

MARCH 19-22, 2015

**MARRIOTT NEWPORT BEACH HOTEL & SPA** 

**NEWPORT BEACH • CALIFORNIA** 

2015 Sponsor & Exhibitor Prospectus



# JOIN US

For nearly 40 years, the California Association for Nurse Practitioners (CANP) has been advocating on behalf of thousands of nurse practitioners (NPs) statewide. It has been a collaborative and spirited journey one devoted to educating legislators, empowering CANP members and advancing and protecting the nurse practitioner profession.

We are proud to represent such a passionate and dedicated group of individuals.

Actively engaged in the legislative process, we utilize our knowledge and expertise to make powerful decisions that will benefit our members. Every day, we take an active role in the development of the NP profession and are thrilled with the legislative progress we've made over the years. NPs have become a vital part of America's health care industry, and we are proud to represent such a passionate and dedicated group of individuals.

As the political landscape continues to shift and health care reform unfolds, we have the ability to positively impact the future of California's health care delivery system. At CANP, we are dedicated to giving back to our members, the communities where we live and the health care industry as a whole. And our commitment will never waver.

#### BENEFITS OF SPONSORING AND EXHIBITING

Don't miss this exciting opportunity to be a part of CANP's 38th Annual Educational Conference in scenic Newport Beach, CA. With more than 600 medical professionals and other health care professionals from around the state in attendance. this is the ideal conference for your company to connect with key decision makers from this passionate community.

This year's event features dynamic educational sessions, spirited social functions and our ever-popular vendor expo—all designed to educate, inspire and connect professionals from a variety of specialties within the industry. Our goal is to provide sponsors and exhibitors with unparalleled access to attendees, so that your company can increase its brand awareness and build valuable relationships with the right people.



The CANP annual conference gives service providers, industry experts and members the chance to interact one-on-one.

Our attendees are committed to investing in solutions that address the day-to-day challenges in the industry. They're eager to uncover the products, services and emerging technologies that will help enhance their practice and enrich the health care environment. Simply put, they're ready to get to know you!



# WE'RE COUNTING DOWN THE DAYS

until CANP's 38th Annual Educational Conference. and adding up the reasons why you should attend.

The **NUMBER OF ATTENDEES** from our close-knit community that will come together at CANP's 38th Annual Educational Conference. Don't miss this exciting opportunity to build valuable relationships with the nurse practitioners, health care professionals, faculty members and students who can benefit from getting to know your company.

We're observing our **38TH YEAR** of preeminent education, powerful advocacy and spirited solidarity, and we can't imagine celebrating without you!

If you only attend **ONE EVENT** this year, make it CANP's 38th Annual Educational Conference. Our attendees represent a diverse group of nurse practitioners and health care professionals from a variety of specialties—something you won't find at other conferences.



If you're looking for quality time with the people who matter, then you've come to the right place. CANP's annual conference lasts FOUR DAYS (with three days of exhibition time). This gives you ample opportunity to make a lasting impression and increase brand awareness.



There's no better way to make a statement about the role your company plays in the health care industry than attending CANP's 38th Annual Educational Conference. By choosing to sponsor or exhibit at CANP's conference, you're helping us provide a unifying voice for THOUSANDS OF NURSE PRACTITIONERS and health care professionals from across the state.



PERCENTAGE OF ATTENDEES who are looking for ways to enrich their careers and better manage their practice. Guess who has the solutions and services they need to do just that? You!

THE YEAR YOU TAKE ACTION and add CANP's conference to your marketing plan! We're always looking for ways to offer our sponsors and exhibitors maximum marketing potential, and this year's packages are designed to help ensure your experience is more productive and profitable than ever.



# ABOUT THE **CONFERENCE**

#### CALIFORNIA ASSOCIATION FOR NURSE PRACTITIONERS 38TH ANNUAL EDUCATIONAL CONFERENCE

Thursday, March 19, 2015 - Sunday, March 22, 2015

#### **LOCATION & ACCOMMODATIONS**

Newport Beach Marriott Hotel & Spa 900 Newport Center Drive Newport Beach, CA 92660 949-640-4000 www.marriott.com (For directions, see page 10.)





#### **CONFERENCE HIGHLIGHTS**

At the exhibitor expo, attendees will see the most advanced technologies and latest services available. You also will have the opportunity to connect with peers during our networking events, including the popular 5K Fun Run/Walk and Yoga with CANP.

#### **NETWORKING ACTIVITIES**

Exhibitors and sponsors are welcome at all of the following events. Please note that some separate fees apply for the Fun Run.

#### YOGA WITH CANP

Friday, March 20 (5:45 - 6:45 a.m.)
Yoga with CANP is open to all levels, from beginner to expert. Although yoga poses are a physical exercise, they have the added benefit of bringing great balance to the mind, body and spirit. A morning yoga practice is a great way to energize before the busy conference day.

#### **EVENING EVENT**

Friday March 20 (6:00 - 10:00 p.m.)
The Evening Event, featuring dinner and entertainment, is guaranteed to be the best night of the conference. It's an ideal opportunity to network with fellow leaders in the industry and enjoy a relaxing evening with friends. All sponsors and exhibitors are asked to ensure that at least one representative attends the recognition portion of the evening.

#### **5TH ANNUAL FUN RUN**

Saturday, March 21 (7:00 - 8:00 a.m.)
Ready. Set. Go! Enjoy the cool seaside morning with a brisk walk, jog or run with fellow conference attendees along an easy 5K course. The Fun Run is always a conference highlight, and a great way for attendees, exhibitors, sponsors and guests to get together, get up and get moving prior to the day's educational sessions. All participants will receive a T-shirt; water and refreshments will be provided at the end of the race. Registration is \$15 per person.

#### **CANP ANNUAL RAFFLE**

Saturday, March 21 (during lunch)
This yearly drawing occurs at lunchtime and, since participants must be present to win, we always have a great turnout. We encourage you to participate in the drawing and also welcome raffle donations. To donate an item, please contact Kim Rothschild at kim@canpweb.org.



#### **TO REGISTER**

To become a sponsor or exhibitor at the CANP 38th Annual Educational Conference, complete and email the application on page 11 to Kim Rothschild at kim@canpweb.org. Exhibitors must agree to the conference terms and conditions found on page 9.

Please note that sponsors and exhibitors must register in advance to attend specific events. To let us know about any events you wish to attend, please register online at canpweb.org.

#### **CANP CONFERENCE COMMITTEE**

CANP's 2015 Conference Committee is comprised of individuals responsible for identifying and planning a high-quality program that meets the needs of our members. Dedicated to creating an annual conference that is both educational and inspirational, it is their steadfast commitment to the exchange of ideas and promotion of professional growth that will make this year's conference a success. We would like to thank them for all their hard work and dedication, and for creating such an outstanding program.

Donna Emanuele

Janet Hildebrand

Beth Hanev Theresa Ullrich

Camille Fitzpatrick

## ADDITIONAL INFORMATION

Interested in learning more about conference sponsor and exhibitor opportunities? Please contact Kim Rothschild at 916-441-1361, ext. 2 or kim@canpweb.org. To learn more about CANP, visit canpweb.org.

Sign up now to save. Register online at canpweb.org.

## **EXPO SCHEDULE** Exhibitors have six hours of expo time with attendees

#### THURSDAY, MARCH 19

7:00 a.m.

Symposium A

9:00 a.m. - 4:00 p.m. Exhibitor Set-Up

5:30 - 7:00 p.m.

Reception in Exhibit Hall

6:00 p.m.

Symposium B

#### FRIDAY, MARCH 20

7:00 - 8:00 a.m.

Breakfast & Exhibit Hall

10:45 - 11:00 a.m.

Morning Break

12:15 - 1:30 p.m.

Lunch & Exhibit Hall

4:15 - 4:45 p.m.

Afternoon Break

6:30 - 10:00 p.m.

Networking Event

Sponsors and Exhibitors are encouraged to attend as they will be acknowledged during the event.

#### SATURDAY, MARCH 21

7:30 - 8:30 a.m.

Breakfast & Exhibit Hall

11:15 - 11:45 a.m.

Morning Break

1:00 - 2:15 p.m.

Lunch & Raffle

2:15 - 5:00 p.m.

Exhibitor Break-Down

# SPONSORSHIP & EXHIBIT PACKAGES

Every year, CANP leaders work closely with members to design a conference that is both informative and engaging. Drawing more than 600 nurse practitioners and other health care providers from across the state, this is the only conference that provides access to professionals from a variety of specialties. Conference attendees are eager to discover new products and services that will help manage their practice, expand their knowledge and enrich the health care environment. With sponsor and exhibitor opportunities for every budget, this conference will help maximize your visibility in the nurse practitioner industry.

## CONTACT

#### **SPONSOR & EXHIBITOR OPPORTUNITIES**

Kim Rothschild 916-441-1361, ext. 2 kim@canpweb.org

#### **NEWPORT BEACH MARRIOTT HOTEL & SPA**

**Nonprofit Career Advancement Exhibits** 

900 Newport Center Drive Newport Beach, CA 92660 949-640-4000 www.marriott.com

SPONSORSHIP OPTIONS	AMOUNT	DESCRIPTION	COMPLIMENTARY	RECOGNITION	SPEAKING OPPORTUNITY
Gold CANP	\$4,000	Sponsorship of the conference	Two registrations, Tote bag insert, 1/2 color page ad in onsite materials	Verbal recognition, Registration signage	
Silver CANP	\$3,000	Sponsorship of the conference	One registration, Tote bag insert, 1/4 page ad in onsite materials	Registration signage	
Bronze CANP	\$1,000	Sponsorship of the conference	One registration	Registration signage	
Evening Event	\$8,000	Evening event, dinner and awards	Exhibit booth with priority placement, four registrations and one tote bag insert	Verbal recognition, event signage, Registration signage	2-minute welcome remarks at the event
Opening Reception	\$6,000	Welcome event held the first night of the conference	Exhibit booth with priority placement, three registrations and one tote bag insert	Opening Reception signage, Registration signage	2-minute welcome remarks at the Opening Reception
<b>Keynote Presentation</b> Exclusive	\$5,000	Sponsorship of the Keynote Presentation	One registration and tote bag insert	Verbal recognition, Keynote signage, Registration signage	2-minute welcome remarks at the Keynote
General Luncheon	\$5,000	Sponsorship of a General Luncheon	One registration and tote bag insert	Verbal recognition, General Luncheon signage, Registration signage	2-minute welcome remarks at the General Luncheon
<b>Tote Bags</b> Logo included / Exclusive	\$4,000	Sponsorship of the conference tote bags	One registration and tote bag insert	Registration signage, conference tote bag	
Breakfast	\$2,500	Sponsorship of a Breakfast	One registration	Registration signage, Breakfast Signage	
<b>Registration Brochure</b> Exclusive	\$2,500	Sponsorship of the conference Registration Brochure	One registration, tote bag insert, Full page ad in conference registration brochure	Registration signage	
Wireless Internet	\$2,500	Sponsorship of the conference wireless Internet access	One registration	Registration signage	
Fun Run Logo Wear Logo included / Exclusive	\$2,500	Sponsorship of the logo wear for Fun Run participants	One registration	Registration signage, Fun Run logo wear	
Networking Breaks	\$2,000	Sponsorship of the food and beverage at the networking breaks	One registration	Registration signage, Networking Break signage	
<b>Lanyards</b> Logo included / Exclusive	\$1,800	Sponsorship of the lanyard		Registration signage, lanyard	
<b>Tote Bag Inserts</b> Non-paper items only	\$500	Logo items for inclusion in conference tote bags			
Fun Run Snack	\$500	Sponsorship of the snacks after the Fun Run		Registration signage, Fun Run signage	
EXHIBITOR OPTIONS		AMOUNT	VALUE		
Technical & Publisher Exhibits/ Pharmaceutical & Medical Device Companies		\$2,500	All booths are 8x10. All booths include a 6-foot skirted table, two chairs and a wastebasket.  Exhibitor booth fees include admittance for two representatives; additional representatives are subject to an additional fee of \$175 per person.		
Non-Commercial Exhibits &		\$1,500			

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THURSDAY, MARCH 19, 2015 – SUNDAY, MARCH 22, 2015 7

## **EXHIBIT DETAILS**

#### **ELIGIBILITY & CRITERIA**

CANP reserves the right to deny any Sponsor & Exhibitor Application and/or remove exhibitors and/or sponsors from the exhibit hall at its sole and arbitrary discretion. Criteria for sponsors and exhibitors includes, but is not limited to: (1) relevancy to the profession and the mission of CANP, (2) stated claims must be true and supported by published materials and (3) professional and ethical conduct is required at all times by the exhibitor and its staff.

#### **EXHIBITOR SPECIFICATIONS**

The exhibit booth fee includes one 8x10 booth, a 6-foot skirted table, two chairs, one identification sign and a wastebasket. Exhibitor booth fees also include admittance for two representatives. Additional booth personnel will be charged a fee of \$175 per extra person. All personnel must wear a CANP conference badge to be admitted into the exhibit hall.

#### **EXHIBITOR SERVICE MANUALS**

An exhibitor service manual will be forwarded to each exhibiting organization upon receipt of completed form and deposit. This will ensure ample time to make any arrangements and requests for service your company may need.

#### **EXHIBIT BOOTH SPACE ASSIGNMENT**

Exhibit booth space will be confirmed once the Sponsor & Exhibitor Application is completed and full payment is received. Space assignments will be issued on a first-come, firstserved basis. CANP reserves the right to rearrange exhibits or adjust the floor plan to accommodate the best interest of the conference.

#### UNAUTHORIZED SOCIAL EVENTS. MARKETING EVENTS OR FOCUS **GROUPS**

CANP regulates all activities associated with the 38th Annual Educational Conference. Any organization interested in planning an event during the conference should submit a written request to the conference organizers. Contact and mailing information is located on the Sponsor & Exhibitor Application located on page 11.

#### SUBLETTING EXHIBITOR SPACE

No exhibitor shall assign, sublet or apportion the whole or any part of the space assigned. In addition, no exhibitor shall have representatives, equipment or materials from companies other than its own in the exhibit space without the written consent of CANP.

#### **SET-UP HOURS**

Hours will depend on the availability of the exhibit space. All displays must be in place and display materials, cartons and refuse removed by 7:00 a.m. each day of the conference. Sponsors and exhibitors will be solely responsible for any and all charges related to the shipment and handling of freight delivered to and from the conference.

#### **BREAK DOWN**

Exhibitors shall remove display and materials no later than 5:00 p.m. on March 21, 2015. If display or materials remain on the premises after such time, CANP may remove items and the exhibiting company shall be liable for fees, and agrees to pay all costs for dismantling, storage and shipment. CANP shall not be liable for any damage to the display or materials due to their removal or storage.

#### **EXHIBIT SPACE PROVISIONS** & REGULATIONS

Exhibitors must limit displays to the dimensions of the 8x10 spaces to which they are assigned. All exhibits must be freestanding. No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit area.

#### **FURNITURE RENTAL, DECORATIONS, LABOR & SHIPPING**

TriCord Tradeshow Services will be the official service contractor for this year's conference. TriCord Tradeshow Services will have carpenters, decorators and laborers available to assist exhibitors during set-up and break-down hours should their services be required. Detailed information and order forms for all the services available through TriCord Tradeshow Services will be available in the exhibitor services manual sent upon application processing.

#### **OPERATIONS & CONDUCT**

Exhibitors shall not, without consent of CANP, distribute advertising material, literature, souvenir items or promotional material beyond the exhibit space allotted to the company. CANP is the final authority on all matters relating to operations and conduct. All pharmaceutical companies must adhere to pharma guidelines.

#### **AUDIO-VISUAL NEEDS**

Information about audio-visual needs will be sent with confirmation materials to exhibitor upon receipt of application. All audio-visual requirements will be available at an additional expense that must be paid before the first day of the conference. All charges incurred during the conference will be billed to the supporting company to be paid in full upon receipt.



### SPONSORSHIP & EXHIBIT **TERMS & CONDITIONS**

#### LIABILITY

The exhibitor assumes all responsibility for any and all loss, theft and/or damage to the exhibitor's displays, equipment and other property while on the Newport Beach Marriott Hotel & Spa premises, and hereby waives any and all claims and/or demands it may have against Newport Beach Marriott Hotel & Spa, its parent and/or any of its affiliate companies arising from such loss, theft and/or damage. In addition, the exhibitor agrees to defend (if requested by Newport Beach Marriott Hotel & Spa with counsel satisfactory to Newport Beach Marriott Hotel & Spa), indemnify and hold harmless **CANP and Newport Beach Marriott** Hotel & Spa and their respective parent, subsidiary and other related and affiliated companies from and against any and all liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorney fees, costs of court and costs of other professions, arising from directly and/or indirectly and/or connection with the exhibitor's occupancy and/or use of the exhibition premises and/or any part thereof and/ or any act, error and/or omission of the exhibitor and/or its employees, subcontractors and/or agents.

#### **CONDITIONS OF ELIGIBILITY**

CANP reserves the right to determine the eligibility of any company wishing to sponsor or exhibit. All products and services to be exhibited must be related to the nursing profession. CANP may deny or revoke eligibility based on a violation of any policy set forth in these terms and conditions or for any action determined to detract from conference objectives.

#### **CONDITIONS TO MEET** ACCREDITATION

The sponsor and/or exhibitor agree to abide by the ANCC Standards and ACCME Standards for Commercial Support of Continuing Medical Education. CANP agrees (1): to abide by the ANCC Standards and the ACCME Standards for Commercial Support of Continuing Medical Education: and (2) to acknowledge support from the exhibit in program syllabi. Exhibitor will display only during those hours which have been specified by the program coordinator or Nurse Planner, Exhibitors and Sponsors must wear conference badges (issued by CANP) if they chose to attend any portion of the education sessions.

#### **FEES**

Payment in full is required no later than March 2, 2015, unless other arrangements have been approved by CANP. Any outstanding fees from previous CANP events must be paid before space at the current conference will be assigned.

#### **CANCELLATION POLICY**

Exhibitors reserve the right to cancel their booth space at any time. Sponsors and exhibitors wishing to cancel their conference registration must contact CANP in writing via email at kim@ canpweb.org. CANP retains the right to resell any booth space cancelled by an exhibitor. CANP is not liable for any interest on any amount refunded. In the event a sponsor or exhibitor must cancel, the following refund policy applies:

- Cancellations by February 2, 2015 will receive a full refund minus a \$150 administrative fee.
- No refunds will be issued for cancellations made after February 2, 2015.

#### **ADMISSIONS REGULATIONS**

Admission to conference events is by official CANP badges. Badges must be worn at all times, including during set-up and break down. Clients and guests of exhibitors must register and pay applicable fees.

#### **VERBAL AGREEMENT**

CANP will not be bound by any verbal agreements, representations or statements between CANP leaders, members or staff, sponsors, exhibitors, expo company staff or the convention center staff. All agreements must be made in writing.

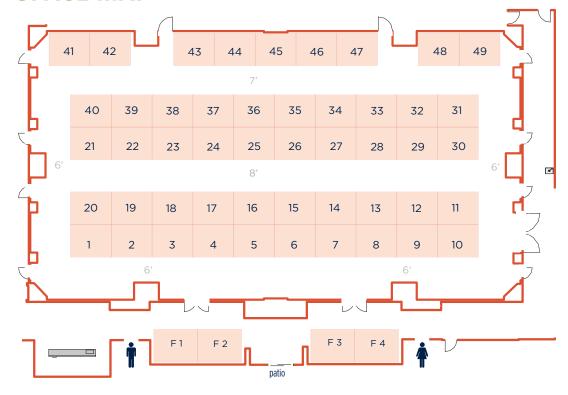
#### **AGREEMENT**

By signing the Sponsor & Exhibitor Application incorporating these terms by reference, the sponsor and exhibiting company agrees to abide by these terms and conditions, and by the decisions of CANP. This contract will become binding on both the supporting company and the association upon its acceptance by CANP.

In the event that a supporting company does not adhere to the above guidelines, CANP may take note of such activities in considering applications for future CANP events.

**CANP EIN# 94-2599089** 

# EXHIBIT SPACE MAP



# Newport Beach Marriott

Grand Pacific Ballroom & Foyer (53) 8' x 10' Booths

# DIRECTIONS **TO HOTEL**

#### **HOTEL ADDRESS**

Newport Beach Marriott Hotel & Spa 900 Newport Center Drive Newport Beach, CA 92660 949-640-4000 www.marriott.com

#### FROM JOHN WAYNE AIRPORT-ORANGE COUNTY - SNA

- Turn right on MacArthur Blvd.
- Turn right on Jamboree Rd.
- Left on Santa Barbara.
- Hotel will be on the right as you go up the hill.

#### FROM LONG BEACH AIRPORT - LGB

- Take 405 Frwy South to 73 Freeway South.
- Exit on Jamboree.
- Turn Right On Jamboree.
- Turn Left On Santa Barbara.
- Hotel will be on the right.

#### FROM LA/ONTARIO INTERNATIONAL AIRPORT - ONT

- Turn right to merge onto CA-60 W.
- Slight right onto CA-57 S (signs for Santa Ana).
- Keep left at the fork and merge onto I-5 S.
- Continue onto Santa Ana Freeway.
- Merge onto CA-55 S.
- Take exit 5A toward State Route 73 S/San Diego Via.
- Merge onto CA-73 S/State Route 73 S.
- Take exit 15 toward Jamboree Rd.
- Merge onto SE Bristol St.
- Turn right onto Jamboree Rd.
- Turn left onto Santa Barbara Dr.
- Take the 1st right onto Newport Center Dr.
- Hotel will be on the right.

# To become a sponsor or exhibitor at the 2015 event, simply register online at canpweb.org or complete and submit the form below to kim@canpweb.org

CONTACT INFORMATION				
COMPANY NAME				
COMPANY ADDRESS				
CITY		STATE ZIP		
CONTACT PERSON PHONE		EMAIL		
EXHIBIT REPRESENTATIVES – OF #1 - INCLUDED	NSITE (2 REPS. PER BOOTH)	#3 - ADDITIONAL REPRESENTATIVE @ \$175 EACH		
NAME		NAME		
ADDRESS		ADDRESS		
CITY, STATE, ZIP		CITY, STATE, ZIP		
EMAIL		EMAIL		
#2 - INCLUDED		#4 - ADDITIONAL REPRESENTATIVE @ \$175 EACH		
NAME		NAME		
ADDRESS		ADDRESS		
CITY, STATE, ZIP		CITY, STATE, ZIP		
EMAIL		EMAIL		
SPONSORSHIP AND EXHIBITOR Support and Exhibitor opportunt first-registered, first-assigned be support preference:  EXHIBITS  Technical/Publisher or Pharmaceutical/Medical Device Exhibitor 8x10 booth (\$2,500)	nities will be reserved on a	PRINT MATERIAL  Please provide via email to kim@canpweb.org the following information exactly as it should appear in convention promotional materials:  • Company contact information  • Brief product/service description (40 words or less) in MS word  • Company logo in JPEG or PNG format  Questions should be directed to Kim Rothschild at 916-441-1361 or kim@canpweb.org.		
SUPPORT  ☐ Gold (\$4,000)  ☐ Silver (\$3,000)	☐ Fun Run (\$15) ☐ Tote Bag (\$4,000)	PAYMENT INFORMATION  CANP accepts checks, Visa, MasterCard, and American Express only. Checks should be made payable to CANP. If payment will be made by credit card, please complete the following information:		
☐ Bronze (\$1,000)	Conference Internet Hot Spot	NAME ON CARD		
Evening Event (\$8,000)	(\$2,500)	CREDIT CARD #		
Opening Reception (\$6,000)	Fun Run Logo Wear (\$2,500)	EXP. DATE CVC 3-DIGIT CODE		
Keynote (\$5,000)	<ul><li>Networking Breaks (\$2,000)</li><li>□ Lanyards (\$1,800)</li></ul>	SIGNATURE		
General Session Luncheon (\$5,000)	☐ Tote Bag Inserts* (\$500)	SELECT EXHIBIT SPACE		
Breakfast (\$2500)	Fun Run Snack (\$500)	Space will be issued on a first-received, first-assigned basis. Using the enclosed floor plan, please indicate your space preference		
Registration Brochure (\$2500)		below. You will receive additional information with your confirmation		
* Marketing material for literature directly to CANP office by Marc	distribution must be sent	materials. Space assignments are subject to change at any time at the discretion of the CANP staff.  SPACE SELECTION:		
<b>RESERVATION AGREEMENT</b> I understand that my final payme received by CANP no later than N		1st choice2nd choice3rd choice  I have read and will comply with the support terms and conditions (located within this packet) of the CANP Annual Conference.		
CANCELLATIONS		SIGNATURE		
Cancellations must be received in cancellations are subject to a \$15		DATE		

be issued after February 2, 2015.



California Association for Nurse Practitioners 1415 L Street, Suite 1000, Sacramento, CA 95814 PRESORT STANDARD US POSTAGE PAID CPS

## **CANP BOARD OF DIRECTORS**

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#### CANP CORPORATE MEMBERS

















