National Association of Pediatric Nurse Practitioners
2021 Industry-Sponsored Ancillary Education Event Guidelines

General Information, Costs, and Deadline

NAPNAP offers sponsorship of ancillary educational events and welcomes applications from both commercial and non-profit organizations (supporters) to present timely and educational clinical information to NPs in conjunction with our conference. The guidelines below have been developed to assist you throughout the application and planning process.

The two (2) types of Industry-Sponsored Ancillary educational events are:

Ancillary Continuing Education (CE) Symposia – In-person and Virtual Options

An onsite or virtual event that provides an opportunity for registrants to obtain high quality, evidence-based, current information on a pediatric health topic and must offer NAPNAP continuing education (CE) contact hours. Breakfast and lunch options are available at the onsite event on March 10-12 (see 2021 NAPNAP In-person Conference Ancillary Events Schedule). Virtual options are available from March 24-27 (see 2021 NAPNAP Virtual Conference Ancillary Events Schedule).

Cost: $22,500 (Cost does NOT include food & beverage or audiovisual.)

Non-Continuing Education (Non-CE) Product Theaters – In-person and Virtual Options

An onsite or virtual event that offers registrants information on specific products and/or therapeutic areas provided by company-designated presenters. Material may be promotional and may concentrate on a specific product or drug. The product theater cannot be accredited for continuing education. Breakfast and lunch options are available at the onsite event on March 10-12 (see 2021 NAPNAP Conference In-person Ancillary Events Schedule).

Virtual options are also available from March 24-27 (see 2021 NAPNAP Virtual Conference Ancillary Events Schedule).

Cost: $22,500 (Cost does NOT include food & beverage or audiovisual.)
SAVE! Host an Ancillary CE Symposium or Non-CE Product Theater at both the In-person and Virtual Conferences and save 50% on the Virtual Conference symposium/product theater. Total cost for both conference offerings: $33,750. Note: Additional fees apply at virtual conference if the presentation is not pre-recorded.

**Deadline for Applications**

All applications must be submitted by January 27, 2021. Space and time assignments will be given on a first come, first served basis, and no space is guaranteed without payment in full. NAPNAP will contact the Program Organizer/Supporter regarding the outcome of the application.

**Cancellation Policy**

After approval has been issued for your event, NAPNAP must be notified in writing of cancellation. NAPNAP will issue a refund of 80% of the fee for cancellations received by close of business on February 25, 2021. No refunds will be issued for cancellation received on or after February 26, 2021.

It is mutually agreed that in the event that NAPNAP should find it necessary to cancel or postpone the 2021 NAPNAP National Conference for any reason, including but not limited to low registration, strikes, outbreak of disease or illness, epidemic or pandemic, acts of nature, war, terrorist acts or other circumstances beyond NAPNAP’s control, this agreement will be terminated immediately, and NAPNAP shall determine an equitable basis for the refund of such portion of the ancillary fees as is possible, after due consideration of expenditures and commitments already made.

**Disclaimer Requirement**

The following Ancillary Event Disclaimer is required on all marketing and presentation materials: (Program Supporter/Organizer) has been given (virtual) meeting space to provide an educational offering during NAPNAP’s National Conference. NAPNAP’s approval of (virtual) meeting space or continuing education accreditation does not imply product endorsement.

**Additional Marketing Opportunities and Services**

Additional marketing opportunities are available (ALL require additional fees that are not included in the one-time administrative fee). Please see our 2021 Exhibitor Prospectus for pricing information and contact Jill St.Pierre at Meeting Management Associates with inquires at jill@mma-inc.com or 607-674-5768.

**Conference Program Book Advertisement** – an opportunity to include an advertisement (various sizes available) in the conference program book, which is distributed onsite to all conference participants.
Hotel Room Drop – a limited number of hotel room drops of approved promotional materials are available to be delivered to our participants’ hotel rooms.

Registration Bag Insert – an opportunity to insert promotional materials in the registration packets which are distributed onsite to all conference participants.

Conference Participant Mailing List/Blast Email – an opportunity to rent the conference participant mailing list or choose to send a blast email to conference participants.

Program Benefits

The administrative fee covers the following for in-person and virtual events:

- Announcement of all events in the conference program book and “Meeting-At-A-Glance” (time permitting), which are provided to all conference participants onsite. Information about the event will also be included in the conference app (title, date, time and location).
- Posting of event on the conference webpage. Announcement to include: title of program, day and time of the program, sponsor/supporter of the program, CE information (if applicable), and registration instructions (if applicable).
- One general blast email to all conference pre-registrants (date to be determined) announcing ALL ancillary events (to include same as web posting information above). Additional fees apply for individual blast emails and mailings.
- Review and approval of all materials by NAPNAP senior manager.

For in-person events:

- Onsite provision and access to ballroom including stage with draping, stage lighting, and stage set-up (podium, table, and chairs) for preparation one hour before the scheduled event.
- Onsite space to be used for event registration.
- Permission to post promotional signage of event at NAPNAP conference registration desk and in exhibit hall (see Signage for additional details).
- Designated NAPNAP staff to assist onsite with answering questions.

For virtual events:

- Access for presenters to answer attendee questions in the chat feature during the event.
- Recorded presentation may be accessed during the on-demand period until July 31, 2021.
- NAPNAP will provide a participant report after the live virtual and on-demand periods.

The fee also covers the following for Ancillary CE Symposia providing CE contact hours:

- Application fees for NAPNAP continuing education (CE) accreditation (see CE: Accreditation and Contact Hours below for additional details).
- Certificates of attendance and recording fees for up to a maximum of 150 participants for in-person events and unlimited participants for virtual events.
• Permission to develop a Post-Conference Derivative Program (see CE: Enduring Materials for additional information and applicable fees).*

2021 NAPNAP Conference Ancillary In-Person Events Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Ancillary CE Symposia/ Non-CE Product Theaters Available Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, 3/10/21</td>
<td>Lunch (12:15–1:30 p.m.)</td>
</tr>
<tr>
<td>Thursday, 3/11/21</td>
<td>Breakfast (7–9 a.m.)</td>
</tr>
<tr>
<td></td>
<td>Lunch (12:30–1:45 p.m.)</td>
</tr>
<tr>
<td>Friday, 3/12/21</td>
<td>Breakfast (7–9 a.m.)</td>
</tr>
<tr>
<td></td>
<td>Lunch (11:45 a.m.–1 p.m.)</td>
</tr>
</tbody>
</table>

NAPNAP fully supports all ancillary symposia marketing efforts but is not responsible for final attendance of symposia. There may be up to two (no more) ancillary events scheduled on the same day at the same time, and room assignments are not guaranteed to be located in separate sections of the conference venue. All symposia rooms will have the capacity to accommodate up to 150 participants to ensure social distancing.

2021 NAPNAP Conference Ancillary Virtual Events Schedule

Schedule for ancillary events on March 24-26 coming soon!

CE: Accreditation and Contact Hours

NAPNAP must accredit all Continuing Education Symposia for NAPNAP Continuing Education (contact hours). Please refer to NAPNAP’s Continuing Education Guidelines for details regarding CE event requirements. CE application and recording fees for participants are covered in the fee, as well as an expedited review of the CE application. Please review the Accredited Individual CE Providers information and complete the online application by February 24, 2021.

Program Organizer Responsibilities

Program Supporter/Exhibitor is the organization providing funding for the symposium (i.e. pharmaceutical, device or medical supply company).

Program Organizer is the organization arranging the logistic details of the ancillary event (i.e. medical education company, public relations/communications/marketing agency).
Program Organizer is responsible for arranging/coordinating the following event details:

**For In-person Events:**
- Confirming hotel meeting space and room set-up with hotel staff (contact information to be included in confirmation letter).
- Ordering food and beverages for the event directly through the hotel.
- Securing audiovisual equipment for the event (if applicable) directly with NAPNAP’s preferred audiovisual provider.
- Planning and coordinating symposium registration. Offering pre-registration is not required.
- Providing all marketing materials and signage to NAPNAP for approval prior to printing (the following items must be included on all materials in addition to the symposium/event information: NAPNAP disclaimer, registration details/instructions, audience size limitations).
- Completing and submitting CE application, if applicable.

**For Virtual Events:**
- Recording and editing presentation video file and submitting to NAPNAP by **March 1, 2021**.
- Confirming that speaker(s) will be in attendance during the live presentation to answer attendee questions.
- Completing and submitting CE application, if applicable.

**Onsite Ancillary Events Signage**

Signs, directional or informational, must be approved by and coordinated with NAPNAP. Each ancillary event is permitted a maximum 4 signs (no larger than 22” x 28” inches) as designated below:

- One registration sign – placed in the registration area that provides detailed registration instructions.
- One easel sign placed outside of symposia/product theater room.
- Two directional signs that may be placed in approved public spaces of the conference venue within 2 hours of the symposium/product theater.

No banners or meter boards are allowed. All signs must be supplied by the Program Organizer.

If the guidelines regarding signage are not adhered to, NAPNAP has the right to remove posted signs without notice. One sign may also be placed within the exhibit space assigned to the Program Supporter.

**Additional Services**

The following is a description of additional opportunities that are available (ALL require additional fees that are not included in the administrative fee).
1. **Grant Request and Budget Review** – A NAPNAP senior manager will review grant application and assist with questions or concerns the Program Organizer may have. It is still the responsibility of the Program Organizer to develop and submit the grant request, complete all required paperwork, and develop and submit a budget to receive funding for the program. **Additional Cost: $2,500**

2. **Letter of Agreement (LOA) Review and Sign** – NAPNAP will assist with the review of any letters of agreement and sign as co-sponsor or approving organization, if requested. **Additional Cost: $2,500**

3. **Grant Request Submission and Administration of Grant Funds** – NAPNAP understands that some sponsoring companies require the grant request to come from the accrediting organization (NAPNAP). NAPNAP will assist with the review of and submit any necessary grant request letters to the potential Program Supporter. However, the Program Organizer is responsible to develop the grant request, complete all required request paperwork, and develop a budget for the program. NAPNAP will assure the grant request is forwarded to the requested Program Supporter and will receive the funding, if approved. The Program Organizer will then be responsible for invoicing NAPNAP for the appropriate costs and reconciling the budget/money at the close of the program. Any grant, whose funds are administered by NAPNAP, must clearly delineate what is to be done with remaining funds. **Additional Cost: $5,000**

4. **Speaker Recommendation** – NAPNAP will locate a member expert to serve as a speaker on the requested topic area and contact them to see if they are interested in a speaking opportunity. The Program Organizer is responsible for further coordination and arrangements. **Additional Cost: $1,500**

5. **Audience Response System (ARS)** – NAPNAP will format the PowerPoint presentation for ARS and provide onsite technical support. **Additional Cost: $2,500 + $10 per keypad requested** (# of requested keypads must be confirmed two weeks prior to conference).

6. **Electronic Barcode Scanning Device for Event Registration** – Electronic scanning device to be used for registration and scanning participants barcode, name and contact information. Additional information available upon request. Additional fees apply.

**Contact Information/Questions**

If you have additional questions please feel free to contact:
Heather Keesing, Senior Manager of Professional Development & Nursing Practice
hkeesing@napnap.org
Phone: 917-565-4660
Additional Opportunity: Post In-person Conference Enduring Materials

As an additional opportunity, enduring materials may be produced based on ancillary CE symposia held during the NAPNAP National Conference pending approval by the NAPNAP Professional Education Department. Any content that has been repurposed for web delivery must be hosted by NAPNAP’s PedsCE℠ – Online Community for Pediatric Health Care and Nursing Continuing Education. Any content that has been repurposed for printed delivery must offer the option to partake in the post activity test and evaluation survey hosted by NAPNAP’s PedsCE. Any intent to repurpose content of the live meeting must be made known in the application submitted.

NAPNAP requests that all materials related to enduring material be submitted for approval. Enduring materials are considered a separate activity and thus will be subject to separate continuing education accreditation from the live event. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all materials must be submitted to lnelsen@napnap.org approximately 6-8 weeks after the live event. NAPNAP recommends that sponsors do not print materials or go live with web sites before approval from NAPNAP has been received. NAPNAP is not liable for any expenses the sponsor may incur if changes must be made to pieces that have already been produced. All re-purposed material must contain the designated NAPNAP disclaimer.

*Post-Conference Derivative Program* - Any enduring materials or programs that are produced based on the content of this symposium must be submitted to NAPNAP for review and NAPNAP CE accreditation. A formal Post-Conference Derivative Program Request Form must be filled out and may be submitted up to 4 weeks before the national conference or within 3-4 weeks after the conference. *NAPNAP will not designate final approval for any derivative or enduring materials until after the conference.*

**Cost:** $15,000