EXHIBITOR PROSPECTUS

Hyatt Regency
Baltimore Inner Harbor
October 2-6, 2019
Exhibit Days: October 3-5, 2019

National Conference for Nurse Practitioners in Acute Care
NPAC 2019

www.npcourses.com/NPAC-Conference

www.npcourses.com

(Revised 2.27.19)
GENERAL EXHIBITOR AND SPONSORSHIP INFORMATION

Invitation to Exhibit

Barkley & Associates, Inc. is honored to invite you to exhibit at the National Conference for Nurse Practitioners in Acute Care (NPAC) 2019! Being an exhibitor will allow you to showcase the best of your company’s products to a diverse group of NPs from all over the country. You will have the exclusive opportunity to network with over 900 NPs who are expected to attend. This is a perfect opportunity to promote the latest technologies, pharmaceuticals, medical devices, career opportunities, and other products in today’s market!

Where do Nurse Practitioners in Acute Care (NPAC) practice?

NPAC attendees include acute care, adult-gerontology acute care, family, adult-gerontology primary care, and emergency nurse practitioner providers. Unlike the emphasis of primary care NPs, acute and adult-gerontology acute care NPs provide advanced care to meet the needs of patients with complex acute, critical, and chronic health conditions. These specialized NPs practice in any setting in which patient care requirements include complex monitoring and therapies, and high-intensity nursing interventions within the range of high-acuity care. While most assess, diagnose, and treat patients in acute hospital-based settings, the scope of practice is vast, including intensive care, sub-acute care, emergency care, ambulatory and home care, urgent care, and rehabilitative facilities.

NPAC 2018 Attendee Demographic = 845 Attendees

Nurse Practitioners By Certification

To Register, go to https://npac.npcourses.com/npac2019
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Years of Experience

**Las Vegas NPAC 2018**
Top 5 Practice Subspecialties
1. Hospitalist
2. Intensive Care
3. Cardiology
4. Internal Medicine
5. Emergency

**Las Vegas NPAC 2018**
Top 5 States that Attended
1. Ohio
2. California
3. Texas
4. Florida
5. Michigan

To Register, go to https://npac.npcourses.com/npac2019
EXHIBITOR PROSPECTUS
GENERAL INFORMATION

Attendees Per State

Total = 845 attendees

States with more than 20 attendees
Other States that attended NPAC 2018

KEY

Unopposed Exhibit Times

Thursday, October 3, 2019
7:00 p.m. – 9:00 p.m. (Welcome Reception and Exhibit Hall Grand Opening)

Friday, October 4, 2019
6:30 a.m. – 7:30 a.m.
10:00 a.m. – 10:30 a.m.
11:45 a.m. – 1:15 p.m.
2:30 p.m. – 3:00 p.m.

Saturday, October 5, 2019
6:30 a.m. – 7:30 a.m.
10:00 a.m. – 10:30 a.m.
11:45 a.m. – 1:15 p.m.
2:30 p.m. – 3:00 p.m.

Exhibit Set-Up and Dismantle Hours

Thursday, October 3, 2019
1:00 p.m. – 6:00 p.m.

Saturday, October 5, 2019
3:15 p.m. – 5:15 p.m.

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EXHIBITOR PROSPECTUS
GENERAL INFORMATION

Exhibit Space
Barkley & Associates, Inc. will provide the following for each exhibitor space:
✓ Single 6’ table (skirted), including 2 chairs
✓ Black and white signage with company name
✓ Two complimentary exhibitor registrations with name badges (additional badges may be purchased for $250 each; maximum of 3 exhibitors per space)
✓ Electricity capability (additional fee)
✓ Internet access (additional fee)

Exhibit Space Pricing
✓ Premium 6’ table: $1,700
✓ Standard 6’ table: $1,300
✓ Non-profit agencies: $1,000

Optional charges
✓ Additional booth name badges: $250 each
✓ Internet access (additional fee)
✓ Conference registration fee for those exhibitors who wish to obtain CE credit

Sponsorship Opportunities*
✓ Opening Reception: $15,000 (shared sponsorship, non-exclusive)
  Thursday (10/3/2019) 7:00 p.m. - 9:00 p.m.
✓ Box Lunch with Exhibitors: $12,000 each (2 available)
  Friday (10/4/2019) 11:45 a.m. - 1:00 p.m.
  Saturday (10/5/2019) 11:45 a.m. - 1:00 p.m.
✓ Continental Breakfast Sponsorship: $10,000 each (3 available)
  Friday (10/4/2019) 6:30 a.m. - 7:30 a.m.
  Saturday (10/5/2019) 6:30 a.m. - 7:30 a.m.
  Sunday (10/6/2019) 6:30 a.m. - 7:30 a.m.
✓ Conference Bag Sponsorship: $4,000 (your logo along with Barkley & Associates, Inc. logo on conference bag)
✓ Morning Coffee/Tea Service: $3,000 (3 available)
  Friday 10:00 a.m. - 10:30 a.m.
  Saturday 10:00 a.m. - 10:30 a.m.
  Sunday 10:00 a.m. - 10:30 a.m.
✓ Afternoon Snack Break Sponsorship: $3,000 each (2 available)
  Friday 2:30 p.m. - 3:00 p.m.
  Saturday 2:30 p.m. - 3:00 p.m.

*Production cost not included.
EXHIBITOR PROSPECTUS
GENERAL INFORMATION

- Water Bottle placed in Conference Bag: $3,000
- Personal Hand Sanitizers placed in Conference Bag: $2,500
- Charging Station: $2,000
- Large Standing Signs in Heavy Traffic Areas Displaying Company Logo/Message: $1,500
- Hotel Key Cards: $1,500
- Conference Pens: $1,200
- Email blast to attendees 2 weeks prior to the conference: $1,200 (must provide HTML)
- Advertising in Color Conference Program:
  - Back Cover: $1,000
  - Inside Cover (front or back): $750 (full); $450 (half)
  - Full Page: $600
  - Half Page: $400
  - 1/4 Page: $250
- Large Floor Decals: $1,000
- Conference Bag Inserts
  - Registered Exhibitors: $750, Non-Exhibitors: $950
- Take One Table: $650
- Exhibitor Scavenger Hunt Conference Giveaway (to be included on the Conference “Bingo” Card): $500
- Step and Repeat Banner: $500
- Industry Supported Product Theater Lunch or Dinner (call for pricing)
  - Lunch
    - Friday (10/4/2019) 12:00 p.m. - 1:00 p.m.
    - Saturday (10/5/2019) 12:00 p.m. - 1:00 p.m.
  - Dinner
    - Friday (10/4/2019) 6:30 p.m. - 7:00 p.m.
    - Saturday (10/5/2019) 6:30 p.m. - 7:00 p.m.

- And more…prices subject to change. Call for more information!

Barkley & Associates, Inc.
(323) 656-1606
8:00 a.m. – 1:00 p.m. Pacific Time in California
http://www.npcourses.com/NPAC-Conference

*Production cost not included.
Make a Direct, Personal Impression on NPAC 2019 Attendees!

The various Sponsorship Opportunities that are available at NPAC 2019 are great ways to connect with over 900 nurse practitioner attendees!

Opening Reception

Boost your company’s visibility by hosting the official Welcome Reception and Exhibit Hall Grand Opening of NPAC 2019, which will be held on Thursday, October 3, 2019 from 7:00 p.m. – 9:00 p.m. Hosting the Opening Reception will include your logo throughout the hall and a speaking opportunity to welcome the attendees! Please note that this opportunity is a shared, non-exclusive sponsorship. To schedule or inquire about an Opening Reception sponsorship, please call (323) 656-1606 Monday through Friday from 8 a.m. – 1 p.m. Pacific Time in California.

Industry Supported Product Theater Lunch or Dinner

Could your company benefit from dedicated time to present information about a specific product or service that may be of interest to NPAC 2019 Attendees? The Industry-Supported Product Theater Lunch or Dinner allows you to provide an information session that is free from the distraction of other exhibitors. Each of these two 60-minute sessions offers the exclusive opportunity to have lunch or dinner with 100 NPAC attendees in an atmosphere that does not compete with other educational activities!

To schedule or inquire about an Industry-Supported Product Theater Lunch or Dinner, please call (323) 656-1606 Monday through Friday from 8 a.m. – 1 p.m. Pacific Time in California.

To Register, go to https://npac.npcourses.com[npac2019]
## Levels of Sponsorship*

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<th></th>
<th>Diamond $10,000+</th>
<th>Platinum $5,000 - $9,999</th>
<th>Gold $2,000 - $4,999</th>
<th>Silver $1,000 - $1,999</th>
<th>Bronze $500 - $999</th>
<th>Friends of NPAC $250 - $499</th>
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*contribution separate from Conference Registration

* Production cost not included

To Register, go to https://npac.npcourses.com*npac2019
EXHIBITOR RULES AND REGULATIONS

Terms
If an exhibitor violates any of these rules established by Barkley & Associates, Inc., provider for the National Conference for Nurse Practitioners in Acute Care (NPAC) 2019, violations shall result in dismissal and removal from the exhibitor hall and conference.

Eligibility & Criteria
Barkley & Associates, Inc. reserves the right to deny any application and/or remove exhibitors from the exhibit hall at its sole discretion. Criteria for exhibitors includes and is not limited to (a) relevancy to the profession and the mission of Barkley & Associates, Inc.; (b) true and supported claims in all published materials; and (c) professional and ethical conduct by the exhibitor and its staff. Acceptance of your company as an exhibitor does not constitute an endorsement by Barkley & Associates, Inc. of your company’s products and/or services.

Exhibitor Expenses
The exhibitor is solely responsible (and indemnifies Barkley & Associates, Inc.) for all expenses related to participation in the Conference, including travel, lodging, food, shipping costs, exhibitor space furniture and supplies, etc. Each exhibit space includes two complimentary exhibitor registrations with name badges (additional badges may be purchased for $250 each, with a maximum of 3 exhibitors per exhibit space). If you wish to staff more than three (3) people at your exhibit space, an additional exhibit space must be purchased.

Exhibit Space Specifications
All individual exhibitor spaces include a 6’ table and cannot be subdivided into smaller spaces. Multiple tables must be purchased in a linear row. Exhibitors may be asked to alter or remove any portion of their space that is found to be questionable or impedes a neighboring exhibitor.

Space Assignments
Exhibit space will be allotted on a first-come, first-served basis. NPAC Diamond Sponsors and Platinum Sponsors, however, will receive priority. Final instructions regarding shipments to the conference will be distributed no later than approximately 6 weeks prior to the conference. For more information on Diamond or Platinum Sponsorship, email Conference Support at NPAC@NPcourses.com

Floor Plan/Layout
Barkley & Associates, Inc. reserves the right to modify the existing floor plan to avoid potential conflicts among exhibitors or to comply with local ordinances. The floor plan/layout is subject to change without notice.

To Register, go to http://www.npcourses.com/NPAC-Conference
Cancellations & Refunds
Exhibitors needing to cancel their registration must notify Barkley & Associates in writing by emailing NPAC@NPcourses.com. Written notices must be received by the following dates to receive a partial refund:

- **Until August 7, 2019**: 50% of exhibitor’s registration retained
- **After August 7, 2019**: 100% of exhibitor’s registration retained

Failure to notify Barkley & Associates, Inc. of the intent to cancel will result in the company being denied participation at future Barkley & Associates, Inc. conferences.

Meeting Attendee List
Registered exhibitors at the NPAC 2019 Conference will receive a copy of the attendee list following the conclusion of the conference. The list will provide the names and email addresses of all attendees. Exhibitors have the special opportunity for an email blast to be sent to attendees 2 weeks prior to the conference (see sponsorship opportunities for pricing). The list is not to be copied for alternative uses, nor is it to be resold.

Exhibitor Space Staffing & Professional Behavior
Exhibitor spaces must be staffed by qualified employees of the exhibiting company at all times during exhibit hours. All exhibitors must wear their official exhibitor badge for admission and at all times while exhibiting. Company badges are not accepted in lieu of wearing the official exhibitor badge.

Any unprofessional demeanor will result in the employee being removed from the exhibitor hall and conference. Unprofessional behavior includes but is not limited to the following: taking attendee’s possession out of their hands to demonstrate another product, touching attendee in any way without their consent and permission, harassing attendees to purchase products and/or services. Further, any product demonstration or advertising must be conducted within the boundaries of the exhibitor’s assigned space.

Subletting Exhibitor Space
Exhibitors may not sublet exhibitor space under any circumstances. Sharing requests must be made at the time of application and may only be permitted for divisions within the same company or institution. Barkley & Associates, Inc. reserves the right to review credentials and claims of all parties.

Exhibitor Space Appearance & Noise
All exhibits will be inspected during set-up to ensure that all exhibitor spaces are decorated in good taste, safely secured, and professionally designed. Noise from electrical or mechanical devices or other types of displays that cause interference or annoyance to other exhibitors will not be permitted.

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Restrictions

Food and Beverage
Exhibitors may provide additional food and nonalcoholic beverage for attendees at their exhibitor space with prior written approval from Barkley & Associates, Inc. No food or beverage items may be brought into the exhibit area without prior approval. Generally, all such items must be purchased through the Hyatt Regency Baltimore Inner Harbor.

Child Safety
No children under the age of 18 are allowed in the Exhibit Areas.

Americans with Disabilities Act (ADA)
Each exhibitor shall be responsible for compliance with all applicable provisions of the ADA.

Over-the-Counter Sales
Exhibitors are encouraged to offer information that is educational, professional, and instructional. Exhibitors may take orders for product sales. It is the responsibility of the exhibitor to contact local authorities for information regarding sales tax or other local laws and regulations. Purchases/Sales must be made within the designated exhibitor space. Regardless of the number of attendees, Barkley & Associates cannot guarantee the amount of exhibitor revenue.

Media Related Activities
All public relations, press, and media related activities must be approved by Barkley & Associates, Inc. Send requests to NPAC@NPcourses.com

Advertising/Public Relations
Distribution of promotional materials printed by exhibitors or their agents is limited to the exhibit area rented by the exhibitor. Materials displayed in other areas may be removed by Barkley & Associates, Inc. and the violating company may be dismissed from further exhibiting. Third parties such as advertising/public relations agencies acting on behalf of the exhibitors must also abide by all rules and regulations. It is the responsibility of the exhibitor to make all parties aware of all rules, regulations, and guidelines.

To Register, go to http://www.npcourses.com/NPAC-Conference
Sponsored Functions
Social and hospitality functions conducted by the exhibitor must be in a manner that is consistent with the professional and educational nature of Barkley & Associates, Inc. All planned functions must be approved by the NPAC Planning Committee in writing. Non-exhibiting companies are prohibited from hosting hospitality functions, conducting market research or having focus groups during the conference without the express written approval of Barkley & Associates, Inc. and the NPAC Planning Committee.

Promotions & Giveaways
No adhesive or noisy promotional materials are permitted under any circumstances. All drawings and contest requests must be submitted to and approved by Barkley & Associates, Inc.

Security
Barkley & Associates, Inc. will provide reasonable security around the exhibit hall perimeter beginning with the move-in date and throughout the days and times of the conference. Additional security needs are the responsibility of the exhibitor. Exhibitors understand that adequate insurance is the responsibility of the exhibiting company.

Barkley & Associates, the security vendor, conference hotel, and all other parties associated with the conference will not be held responsible for the safety of the exhibitor property from theft, damage by fire, accident, vandalism, or other causes. Barkley & Associates, Inc. strongly recommends that exhibiting companies secure a rider to cover all booth and display items during transportation to and from the event.

Indemnity
The exhibitor agrees to indemnify and hold Barkley & Associates, Inc., its employees, agents, officials, and contractors, and the Convention venues harmless against any and all damages, claims, judgments, losses, costs, and expenses (including attorney fees) that may be incurred, suffered, sustained by, or imposed upon Barkley & Associates, Inc. and/or the Convention venue by reason of exhibitors’ activities pursuant to the approved exhibit space application and contract. This indemnification agreement includes and is not limited to all claims, damages, losses, or expenses attributable to personal or bodily injury, sickness, disease or death, or injury to or destruction of tangible property, including the loss of such property. Regardless of the number of attendees, Barkley & Associates cannot guarantee the amount of exhibitor revenue.
Compliance with Local Ordinances
Licenses and permits required by local statutes, ordinances, or regulations are to be obtained by and paid for by the exhibitor. Each exhibitor will be responsible for compliance with local health departments. Barkley & Associates, Inc. strongly suggests that any company serving food or beverage samples contact local health departments to ensure compliance with local laws and ordinances.

FDA Regulations
Exhibitors must abide by all Food and Drug Administration (FDA) regulations and requirements. Such FDA regulations include both approved, experimental, off-label, and non-approved drugs, devices or products. The exhibiting company exclusively assumes all liability and cost for any FDA-related sanctions, including against Barkley & Associates, Inc. for violations.

Damage to Facilities
Exhibitors must surrender all spaces occupied/rented in the same condition as at the time of occupation. Exhibitors will be responsible for any damage done to the facilities and for any and all claims and demands on account of any injury, death, or damage done to property occurring in or upon exhibitor space or due to exhibitors’ acts. No nails, tacks, or screws may be driven into the floor, wall, or woodwork of the building.

Force Majeure
In case of cancellation of the exhibition or unavailability of the exhibit space due to strikes, acts of terrorism, government action, acts of God, fire, labor dispute or any other occurrence over which Barkley & Associates, Inc. has no control, the agreement shall terminate, and the exhibitor shall be entitled to the return of the exhibitor space rental fee.

See you in October in Baltimore!

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