



CALIFORNIA ASSOCIATION  
FOR NURSE PRACTITIONERS

# 39TH ANNUAL EDUCATIONAL CONFERENCE

MARCH 17 - MARCH 20, 2016 | MARRIOTT NEWPORT BEACH HOTEL & SPA | NEWPORT BEACH, CA

## 2016 SPONSOR & EXHIBITOR PROSPECTUS

SUPPORTED BY



# 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 39th 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.

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!

## ABOUT THE CONFERENCE

**CALIFORNIA ASSOCIATION  
FOR NURSE PRACTITIONERS  
39TH ANNUAL  
EDUCATIONAL CONFERENCE**

Thursday–Sunday, March 17–20, 2016

SUPPORTED BY



### LOCATION & ACCOMMODATIONS

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

### 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 networking events. Please note that there is a \$15 fee for participation in the Fun Run.

## EXPO SCHEDULE

*Exhibitors have six hours of expo time with attendees*

### THURSDAY, MARCH 17

7:00 a.m. Symposium A	5:30 – 7:00 p.m. Reception in Exhibit Hall
9:00 a.m. – 4:00 p.m. Exhibitor Set-Up	6:00 p.m. Symposium B

### FRIDAY, MARCH 18

7:00 – 8:00 a.m. Breakfast & Exhibit Hall	6:30 – 10:00 p.m. Networking Event
10:45 – 11:00 a.m. Morning Break & Expo	<i>Sponsors and Exhibitors are encouraged to attend as they will be acknowledged during the event.</i>
12:15 – 1:30 p.m. Lunch & Exhibit Hall	
4:15 – 4:45 p.m. Afternoon Break & Expo	

### SATURDAY, MARCH 19

7:30 – 8:30 a.m. Breakfast & Exhibit Hall	1:00 – 2:15 p.m. Lunch & Raffle
11:15 – 11:45 a.m. Morning Break & Expo	2:15 – 5:00 p.m. Exhibitor Break-Down

# 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, first-served 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 39th 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 4.

## 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 20, 2016. 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 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

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

\* Exclusive

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	\$1,500	Sponsorship of the conference	One registration	Registration signage	
Evening Event	\$8,000	Evening event, dinner, entertainment, awards	Exhibit booth with priority placement, four registrations and one tote bag insert	Verbal recognition, event signage, registration signage	X
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	X
Keynote Presentation*	\$5,000	Sponsorship of the keynote presentation	One registration and tote bag insert	Verbal recognition, Keynote signage, registration signage	X
Charging Station*	\$4,500	Sponsorship of smartphone and tablet charging station	One registration	Registration signage	
General Luncheon	\$4,000	Sponsorship of a general luncheon	One registration and tote bag insert	Verbal recognition, general luncheon signage, registration signage	X
Tote Bags* Logo included	\$4,000	Sponsorship of the conference tote bags	One registration and tote bag insert	Registration signage, conference tote bag	
Hotel Key Card*	\$3,500	Logo on hotel key card	One registration	Registration signage	
<div>SOLD OUT</div> Registration Brochure Advertisements*	\$2,800	Full page color advertisement featured in the registration brochure	One registration, tote bag insert, full page ad in conference registration brochure	Registration signage	
Breakfast	\$2,500	Sponsorship of a breakfast	One registration	Registration signage, breakfast signage	
Fun Run Logo Wear* Logo included	\$2,500	Sponsorship of the logo wear for Fun Run participants	One registration	Registration signage, Fun Run logo wear	
Lanyards* Logo included	\$2,000	Sponsorship of the lanyard	One registration	Registration signage, lanyard	
Networking Breaks	\$1,500	Sponsorship of the food and beverage at the networking breaks	One registration	Registration signage, networking break signage	
Advertisement in onsite conference materials	\$500-\$1000	Half or full page advertisement featured in the onsite printed materials			
Fun Run Snack	\$500	Sponsorship of the snacks after the Fun Run		Registration signage, Fun Run signage	
Tote Bag Inserts Non-paper items only	\$500	Logo items for inclusion in conference tote bags			
Exhibitor Options		Amount	Value		
Standard Exhibit Booth		\$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.		
Nonprofit		\$1,500			

# SPONSORSHIP & EXHIBIT TERMS & CONDITIONS

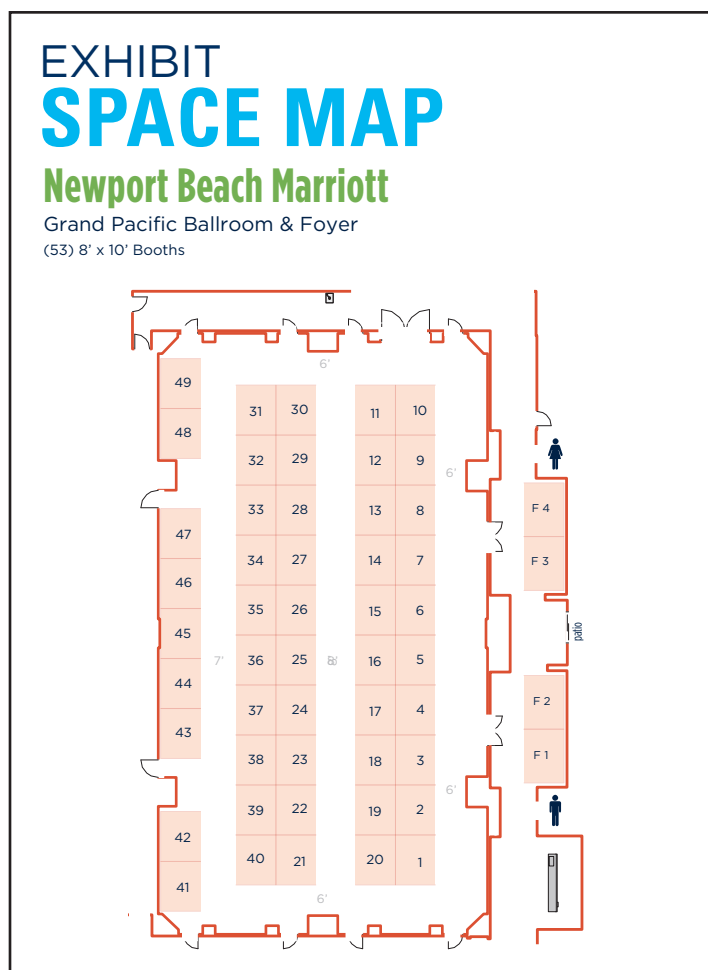
## CANCELLATION POLICY

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 1, 2016 will receive a full refund minus a \$150 administrative fee.
- No refunds will be issued for cancellations made after February 1, 2016.

## 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.



## 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 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 February 29, 2016, 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.

## 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**

**To become a sponsor or exhibitor at the 2016 event, simply register online at [canpweb.org](http://canpweb.org) or complete and submit the form below to [kim@canpweb.org](mailto:kim@canpweb.org)**

### CONTACT INFORMATION

COMPANY NAME \_\_\_\_\_  
COMPANY ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_  
PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

### EXHIBIT REPRESENTATIVES – ONSITE (2 REPS. PER BOOTH)

#### #1 - INCLUDED

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_  
EMAIL \_\_\_\_\_

#### #2 - INCLUDED

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_  
EMAIL \_\_\_\_\_

#### #3 - ADDITIONAL REPRESENTATIVE @ \$175 EACH

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_  
EMAIL \_\_\_\_\_

#### #4 - ADDITIONAL REPRESENTATIVE @ \$175 EACH

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_  
EMAIL \_\_\_\_\_

### SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Support and Exhibitor opportunities will be reserved on a first-registered, first-assigned basis. Please indicate your support preference:

#### EXHIBITS

- |   |   |
|---|---|
| <input type="checkbox"/> Exhibitor - 8x10 booth (\$2,500)   | <input type="checkbox"/> Nonprofit Exhibitor 8x10 booth (\$1,500) |
| <input type="checkbox"/> Gold (\$4,000)                     | <input type="checkbox"/> Fun Run (\$15)                           |
| <input type="checkbox"/> Silver (\$3,000)                   | <input type="checkbox"/> Tote Bag (\$4,000)                       |
| <input type="checkbox"/> Bronze (\$1,500)                   | <input type="checkbox"/> Charging Station (\$4,500)               |
| <input type="checkbox"/> Opening Reception (\$6,000)        | <input type="checkbox"/> Fun Run Logo Wear (\$2,500)              |
| <input type="checkbox"/> Keynote (\$5,000)                  | <input type="checkbox"/> Networking Breaks (\$1,500)              |
| <input type="checkbox"/> General Session Luncheon (\$4,000) | <input type="checkbox"/> Lanyards (\$2,000)                       |
| <input type="checkbox"/> Hotel Key Card (\$3,500)           | <input type="checkbox"/> Tote Bag Inserts* (\$500)                |
| <input type="checkbox"/> Breakfast (\$2500)                 | <input type="checkbox"/> Fun Run Snack (\$500)                    |
| <input type="checkbox"/> Registration Brochure (\$2800)     | <input type="checkbox"/> Lead Retrieval (\$350)                   |
|   | <input type="checkbox"/> Advertisement (\$500-\$1,000)            |

#### SUPPORT

\* Marketing material for literature distribution must be sent directly to CANP office by February 29, 2016.

### RESERVATION AGREEMENT

I understand that my final payment of \$\_\_\_\_\_ must be received by CANP no later than March 1, 2016.

### CANCELLATIONS

Cancellations must be received in writing by February 1, 2016. All cancellations are subject to a \$150 processing fee. No refunds will be issued after February 1, 2016.

### PRINT MATERIAL

Please provide via email to [kim@canpweb.org](mailto: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](mailto:kim@canpweb.org).

### 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:

NAME ON CARD \_\_\_\_\_  
CREDIT CARD # \_\_\_\_\_  
EXP. DATE \_\_\_\_\_ CVC 3-DIGIT CODE \_\_\_\_\_  
SIGNATURE \_\_\_\_\_

### SELECT EXHIBIT SPACE

Space will be issued on a first-received, first-assigned basis. Using the enclosed floor plan, please indicate your space preference below. You will receive additional information with your confirmation materials. Space assignments are subject to change at any time at the discretion of the CANP staff.

#### SPACE SELECTION:

\_\_\_\_\_ 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice

I have read and will comply with the support terms and conditions (located within this packet) of the CANP Annual Conference.

SIGNATURE \_\_\_\_\_  
DATE \_\_\_\_\_



CALIFORNIA ASSOCIATION  
FOR NURSE PRACTITIONERS

California Association for Nurse Practitioners  
1415 L Street, Suite 1000, Sacramento, CA 95814

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## CANP CORPORATE MEMBERS

