot the breeze 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

<table>
<thead>
<tr>
<th>Add all Exhibit Booth fees and Sponsorship Options together for your company’s total Exhibitor Level.</th>
<th>Exhibitor Booth</th>
<th>Gold Sponsor</th>
<th>Platinum Sponsor</th>
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<td>$1,701-$5,000</td>
<td>$5,001+</td>
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| 8’ Table at Conference with Two Attending Representatives | X | X | X |
| Conference Attendee Mailing List (hard copy, provided on site) | 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 (electronic) | – | X | X |
| Trail Map Stop | – | – | 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 May 15, 2017, will receive recognition in our pre-conference brochure.
**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 May 15, 2017, 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 hyperlinked to their website. Gold and Platinum Exhibitors will be recognized with their company logo hyperlinked 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 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! Platinum Exhibitors will receive a complimentary stop on our Trail Map. Exhibitors and Gold Sponsors can purchase a Trail Map stop for an additional fee.

**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 eblist 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 2017 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.

**Water Station – $500 plus the cost of water bottles**
Sponsors receive their logo on reusable water bottles for attendees to fill at water stations throughout the conference.

**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.

**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.

**Conference Totes – $4,500**
Quality canvas bags featuring the PCNP and sponsor company logos will be distributed to all attendees as a convenient way to tote conference materials.

**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.
Trail Map Stop – $150 *LIMITED QUANTITIES*
Directly drive traffic to your booth by becoming a mandatory stop on the conference trail map. Vendors will receive stickers to place on their "stop" on attendee trail map cards. Being a mandatory stop will help drive traffic to your booth for added engagement. Attendees who fill their cards and complete all mandatory stops will be eligible for gift cards (purchased by PCNP) that will be raffled off on Saturday afternoon. Platinum Sponsors will receive complimentary stops on the Trail Map.

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 2017 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, Nov. 2 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 acknowledgement in the pre-conference brochure if received by May 15, 2017, as well as in a dedicated Smart Talks eblasts to all attendees two weeks prior to the start of the conference.

Headshot Booth – $1,200
Be the center of attention for three hours on Friday, Nov. 3, as attendees stop by to take a 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.
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 2017 PCNP Annual Conference.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the PCNP, Erie Bayfront 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 Erie Bayfront 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 PCNP and Erie Bayfront 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 Erie Bayfront 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, 2017.

**Loss or Damage**
All property of the exhibitor remains under the exhibitor’s custody and control while in transit to and from the Erie Bayfront Convention Center, during installation and removal, and while it is in the confines of the Erie Bayfront Convention Center.

Neither PCNP, the Erie Bayfront 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 May 12, 2017**, conference management will retain or exhibitor will pay a $300 cancellation fee.
- If space is canceled **between May 13, 2017, and Aug. 4, 2017**, conference management will retain or exhibitor will pay a $500 cancellation fee.
- If space is canceled **between Aug. 5, 2017, and Oct. 6, 2017**, conference management will retain or exhibitor will pay a $800 cancellation fee.
- If space is canceled OR not paid in full **after Oct. 6, 2017**, 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 Oct. 6, 2017, 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 Oct. 6, 2017. Any company that registers after the Oct. 6 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.