42nd National Conference on Pediatric Health Care

1. **In-person**
   - March 10-13, 2021
   - Exhibit Dates – March 10-12, 2021
   - Join us in Orlando
   - ROSEN SHINGLE CREEK

2. **Virtual**
   - March 24-27, 2021
   - On-demand until July 31, 2021
   - Access from your location

Become an exhibitor and sponsor!
Learn About Our Participants

The National Association of Pediatric Nurse Practitioners is the nation’s only professional association for pediatric nurse practitioners and their fellow pediatric-focused advanced practice registered nurses dedicated to improving the quality of health care for infants, children, adolescents and young adults. Our national conference attracts pediatric nurse practitioners (PNPs), family nurse practitioners (FNPs) and other pediatric providers practicing in a wide variety of settings. Representing more than 8,000 health care practitioners nationwide with 18 special interest groups and 53 chapters, our association has been advocating for children’s health since 1973. We are the first nurse practitioner professional society in the US.

Pediatric-focused APRNs are key decision-makers in pediatric health care and are the providers who spend time talking to parents.

ACT NOW to reserve your space at our 42nd National Conference on Pediatric Health Care!
Connect with Pediatric Health Care Leaders

The National Association of Pediatric Nurse Practitioners was one of the first associations to pivot from an in-person conference to a virtual conference when the pandemic limited travel in early 2020. We have now hosted two successful virtual conferences with robust exhibit hall experiences for participants and exhibitors.

We are building on that experience to offer our National Conference on Pediatric Health Care as “one conference, two ways” in 2021. As you review our prospectus, you’ll see your options to join us in-person and/or virtually.

When you exhibit and sponsor at our conference, you connect with leaders working in primary care, specialty care, acute care hospitals, hospital-based clinics, emergency rooms, urgent and convenient care clinics, public health facilities, school-based health centers and more.

PNPs and their fellow pediatric-focused APRNs are a valuable part of the health care team, interacting with parents, patients, physicians and other professionals on a daily basis. They order diagnostic tests, prescribe medications, give immunizations, coordinate services and refer to other professionals as appropriate for newborns, infants, children, adolescents and young adults. In addition, they provide education, support and health care counseling to the families of their patients and are in demand due to consumer recognition, acceptance and satisfaction.

As an exhibitor or sponsor you will have three days at both our in-person and virtual conferences to showcase your products and services to health care leaders truly interested in learning and educating their practice colleagues and patient families. Your time will be well spent at our 42nd National Conference on Pediatric Health Care.

“This is the best conference - we love it every year!”
- Past Exhibitor

About Our Conference

We host a robust conference that includes more than 80 general, concurrent and poster presentation sessions, as well as certification review courses and intensive, interactive pre- and post- conference workshops. Participants can earn more than 20 hours of continuing education contact hours, including highly sought after pharmacology hours. There are dozens of leadership meetings, trainings, networking events and socials.
Health & Safety Information

In-Person Safety Measures

As NAPNAP plans our event, we are working with state and local health officials and the Rosen Shingle Creek staff to promote healthy behaviors, environments and processes that reduce the spread of COVID-19. Participants will be required to complete daily screening questionnaires and temperature checks prior to entering our meeting space. Masks will be required at all conference events.

At registration check-in, floor markings will indicate six foot distances. You can use touchless kiosks for badge printing and registration bag pick up. In education sessions, there will be a variety of seating arrangements to maintain the required distance limit and traffic patterns will help participants get to their seats. There will be separate entrance and exit doors whenever available. Staff will strictly enforce social distancing capacity limits in meeting rooms and gathering spaces.

Our networking and food events will provide more pre-packed options, staggered stations and food served by staff who are trained in safe food handling. The exhibit hall has been redesigned to widen the aisles and increase space between each booth making connecting with industry partners safer.

Rosen’s Total Commitment

Rosen Hotels & Resorts remains committed to the safety and well-being of guests, which is why they have launched Rosen’s Total Commitment — a program dedicated to the highest standards of cleanliness, safety, and well-being.

The Rosen Shingle Creek has enhanced their processes and implemented preventative measures to help keep you safe and confident during your stay.

• The check-in process and targeted hygiene practices have been modified to accommodate current safety standards.
• Food safety standards have been enhanced to meet government regulations and social distancing measures so guests can continue to enjoy a worry-free dining experience.
• Meeting and convention space has been reviewed to accommodate social distancing and ease crowding concerns.
• All recreational facilities have implemented additional measures or elevated existing protocols to ensure expectations are met.

For more about Rosen’s Total Commitment, click here.

MAKE PLANS NOW TO JOIN US!
Become An Exhibit Partner!

As an exhibitor, you’ll leave our conference with high-quality leads, insight from “boots on the ground” and an expanded audience for your products and services. With more than 40 years of conference experience, we listen to our partners and develop opportunities that fit your needs.

What You Get

- 12 exhibit hours, including nine hours of unopposed exhibit time
- Meet with PNPs, FNP and pediatric-focused APRNs from across the county
- Targeted networking opportunities, including the Opening Reception in the Exhibit Hall
- Valuable feedback on products or services from expert practitioners
- Opportunity to develop trust and rapport with prospective customers
- Your company information in the highly used conference app and on-site program shared with all participants; enhancement options available
- Opportunity to expand your reach with sponsorship and participant communications
- Discount on 10’x 20’ or larger booths

Exhibit Hours

**Wednesday, March 10**
5 hours, all unopposed
8-10 a.m. Continental breakfast/coffee (1 hour)
Noon-1:30 p.m.
6-7:30 p.m. Opening Reception

**Thursday, March 11**
4 hours, 2.5 hours unopposed
8-10 a.m. Coffee with exhibitors
12:15-2:15 p.m.

**Friday, March 12**
3 hours, 2 hours unopposed
8-11 a.m. Continental breakfast/coffee (1 hour)

EXHIBIT INFORMATION

**Booth Rates**
10’ x 10’ Booth..................................................$3,050
10’ x 10’ Recruiters’ Row Booth..................$2,625

**Booth Space Includes**
- 8’ high back drape and 3’ high side drape
- One 7” x 44” sign with your company name and booth number
- Three complimentary exhibitor badges per 100 square feet
- Complimentary listing in conference app and on-site program

Current floorplan, exhibitor list, application for booth space or support opportunities available online.

**Exhibit Space Allocation**

First round booth assignments will be made beginning on Monday, March 9, 2020, for any applications received with a $1,000 deposit per 10’x10’ booth by Friday, February 28, 2020. First round assignments are based on priority points and full payment is due by Friday, December 4, 2020. If full payment is not received by Friday, December 4, 2020, then assigned booth space will be released. Second round booth assignments are based on priority points and will be made beginning on Monday, November 2, 2020, for any applications received and paid in full between Saturday, February 29-Friday, December 4, 2020. Applications received with full payment after Friday, December 4, 2020 will receive booth assignments based on the order of receipt. Whenever possible, Show Management will make requested space assignments in accordance with location preference indicated on exhibit space application. Show Management reserves the right to make the final determination of all space assignments in the best interest of the exhibition. Confirmation of booth assignments will be made after full payment has been received.
**EXHIBITOR INFORMATION**

**EXHIBIT SPACE SIZE**
The minimum booth size is 10’ x 10’, 100 square feet.

**REGULAR BOOTH RATE**
$3,050 per 10’ x 10’ booth. If two or more booths are purchased, a 5 percent discount will apply. Gold and Silver Corporate Circle Members receive a 5 percent discount per 10’ x 10’ booth purchased. Platinum Corporate Circle Members receive one complimentary 10’ x 10’ booth. Only one discount will apply. Learn more about [Corporate Circle membership](#).

**RECRUITERS’ ROW**
$2,625 per 10’ x 10’ booth. This section is for hospital recruiters and universities. Limited to single hospital or hospital system recruiting nurse practitioners to fulfill jobs at their specific hospital or to universities recruiting nurse practitioner students. Limited number available - book soon!

Recruiters’ Row rate includes one 6’ draped table, two chairs and one wastebasket. Drape color to be determined by National Recruiters’ Row rate includes one complimentary 10’ x 10’ booth. Only one discount will apply. Learn more about [Corporate Circle membership](#).

**ATTENDING CONFERENCE SESSIONS**
Each exhibitor will receive one complimentary conference registration. Registrant must be an individual association member employed by the exhibitor. Non nurse practitioners are welcome to join as associate members for $195. Learn more and join today.

**INSTALL**
Monday, March 8 ................................................................. 1-5 p.m.
**10’ x 20’ and larger booths only.**
Tuesday, March 9 ............................................................... 8 a.m.-5 p.m.
Wednesday, March 10 ...................................................... 6:30-7:30 a.m.
Hand carry items only.

**DISMANTLE**
Friday, March 12 ............................................................... 11 a.m.-5 p.m.

**RESERVING EXHIBIT SPACE**
To register for exhibit space, complete the online application and the payment process on our National Conference [Event Partner Page](#) or via the application site at [2021 Application](#). Applications received with full payment on or before Friday, December 4, 2020 will be eligible for the second round of booth assignments, which are made on a priority points system. Applications with full payment received after December 4, 2020 will be assigned on a first-come, first-served basis until all booths are sold.

Exhibitors whose focus is TENS Units, LED Skincare (Facial and Body), Cosmetic Products, handheld massagers and any others with aggressive sales tactics are not allowed under any circumstance. Should an exhibitor representing any of these categories be found on the exhibit floor, they will be removed immediately with no refund of funds paid.

**CONTRACT FOR SPACE**
By completing the online application for the 2021 National Association of Pediatric Nurse Practitioners’ National Conference, the company, organization, association and management company (collectively referred to as “exhibitor” or “exhibit”), acknowledge they have fully read and agree to comply with all information provided in the Exhibitor Prospectus, as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of our association and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to the association under terms of this agreement.

**ASSIGNMENT OF SPACE**
First round booth assignments will be made beginning on Monday, March 9, 2020, for any applications received with a $1,000 deposit per 10’x10’ booth by Friday, February 28, 2020. First round assignments are based on priority points and full payment is due by Friday, December 4, 2020. If full payment is not received by Friday, December 4, 2020, then assigned booth space will be released. Second round booth assignments are based on priority points and will be made beginning on Monday, November 2, 2020, for any applications received and paid in full between Saturday, February 29- Friday, December 4. Applications received with full payment after Friday, December 4, 2020 will receive booth assignments based on the order of receipt. Whenever possible, Show Management will make requested space assignments in accordance with location preference indicated on exhibit space application. Show Management reserves the right to make the final determination of all space assignments in the best interest of the exhibition. Confirmation of booth assignments will be made after full payment has been received.
Boost Your Opportunities to Connect With Participants

Hosting special events within our conference is another great way to connect with our participants about innovations that can improve their practices and patient outcomes. Ancillary symposia and product theaters attract large audiences interested in expanding their knowledge on specific conditions and treatments.

Ancillary Events

These highly popular breakfast, lunch or dinner events provide you the opportunity to share information in a more social setting. Select from our two options:

**Continuing Education (CE) Symposia**

Provide an opportunity for registrants to obtain high quality, evidence-based, current information on a pediatric health topic and must offer National Association of Pediatric Nurse Practitioners CE contact hours.

**Non-CE Product Theaters**

Offer 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 but cannot offer CE contact hours.

Exhibit Hall Product Showcases

Need more time to connect with attendees on a particular topic? Consider hosting a 30-minute product showcase in our Exhibit Hall for demonstrations or informational sessions that focus on specific products, services, opportunities or therapeutic areas. Your company-designated presenter can present and respond to audience questions during these non-continuing education sessions.

Product showcases include a 30-minute session, screen/projection, laptop and pre-set seating for 60. Check our website, napnap.org, for more information and pricing.

Special Events Contact

Heather Keesing, Special Events Coordinator
hkeesing@napnap.org

Ancillary events cost $22,500 plus food, beverage and audio visual.
Virtual Exhibit Space

In light of today’s environment impacting the ability for some to travel, we will transition our highly rated event into a virtual conference on March 24-27, 2021. We invite you to take advantage of this exciting platform to showcase your products and services to our virtual conference participants during the live virtual event on March 24-27, and during the 4-month on-demand period following the conference. You will have the chance to generate leads and raise awareness about your products and services with pediatric experts who diagnose and treat primary, acute and specialty care patients across the country. Be part of the NAPNAP community which is striving to optimize child and family health.

Basic Virtual Booth Package - $2,000

**INCLUDES:**
- Administrative access for two booth staff
- Full-service booth set-up by NAPNAP
- Live booth chat on March 24-26 and emailed questions from the on-demand participants through July 31, 2021.
- Ability to schedule live chats with participants
- Company or product logo linked to virtual booth
- Company description/message to be displayed in virtual booth and virtual conference program book (up to 1,000 characters)
- Up to three downloadable PDF assets
- Up to three clickable weblinks
- Ability to include social media links
- Analytic activity reports provided post-virtual and post-on-demand periods

Premium Virtual Booth Package - $2,500*

**INCLUDES:**
- Administrative access for up to four booth staff
- Full-service booth set-up by NAPNAP
- Live booth chat on March 24-26 and emailed questions from the on-demand participants through July 31, 2021.
- Ability to schedule live chats with participants
- Company or product logo linked to virtual booth
- Company description/message to be displayed in virtual booth and virtual conference program book (up to 1,500 characters)
- Up to six downloadable PDF assets
- Up to six clickable weblinks
- Ability to include social media links
- Up to three company or product overview videos (may be branded, unbranded or product oriented) Please submit in mp4 file format, recommend under two minutes
- Clickable header image
- Analytic activity reports provided post-virtual and post-on-demand periods

*SAVE! Exhibit at both the In-Person and Virtual Conferences and:
- Receive the Premium Virtual Booth Package for only $1,500
- Save 15% when sponsoring at both conferences
Enhance your visibility with a sponsorship that works for YOU!

We understand that you want choices when investing in conference exhibiting and sponsorship. With sponsorships at every price point and in a wide variety of items, every exhibitor has the chance to increase visibility at the National Association of Pediatric Nurse Practitioners’ national conference. **Sponsor at both the In-Person and Virtual conference and save 15%!**

### In-Person Sponsorship Opportunities

(Partial sponsor, non-exclusive unless otherwise noted)

<table>
<thead>
<tr>
<th>Event/sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Reception</td>
<td>$20,000</td>
</tr>
<tr>
<td>Continental Breakfast</td>
<td>$15,000</td>
</tr>
<tr>
<td>Afternoon Networking and Refreshment Breaks</td>
<td>$10,000</td>
</tr>
<tr>
<td>Co-sponsor, per break</td>
<td>$3,500</td>
</tr>
<tr>
<td>Conference Coffee Sleeves/Napkins Everyone wants coffee or tea!</td>
<td>$20,000</td>
</tr>
<tr>
<td>Exclusive, for event</td>
<td>$17,500</td>
</tr>
<tr>
<td>Conference Wellness Room</td>
<td>$10,000</td>
</tr>
<tr>
<td>Leaders Reception</td>
<td>$7,500</td>
</tr>
<tr>
<td>Welcome Social</td>
<td>$7,500</td>
</tr>
<tr>
<td>Student Lounge</td>
<td>$2,500 per day</td>
</tr>
<tr>
<td>Conference Wi-Fi</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

### In-Person Promotional opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tote Bags</td>
<td>$14,000</td>
</tr>
<tr>
<td>Co-Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Recharge Kiosks</td>
<td>$8,000</td>
</tr>
<tr>
<td>Conference NotePad</td>
<td>$5,000</td>
</tr>
<tr>
<td>Badge Holders w/ Lanyard</td>
<td>$6,000</td>
</tr>
<tr>
<td>Hand Sanitizer</td>
<td>$3,500</td>
</tr>
<tr>
<td>Hotel Room Drop (up to two-pieces)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

*Put your message in participants’ hands multiple times per day!*

### Program Book

- Back Cover Ad............................................................................................................... $2,500
- Front Inside Cover Ad................................................................................................... $2,500
- Center Spread Ad (one page)......................................................................................... $2,500
- Full page Ad: $1,750; Half Page $1,250; Quarter Page $750
- Enhanced Listing (color logo/additional text)....................................................... $350

Make your entry pop!

### Mobile app

Various opportunities available, contact Jill St.Pierre, jill@mma-inc.com

### Participant Communications

**Participant Email Blast**

- In-Person Only............................................................................................................. $900
- Virtual Only................................................................................................................... $1,500
- Full Audience.............................................................................................................. $2,250

**Participant Mailing List Single Use**

Let participants know where to find you in the exhibit hall or follow up with additional material.

- In-Person Only............................................................................................................. $900
- Virtual Only................................................................................................................... $1,500
- Full Audience.............................................................................................................. $2,250

### Virtual Sponsorship Options

- Additional staff: $100 each
- E-Bag Insert: $500
- E-Bag Sponsor: $5,000 *(includes one e-bag insert)*
- Program Book Ad: $1,500
- Company logo in the Virtual Lobby: $2,500 *(3 available)*

### Standing Signs

- Single-sided.................................................................................................................... $1,000
- Double-sided.................................................................................................................. $1,500

### Water Station

- Per two stations, plus cost of refillable water jugs.............................................. $1,000

### Passport to Prizes

- ................................................................. $750

### Banners, Escalator, Floor Clings, etc.

Various opportunities available, contact Jill St.Pierre, jill@mma-inc.com
CANCELLATIONS AND REDUCTIONS
Cancellations must be made in writing and sent to Show Management, Meeting Management Associates, 16 W State St, PO Box 723, Sherburne, NY 13460 or exhibits@napnap.org. Any exhibitor who wishes to reduce space or cancel before January 2, 2021, will be charged 30 percent of the booth fee for the space reduced or the booth cancelled. Requests for cancellation or reduction of space received on or after January 2, 2021 will result in no refund unless all exhibit space has been sold and cancelled space is resold.

It is expressly agreed by the exhibitor that in the event the exhibitor fails to pay the exhibit space rental charge at the times specified or fails to comply with any other provisions contained in these rules and regulations concerning the use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid for the space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case, the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorated amount already paid for space for this specific event.

NO SHOWS
Exhibitors with reserved exhibit space, who do not inform the association in writing of their inability to exhibit prior to the Exhibit Hall opening, will lose up to 50 percent of their accumulated priority points, forfeit all payments for booth rental and may not be eligible to exhibit at our future conferences.

RELOCATION OF EXHIBITS AND FLOORPLAN REVISIONS
We reserve the exclusive right to revise the Exhibit Hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by our association. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and will be subject to relocation.

PAYMENT POLICY
First Round Deadline
Friday, February 28, 2020 with nonrefundable deposit of $1,000 per 10’x10’ booth; full payment due by Friday, December 4, 2020.

Second Round Deadline
Friday, December 4, 2020 with full payment due.

Applications paid in full received after Friday, December 4, 2020 will be processed in the order they are received.

Recruiters’ Row
Payment in full must be received with the application.
EXHIBIT BOOTHS

All exhibit backgrounds must conform to the standards set by the Healthcare Convention & Exhibitors Association, which are as follows:

- Backgrounds are limited to eight feet in height, inclusive of company name and logo and may be maintained up to 50 percent of the distance from the back wall toward the front of the space.
- No obstructions in the front half of the booth above a height of forty inches are permitted.

ISLAND BOOTHS

An island booth is defined as a 400 square foot (20’ x 20’) or larger exhibit space surrounded by aisles on all sides.

- Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design, so the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed.
- The top of the booth’s sign(s) and floor structure must not extend more than 20 feet from the exhibit hall floor and cannot block visibility of association signs or other exhibitors’ booths. Variances will not be granted.

Companies who wish to construct a 10’ x 20’ or larger booth are required to submit a drawing, rendering or plan (preferably digital) to Show Management for approval at least thirty days prior to exhibit opening.

Any changes that occur after initial submission must be resubmitted to Show Management for approval prior to the conference. Should booth construction at the show deviate from the actual floor plan submitted and approved, Show Management reserves the right to ask the exhibitor to make modifications at the exhibitor’s expenses. If island floor plans are not received, Show Management reserves the right to have all or part of the booth removed on-site at the exhibitor’s expense.

ARRANGEMENT OF EXHIBITS

Each exhibitor is provided an official Exhibitor Services Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

EXHIBITOR PLAN REVIEW

Booth construction plans and layout arrangement for first-time exhibitors, exhibits in island booth spaces or involving other unusual construction features, must be submitted for approval at least thirty days prior to the opening of the exhibition.

EXHIBITS & PUBLIC POLICY

Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in their exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor’s space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to its exhibit or display, Show Management will endeavor to answer them.

If unusual equipment or machinery is to be installed or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with city and state fire regulations.

Independent contractors must conform to IAEE, ESCA, ED&PA guidelines. All exhibit labor must comply with established labor jurisdictions.

STORAGE OF PACKING CRATES & BOXES

Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor’s responsibility to mark and identify crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as “empty”.

Unattended freight in any display as of one hour prior to the exhibition opening will be removed and stored at the exhibitor’s sole risk and expense.

Because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements but neither Show Management nor its service contractors will assume any responsibility for damage to them.

“The conversations with attendees are always very intellectual and fabulous.”
- Past Sponsor
The removal and return of large crates will be charged for at prevailing rates. Crates, boxes or other materials unclaimed by the exhibitor after the exhibition will be removed at the exhibitor’s expense. Exhibitors will be billed by the Show Contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractors, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purposes.

**INSTALLATION & DISMANTLE**

Show Management reserves the right to fix the time for the installation of a booth prior to the exhibition opening and for its dismantle after the conclusion of the exhibition. Any space not claimed and occupied by 7:30 a.m. on Wednesday, March 10 may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. Exhibits must be staffed during all exhibitor hours and may not, to any extent, be dismantled before the exhibition closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

Exhibits must remain intact until 11 a.m. on Friday, March 12. For safety reasons, the packing of equipment, literature, etc. or dismantling of exhibits is strictly prohibited until the official announcement that the Exhibit Hall is closed at 11 a.m. on Friday, March 12. Any exhibit found to be unmanned, packed or in the process of packing or dismantling prior to the official close of the Exhibit Hall will result in a fee equal to 15 percent of the total exhibiting price, loss of accumulated priority points and/or the eligibility to exhibit at future conferences.

**BOOTH ACTIVITIES**

**CONDUCT**

The conduct of each exhibit is subject to the approval of National Association of Pediatric Nurse Practitioners which reserves the right to require modification of any exhibit, which, in its opinion, is not appropriate to the 2021 National Conference. This regulation also applies to displays, literature, advertising, novelties, souvenirs and the conduct of representatives, etc. **All exhibitors are responsible for ensuring their representatives and/or agents adhere to all of these rules and regulations.**

Exhibitors can only showcase the products and services listed in their booth application.

While we appreciate that some exhibiting companies/organizations may wish to build ongoing relationships with fellow exhibitors, exhibitors and their representatives are strictly prohibited from soliciting other exhibitors during exhibit hall open hours.

Show Management reserves the right to restrict the operation of or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation or display of unsuitable materials, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so-called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient area must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestions caused by demonstrations or other promotions.

**DISTRIBUTION OF MATERIALS**

No canvassing or distributing of advertising materials will be allowed outside an exhibitor’s own booth space without pre-approval by Show Management.

**SOUND**

Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the noise resulting from demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Show Management shall be the sole judge of what constitutes appropriate sound levels.

**EXHIBIT/PROMOTIONAL ACTIVITY**

- All exhibits must be constructed or arranged so as to accommodate their visitors within the booth area. Aisles must be kept free of obstructions.
- No exhibitor may sell or recruit within the aisle space.
- No person, firm or agency who is not an official exhibitor may display or demonstrate products or services, solicit orders or distribute advertising material within any facility contracted by National Association of Pediatric Nurse Practitioners for its National Conference.
- Subletting, assignment or appointment of the whole or any part of the space by an exhibitor is prohibited. No exhibitor may permit any other party to exhibit any goods or services other than those manufactured or handled by the contracting exhibitor in its space nor permit the solicitation of business by others within that space. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributor or agents in the exhibitor’s display, parent or subsidiary companies excepted.
- No exhibitor may enter another exhibitor’s booth without permission.
- Each exhibiting company has only a terminable license to exhibit. If the association determines that an exhibitor has failed to comply with any rule or that the exhibit is not in good taste to our association, we can terminate this license and close the exhibit without notice and no refund of fees will be paid.
- All applicable products must meet FDA guidelines and standards or be FDA approved. All products must meet state regulatory guidelines.
**DIRECT SALES**
Active selling is not permitted, with the exception of books, publications and select pediatric/nurse practitioner products. Approved exhibitors may not sell any goods or services other than those specified on the exhibitor space application and approved in writing as an addendum to the contract by Show Management. Exhibitors must adhere to all the applicable use and sales tax laws of the State of Florida.

**LITERATURE DISTRIBUTION**
Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the exhibition. Trade publications may be distributed from their booth upon request only.

**PHOTOGRAPHY/RECORDING/STREAMING**
Exhibitor consents to National Association of Pediatric Nurse Practitioners using any photos, other images and any results of conference related activities that occurred during the 2021 National Conference for media outreach efforts, promotional campaigns, various publications/communications or other business purposes and determined by us without compensation. Photographing, recording or streaming of any of our association conference activities is prohibited without prior written approval by us. Photographing, recording or streaming another exhibitor’s equipment or display without that exhibitor’s permission is forbidden. The association, its agents or show security will confiscate the recorded or captured images of any exhibitor who violates these rules.

**STAFFING**
Booths must be staffed at all times during exhibit hours, including Opening Reception, by bona fide employees or representatives of the exhibitor. As a courtesy to the participants and fellow exhibitors, we expect strict adherence to opening and closing hours. Booths found to be unmanned during the final exhibit hours may result in loss of accumulated priority points and/or may not be eligible to exhibit at future conferences.

**NAPNAP NAME AND LOGO**
The National Association of Pediatric Nurse Practitioners’ name and logo are the exclusive property of the association. They may not be used in any way, e.g. promotional literature, giveaways, by anyone else for any purpose without specific written approval by the association.

**NAPNAP ENDORSEMENT**
Distribution of materials, brochures, samples or items and all related advertising and activities conducted during the conference does not constitute endorsement by our association.

**LIVE ANIMALS**
The use of live animals is subject to approval by Show Management.

**COPYRIGHT LICENSING**
Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform or display any copyrighted materials including but not limited to music, video and software. Exhibitor shall indemnify and hold harmless National Association of Pediatric Nurse Practitioners, Show Management, General Contractor and facility against cost, expense or liability, which may be incident to, arise out of or be caused by exhibitor’s failure to obtain a requisite license.

**FOOD/BEVERAGE**
Food and beverage are permitted in exhibit booths upon prior approval by Show Management. Specific venues rules may apply. Questions may be directed to Show Management at 607-674-6617.

**MODELS**
Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

**CONTINUING EDUCATION (CE) ACTIVITIES**
Our National Conference offers CE credit to its participants and, as such, must maintain appropriate delineation between commercial and educational endeavors.

It is the exhibitor’s responsibility to ensure adherence to all applicable guidelines and regulations such as PhRMA’s Code on Interactions with Health Care Professionals. We leave the practice of giveaways and booth content and display to each exhibitor’s discretion, based on the determinations of their legal and regulatory guidelines.

All educational activities for CE distributed within the Exhibit Hall must be submitted and pre-approved by Show Management.

**SOCIAL FUNCTIONS**
Any social function or special event planned by an exhibiting company, organization or recruiter, to take place during our National Conference, must be pre-approved by NAPNAP. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions, during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by our association and/or Show Management.
REGISTRATION

BADGE ALLOTMENT
Each exhibiting company will receive up to three complimentary exhibitor badges per 100 square feet (10’ x 10’) of exhibit space. Additional Exhibit Hall badges may be purchased for $150 each.

EXHIBITOR BADGES
All company personnel must be pre-registered for an exhibitor badge. Instructions on how to submit your exhibit staff badge registrations will be included with your exhibit booth assignment confirmation. All exhibit staff badge registrations must be received by Feb. 12, 2021. A special exhibitor registration area will be provided on-site. Badges will not be mailed in advance and therefore need to be obtained at the exhibitor registration counter.

Exhibitors wearing badges may enter the Exhibit Hall one hour before the opening of each exhibition session. Exhibitors may remain in the Exhibit Hall one hour after the close of the exhibition each day. When in the Exhibit Hall before or after exhibit hours, exhibitors must stay in their own booth. After hour demonstrations are not allowed. Exhibitors needing access to the Exhibit Hall at times other than these, must obtain approval from Show Management and provide ID to security upon entering the Exhibit Hall. Only exhibitors with badges will be permitted to enter the Exhibit Hall before or after exhibit hours.

LIABILITY

LIABILITY & INSURANCE
All property of the exhibitor remains under his custody and control in transit to and from the Exhibit Hall and while it is in the confines of the Exhibit Hall. Neither Show Management, its service contractors, the management of the Exhibit Hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes and the exhibitor expressly waives and releases any claim or demand they may have against any of them by reason of any damage or loss of any property of the exhibitor.

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

INDEMNIFICATION
Exhibitor agrees that it will indemnify and hold and save National Association of Pediatric Nurse Practitioners, General Contractor and Show Management whole and harmless of, from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgements recovered from or asserted against the association, General Contractor and Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of or be caused, either proximate or remote, wholly or in part, by an act, omission, negligence or misconduct on the part of exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of exhibitor, or when any such injury or damage is the result either proximate or remote, of the violation by exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the premises leased hereunder. Such indemnification of the association, General Contractor and Show Management by exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of the association, General Contractor and Show Management. Exhibitor covenants and agrees that in case NAPNAP, General Contractor and Show Management shall be made a party to any litigation commenced by or against exhibitor or relating to this lease or the Premises leased hereunder, then exhibitor shall and will pay all costs and expenses, including reasonable attorney’s fees and court costs, incurred by or imposed upon the association, General Contractor and Show Management by virtue of any such litigation.

PROPERTY DAMAGE
Neither Show Management nor exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty and Show Management and exhibitor expressly waives any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

“It was a great conference—exhibit hours were great and gave us a chance to have quality time with attendees.”

-Past Exhibitor
USE OF CERTAIN PROPERTY
Exhibitor will assume all costs arising from the use of patented, trademarked or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor’s space. Exhibitor shall indemnify, defend and hold harmless National Association of Pediatric Nurse Practitioners, Show Management, General Contractor, the Hotel, the Facility and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys’ fees and expenses of whatever kind of nature, which might result from or arise out of use of any such material(s) described above.

CARE OF BUILDING & EQUIPMENT
Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

WAIVER
Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

ATTORNEYS’ FEES
Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interests or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses, including attorneys’ fees.

OTHER RULES/REGULATIONS

GENERAL SERVICE CONTRACTOR
The Expo Group will serve as the general service contractor for our 2021 National Conference. Full contact information for The Expo Group will be included with the exhibit booth assignment confirmation.

EXHIBITOR APPOINTED CONTRACTORS
Exhibitors who plan to use the services of a designated contractor(s) (i.e. install and dismantle, audiovisual, floral, photography, security guards, display house, etc.) other than the Official Contractors identified in the Exhibitor Service Kit must abide by the following:

• The exhibitor shall submit the EAC Form found on the online portal by February 8, 2021.
• The designated contractor(s) must furnish NAPNAP Exhibit Management with Certificates of Insurance and any applicable Additional Insured’s and Indemnities by February 8, 2021. The Certificates of Insurance must state that the onsite service firm releases, and discharges, and indemnifies and agrees to keep indemnified, defend, protect and hold harmless those named Additional Insured’s and Indemnities set forth below.

The insurance coverage shall include the following:

• Worker’s Compensation Insurance in accordance with applicable state or local law covering the employees of onsite firm.
• Employers’ Liability insurance in minimum limits of two million dollars ($2,000,000) per occurrence or accident.
• Commercial General Liability insurance including blanket contractual liability and personal injury coverage with limits of liability of at least two million dollars ($2,000,000) in any one occurrence.
• Commercial Automobile Liability insurance insuring any owned, non-owned and hired vehicles to be used in and out of the facilities in the amount of two million dollars ($2,000,000) in any one occurrence or accident.
• Insurance policies on all personal property owned, leased or hired by, or in the care, control or custody of the onsite firm and/or exhibitor during the Event Dates. Such policies shall provide coverage for risks, including earthquake, flood and theft, with a deductible per loss of not more than one million dollars ($1,000,000).
• All insurance coverage required shall be primary coverage regardless of any coverage maintained by National Association of Pediatric Nurse Practitioners (NAPNAP), Meeting Management Associates (MMA), Rosen Shingle Creek, and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents and employees (individually and collectively the “Release Parties”) for any qualifying incident arising hereunder and shall be issued by companies authorized to do business in the State of Florida. With the exception of Worker’s Compensation, all insurance required to be provided must also include a waiver of subrogation in favor of the Additional Insured’s and Indemnities and be primary and non-contributory with any insurance carried by the Additional Insured’s and Indemnities.
• All required insurance policies shall provide that the insurance carrier will give written notice to NAPNAP Exhibit Management at least fifteen (15) days prior to any cancellation or nonrenewal of the policy. Onsite firm’s failure to provide Certificate of Insurance as set forth above will result in refusal to permit onsite firm (including exhibitors, authorized contractors, etc.) on the property of a Released Party for purposes of NAPNAP’s Event.
• The appropriate number of union personnel must be ordered by the display house/service firm. Additional orders may be placed onsite.
• Upon arrival at the exposition site each day, display house/service firms must check in with exhibitor registration to receive work/labor badges, which will allow them access to the show floor.
• Service firms may not solicit business on the exhibit floor at any time.
EXHIBITOR APPOINTED CONTRACTORS (CONT)

• Service firms must follow all of the installation and dismantling rules and regulations in a timely and professional manner and must supervise work within NAPNAP’s established deadlines.
• Service firms must cooperate with the official designated contractors especially by not interfering with the efficient use of the official contractors’ workers.
• Service firms found to be in violation of NAPNAP rules and regulations may be immediately barred and/or denied access to future NAPNAP conferences.

EXHIBITOR KITS

An Exhibitor Services Kit will be sent electronically, which includes forms for ordering the following services: furniture, carpeting, electric, telephone, plants, booth cleaning, audiovisuals and labor, as well as information regarding shipping and material handling. Companies are urged to order all services required in advance. The Expo Group will also have a Service Desk available during the setup period and will remain in operation throughout the entire exhibition. Exhibitors may verify and adjust the requirements for installation, furniture, audiovisual and other auxiliary services through this Service Desk. A complete list of charges will be available in the Exhibitor Kit.

FORCE MAJEURE

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 exhibit fees as is possible, after due consideration of expenditures and commitments already made.

AMERICANS WITH DISABILITIES ACT

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “Act”) to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless National Association of Pediatric Nurse Practitioners, General Contractor, Show Management and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor’s failure to comply with the Act.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. Show Management shall have full power to interpret, amend and enforce these rules and regulations, provided exhibitors receive notification of any amendments when made. Each exhibitor and its employees agree to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of Show Management, conduct themselves unethically, may immediately be dismissed from the exhibit area without refund or other appeal.

Questions? We’re here for you.

SHOW MANAGEMENT CONTACT
Meeting Management Associates, Inc.
16 W State St, PO Box 723
Sherburne, NY 13460

EXHIBITS: ORIA BAYS, MBA, MF
PH: 607-674-6617 | Fax: 607-674-6132
Email: exhibits@napnap.org

SPONSORSHIPS: JILL ST.PIERRE
PH: 607-674-5768 | Fax: 607-674-6132
Email: jill@mma-inc.com
VIRTUAL CONFERENCE EXHIBIT/SPONSOR RULES & REGULATIONS

1. **Contract:** By completing the National Association of Pediatric Nurse Practitioners (NAPNAP) Exhibit Space Application for the NAPNAP 2021 Virtual Conference, the exhibitor and management company (collectively referred to as “Company”) acknowledge that they have fully read and agree to comply with all information provided in these Rules & Regulations, as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of NAPNAP. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to NAPNAP under terms of this Agreement and no booth or sponsorship areas will be provided.

2. **Payment Policy:** Full payment must accompany the completed Application before it will be marked as received and/or processed by NAPNAP Exhibit Management. Check payments must be made payable to the National Association of Pediatric Nurse Practitioners (Federal Tax ID #23-7403934) and sent to Meeting Management Associates, 16 W State Street, PO Box 723, Sherburne, NY 13460.

3. **Exhibit/Sponsor Materials:** Exhibit/Sponsor materials are not permitted to interfere with the Conference. All demonstrations and the distribution of promotional materials must be in accordance with NAPNAP rules and regulations. Company agrees to provide all materials reasonably required for the performance of the Conference, including but not limited to an electronic copy of Company’s logo, in a format and within the deadlines provided by NAPNAP. Company agrees that NAPNAP is allowed to use, display and reproduce (in print, electronically or otherwise) Company’s name, tradenames, logos and product names in any listing of those companies participating in the Virtual Conference.

4. **NAPNAP Name and Logo:** The NAPNAP name and logo are the exclusive property of NAPNAP. They may not be used in any way, e.g., promotional literature, giveaways, images, etc., by anyone for any purpose without specific written approval from NAPNAP.

5. **Endorsement:** Distribution of materials, brochures or other related advertising and activities conducted during the Virtual Conference does not constitute endorsement by NAPNAP.

6. **Copyright:** Company agrees that it is their responsibility to ensure the Company represents and warrants all graphics and collateral do not violate any copyright, proprietary or intellectual property rights of others and that all graphics and collateral are actually accurate and contain no matter defamatory or otherwise unlawful. Company is solely responsible for the content of the graphics and collateral. It is not NAPNAP’s responsibility to review or monitor the graphics and collateral for copyright or other legal compliance.

7. **Images:** By submitting an application to participate in the Conference, the Company acknowledges and agrees that NAPNAP and its vendors, including but not limited to, NAPNAP Affiliates and Partners (collectively “NAPNAP”), CCR Solutions Inc., Meeting Management Associates, Inc. and any of their respective officers, directors, staff members, agents, volunteers and employees, will not be liable to Company or any other party for any special, incidental, indirect, general or consequential damages or costs which may arise in connection with the Conference. Company consents to NAPNAP using any photos, other images taken of the Conference and any results of Conference-related activities that occur for media outreach efforts, promotional campaigns, various publications/ communications or other business purposes as determined by NAPNAP without compensation to the Company.

8. **Cancellations:** Any cancellations will result in no refund unless all space has been sold and all canceled space resold.

9. **Liability:** The National Association of Pediatric Nurse Practitioners, Meeting Management Associates, CCR Solutions Inc. and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents, employees, members and guests (individually and collectively, the “Released Parties”) do not assume any responsibility for personal injury or death or loss or damage to property, except for personal injury, death or loss or damage to property arising out of the gross negligence of the Released Parties. The exhibitor assumes entire responsibility and liability for any and all claims, losses or damages arising out of personal injury or death or loss or damage to property, including the exhibitor’s display materials and other property, employees or contracted labor brought upon the premises, and agrees to indemnify and hold harmless the Released Parties against any and all claims for personal injury or death, or losses or damages to property, except such injury, death, loss or damage resulting from gross negligence or malice of Released Parties.

10. **Force Majeure:** It is mutually agreed that in the event that NAPNAP should find it necessary to cancel or postpone the 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 fee(s) as is possible, after due consideration of expenditures and commitments already made.

11. **Insurance:** Companies who wish to insure the project against loss of any kind, must do so at their own expense. The National Association of Pediatric Nurse Practitioners, Meeting Management Associates and CCR Solutions Inc. and each of their parents, subsidiaries and affiliates do not carry insurance of any sort on the Company or other property of the Company and the above referenced entities assume no liability for loss or damage thereto from any cause.

12. **Violations:** Violations of any of these rules and regulations on the part of the Company, its employees or agents shall nullify the right to participate in the Conference and such Company shall forfeit to NAPNAP all monies which have been paid or due. Upon violation of any of these regulations on the part of the Company, its employees or agents, NAPNAP is given the right to terminate, the right to take possession of the space and the right to remove all images and services at the Company’s expense. Company remains liable for all damages which NAPNAP may incur and forfeit all monies paid or due.

13. **Amendments of Rules and Regulations:** All matters and questions not covered by these regulations are at the discretion of NAPNAP and its agents. These regulations may be amended any time by NAPNAP and all amendments that may be so made shall be equally as binding, upon publication, on all parties affected by them as were the original regulations.

**IMPORTANT CONTACT INFORMATION**

Please do not wait until the conference to ask questions, express concerns or resolve challenges that can easily be taken care of in advance. We are here to assist in making this a successful conference so feel free to contact us.

**Sponsorship Manager:** Jill St.Pierre  
Phone: 607-674-5768  
Email: jill@mma-inc.com

**Exhibit Manager:** Oria Bays  
Phone: 607-674-6617  
Email: exhibits@napnap.org

**Mailing Address:**  
NAPNAP  
c/o Meeting Management Associates  
16 W. State St, PO Box 723  
Sherburne, NY 13460  
Website: www.napnap.org