



20TH

ANNUAL CONFERENCE

*20 Years of Shining a Light
Into the Future of Oncology*



Exhibitor Prospectus

August 24-27, 2017

The Westin San Diego Gaslamp Quarter

San Diego, CA

Exhibit Hall Schedule

Expected Attendance of 200-300

Web and Marketing Presence of over 24,000 health professionals!

How Did You Hear About This Event?

Our members love to connect! Make sure you are connecting with APAO members and solidify your support today. Being a supporter at the APAO 20th Annual Conference means that you will establish new connections and maximize your reach through added benefits.

Don't miss out on getting your company in front of our attendees and members. The APAO website is responsible for almost 35% of the attendance at our events, with our emails and e-flashes at 25%. Be part of that traffic by having your company logo included in these high volume outlets.

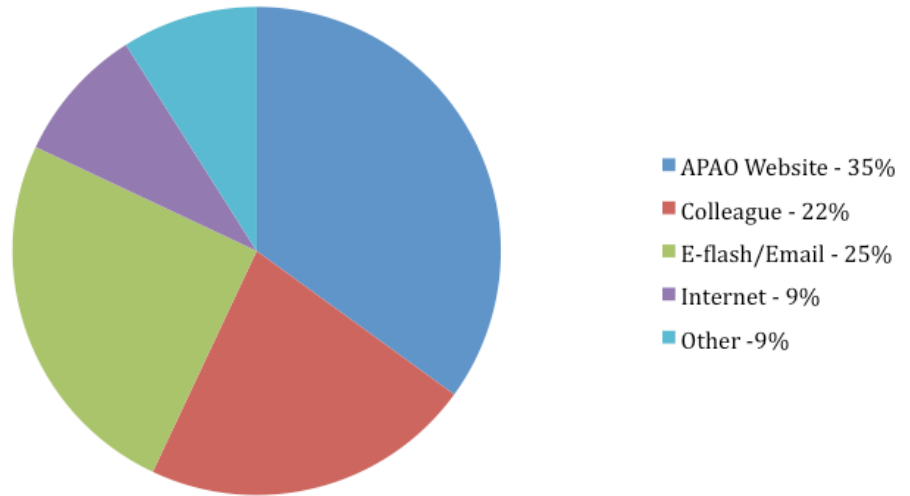


Exhibit Hall Schedule

THURSDAY, AUGUST 24, 2017

8:00 am	-	9:30 pm	Exhibit Set-Up
10:00 am	-	10:30 am	Refreshment Break With Exhibitors
3:30 pm	-	4:00 pm	Refreshment Break With Exhibitors

FRIDAY, AUGUST 25, 2017

7:15 am	-	3:30 pm	Exhibits Open
7:30 am	-	8:00 am	Continental Breakfast With Exhibitors
10:00 am	-	10:30 am	Refreshment Break With Exhibitors
3:00 pm	-	3:30 pm	Refreshment Break With Exhibitors
6:00 pm	-	7:00 pm	Welcome Reception

SATURDAY, AUGUST 26, 2017

7:30 am	-	10:00 am	Exhibits Open
7:30 am	-	8:00 am	Continental Breakfast With Exhibitors
10:00 am	-	10:30 am	Refreshment Break With Exhibitors

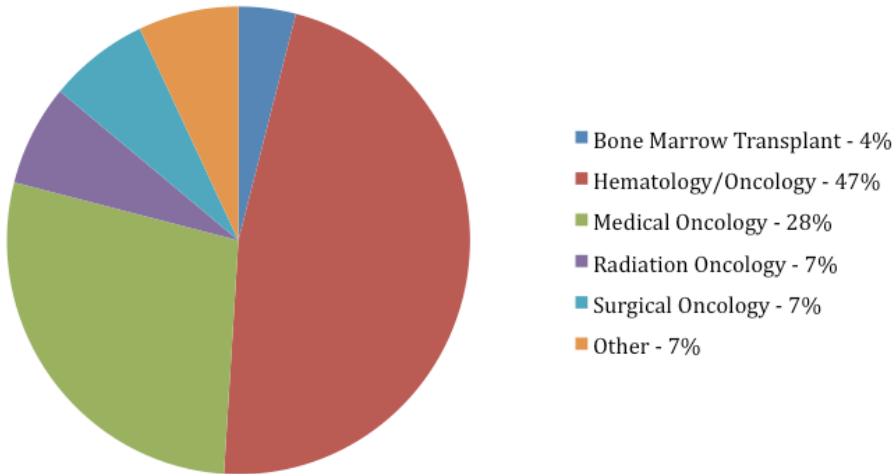
**Exhibit hall hours subject to change.*

Exhibit Hall Schedule

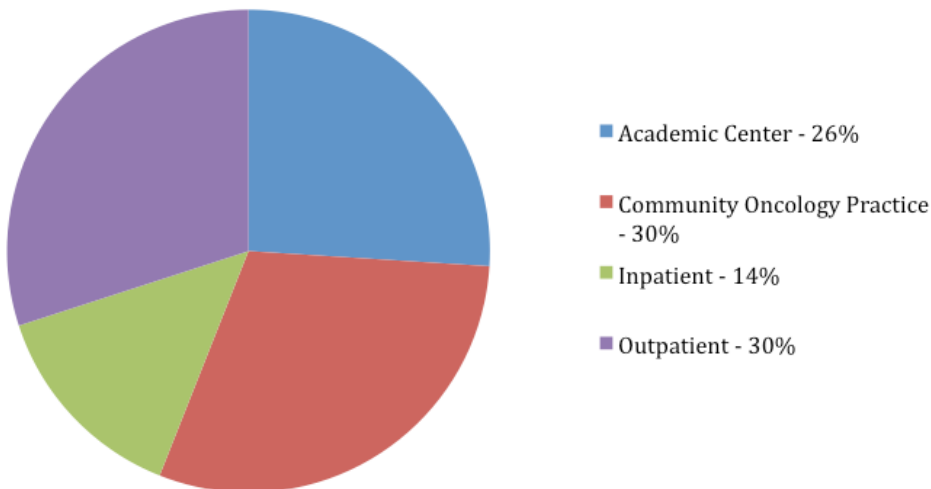
SHOWCASE YOUR PRODUCTS/SERVICES AT THE APAO 20th ANNUAL CONFERENCE.

GRANT OPPORTUNITIES INCLUDE: Lectures/seminars; hands-on workshops; exhibit hall breaks; conference pens; lanyards; bags; conference pads; or an idea you would like to propose.

What is Your Specialty?



Where Do You Practice?



WWW.APAO.CC

APAO Attendees Are...

Physician Assistants
Nurse Practitioners
Active Military
PA Students

APAO Attendees Look For...

Each day the APAO 20th Annual Conference will present the opportunity for you to showcase your products and services to over 200 attendees. If your product or services support medical professional needs, indirectly or directly, then we invite you to become part of the Conference.

Healthcare Education
Pharmaceuticals
Latest Innovations
Insurance
Uniforms
Financial Institutions
Surgical
Diagnostic Equipment
Recruitment

Showcase your products and services

Supporter Opportunities

Opportunities for 2017

WELCOME RECEPTION - \$12,000 (EXCLUSIVE)

- Exclusive signage at Welcome Reception
- Recognition in Program as Reception Supporter
- Two VIP tables reserved for your company representatives
- Company Marketing Table at Reception

PRODUCT THEATER LUNCHEON - \$20,000 (3 AVAILABLE FOR THURSDAY, FRIDAY, AND SATURDAY)

- Company Logo on Luncheon Signage
- Lunches for attendees of session
- Invitation insert in Registration Bags
- Recognition in Program as Luncheon Supporter
- Unopposed lunchtime slot
- AV provided in room
- Company Marketing Table at Luncheon
- E-flash to promote product theater prior to conference

INTERNET SUPPORTER - \$8,000 (EXCLUSIVE)

- Company Logo on the WiFi Splash Page for all event days
- Company Link on the WiFi Splash Page for all event days
- Company Logo on WiFi Password Card handed to all attendees
- Company Logo on WiFi Signage at Registration

CHARGING STATION - \$6,000 (2 AVAILABLE)

- Company Logo on all sides of the Charging Station
- Charging Station Placement at your company's Exhibit Booth
- Company Logo on Charging Station Signage and Instructions

BREAKFAST WORTH GETTING UP FOR SUPPORTER - \$4,000 (3 AVAILABLE)

- Breakfast Sandwiches placed by your Exhibit Booth
- Company Logo on Breakfast Signage
- Recognition in Program as Breakfast Supporter

REGISTRATION BAGS - \$3,000

- Company Logo on Registration Bags provided to all attendees
- Company Insert In Registration Bags

REFRESHMENT BREAK - \$2,000 (4 AVAILABLE)

- Company Logo on Refreshment Break Signage
- Company Marketing Table at Break

LANYARDS - \$2,000

- Company Logo on all lanyards provided to all attendees
- Company Name Recognition in Program
- Company Name Recognition on "Thank You" Signage

CONFERENCE NOTEPADS - \$1,500

- Company Logo on all notepads provided to attendees
- Company Name Recognition in Program
- Company Name Recognition on "Thank You" Signage

CONFERENCE PENS - \$1,000

- Company Provided Pens given to attendees
- Company Name Recognition in Program
- Company Name Recognition on "Thank You" Signage

CONFERENCE APP LANDING PAGE - \$1,000

- Exclusive logo with link to Supporter website on app Landing Page

SUPPORTER SURVEY - \$800

- Send a Supporter Survey through the conference app (Includes 1 complimentary Notification Alert Onsite)

OFFSITE DINNER EVENT PROMOTION - \$500 (Thursday/Saturday)

- Complimentary E-blast to attendees to promote your company's offsite event

SCROLLING BANNER - \$500

- Scrolling Banner at bottom of conference app (maximum of 7)

NOTIFICATION ALERTS - \$200

- Notification Alerts sent through conference app onsite (limited quantities available)

Showcase your products and services

Supporter Agreement

Become a supporter of the APAO 20th Annual Conference. This is an ideal way to stand out from other exhibitors, maximize your visibility, and deliver a message of support and commitment to the physician assistants in oncology. By helping to defray expenses, supporters help APAO keep Conference fees lower which increases attendance! **If you want your company support acknowledged in the program, we must have written commitment by July 14, 2017.** Depending on the level of support, APAO supporters can receive the following:

- An attractive supporter recognition sign.
- Credit given on Exhibit Hall Entrance sign.
- Profile included in Conference App.
- Recognition by the APAO leadership during Conference activities.
- Supporter ribbon for nametag.

SUPPORT OPPORTUNITIES

<input type="checkbox"/> Non-CME Industry-Supported Lunch Symposium (Thursday, Friday, and Saturday).....	\$20,000
<input type="checkbox"/> Welcome Reception	\$12,000
<input type="checkbox"/> Internet Supporter	\$8,000
<input type="checkbox"/> Charging Station	\$6,000
<input type="checkbox"/> Breakfast Worth Getting Up For in Exhibit Hall (3).....	\$4,000
<input type="checkbox"/> Registration Bag.....	\$3,000
<input type="checkbox"/> Meeting Refreshment Breaks (4).....	\$2,000
<input type="checkbox"/> Conference Lanyards (additional charge applies if lanyards not provided).....	\$2,000
<input type="checkbox"/> Conference App Sponsor.....	\$1,950
<input type="checkbox"/> Conference Notepads.....	\$1,500
<input type="checkbox"/> Conference Pens.....	\$1,000
<input type="checkbox"/> Exclusive Logo with link to Sponsor website on app Landing Page	\$1,000
<input type="checkbox"/> Sponsor Survey through Conference App (includes 1 complimentary Notification Alert Onsite).....	\$800
<input type="checkbox"/> Offsite Dinner Event Promotion.....	\$500
<input type="checkbox"/> Scrolling Banners at bottom of conference app (limited quantities available)	\$500
<input type="checkbox"/> Notification Alerts onsite (limited quantities available).....	\$200

ADVERTISING OPPORTUNITIES

- Website Logo (4-months: August – December 2017)\$4,000
 Include link to company website or educational program from main home page

Newsletter Advertisement (Quarterly OncoNews) Pre-Conference (August 2017) or Post-Conference (Nov/Dec 2017)

- Full Page (full color, 7-1/2" x 10")\$1,000
 Half Page (full color, 3-5/8" x 10" or 7-1/2" x 4-7/8")\$1,000
 Quarter Page (full color, 3-5/8" x 4-7/8")\$500
 Eighth Page (full color, 3-1/2" x 2").....\$250

High-resolution .jpg, .tiff, .eps (fonts converted to outlines), and .pdf files are acceptable. Email the files to Heather Wiedeman at hwiedeman@kmgnet.com.

PAYMENT

- Check/Money Order (Payable to APAO, 222 S. Westmonte Dr, Ste. 101, Altamonte Springs, FL 32714.)
 Visa MasterCard American Express Please charge my credit card in the amount of \$ _____
 Account Number _____
 Exp. Date _____ CVV _____
 Cardholder's Name _____
 Cardholder's Signature _____
 Credit Card Billing Address _____
 City/St/Zip _____
 Company Name _____ Primary Contact _____
 Telephone _____ Fax _____
 Email Address _____

Association of Physician Assistants in Oncology • 222 S. Westmonte Dr., Ste. 101 • Altamonte Springs, FL 32714
 407-774-7880 • Fax: 407-774-6440 • www.apao.cc • Heather Wiedeman, Meeting Planner (hwiedeman@kmgnet.com)
 APAO Federal Tax ID#: 43-2093609

Exhibitor Marketing Levels

Being a supporter of the APAO 20th Annual Conference has its perks! On site you may be presenting new products to our physician assistants, offering demonstrations and building your brand awareness, but before the exhibit hall even opens, APAO is spreading the word about your support.

	PLATINUM EXHIBITOR \$40,000+	GOLD EXHIBITOR \$25,000+	SILVER EXHIBITOR \$15,000+	BRONZE EXHIBITOR \$10,000+
Company logo on all exhibitor recognition material, (online and printed) that attendees will see before, during and after the event.	✓	✓	✓	✓
Pre- and Post-show attendee list (digital)	✓	✓	✓	✓
An attractive exhibitor recognition sign	✓	✓	✓	✓
Signage recognition for supported function (if applicable)	✓	✓	✓	✓
Recognition by the APAO Leadership during conference activities	✓	✓	✓	✓
Special ribbons for exhibit personnel	✓	✓	✓	✓
Complimentary Exhibit Booth	Double booth & 6 Reps	Single booth & 4 Reps	Single booth & 3 Reps	Single booth & 2 Reps
Company logo in PowerPoint rotation at intermission of APAO meeting sessions daily on the support acknowledgement page	✓	✓	✓	✓
Complimentary ad in event program or newsletter	Full Page	Half Page	Quarter Page	Business Card
One Breakfast or Lunch non-cme conference slot, Welcome Reception (Platinum or Gold level) or refreshment break	Breakfast or Lunch Non-CME Conference Slot or Welcome Reception (based on availability)	Breakfast or Lunch Non-CME Conference Slot or Welcome Reception (based on availability)	Refreshment Break	
Insert in the meeting registration bag or kit	✓	✓	✓	

APAO 20th Annual Conference Exhibitor Application & Contract

AUGUST 24-27, 2017 • THE WESTIN SAN DIEGO GASLAMP QUARTER • SAN DIEGO, CA

1. Company Information (As it should appear in the print materials - i.e., Guide to the Meeting) (PLEASE PRINT)

Company Name _____
Street Address _____
City/St/Zip _____
Website _____
Main Telephone _____

2. Primary Contact Person (PLEASE PRINT)

Primary Contact Name: _____ Primary Title _____
Primary Telephone _____
Primary Email _____

3. Booth Fees

- Standard Exhibitor\$2,500
 - Bronze Exhibitor.....\$10,000
 - Silver Exhibitor.....\$15,000
 - Gold Exhibitor\$25,000
 - Platinum Exhibitor\$40,000
 - Additional rep ____ x \$75 each.....\$ _____
- TOTAL** \$ _____

DOOR PRIZE

We will provide: _____

Name of Representatives	City/State	Email
1. (Comp) _____	_____	_____
2. (Comp) _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

Exhibitor participation: Two complimentary representatives per exhibit space. \$75 per additional representative.

4. Payment (All applications/contracts submitted must include full PAYMENT. (Check applicable boxes)

AmEx# _____ VISA/MC # _____
Exp. Date _____ CVV: _____ Amount to Charge: \$ _____
Name of Cardholder _____ Signature of Cardholder _____
Credit Card Billing Address Same as above
Address _____ City/St/Zip _____

5. Company Descriptive Paragraph (Please submit a short paragraph about your company - no more than 25 words - to bmelnick@kmgnet.com.)

6. Please list companies you prefer not to be near: _____

7. Acceptance of Binding Contract for Commercial Support

We agree to all of the Terms and Conditions for this event (located on page 8 and on APAO website). This application is made by the undersigned, an authorized signatory of the above-listed company, and constitutes a binding contract with APAO.

Name: _____ Title: _____
Signature: _____ Date: _____

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APAO Federal Tax ID#: 43-2093609

OFFICE USE ONLY: Booth #: _____ Date Received: _____ Conf. Letter Sent on: _____

Exhibitor Rules & Regulations

1. **Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and the Association of Physician Assistants in Oncology (APAO), the show sponsor.
2. **Exhibit Space Description:** Packages include a 6' draped and skirted table, two chairs, a wastebasket, an ID sign, profile inside event app, exhibitor QR code for use within group gamification, and two representative name badges. All additional Exhibitor representatives will be charged \$75.00 each to attend. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. If additional space is needed for display purposes, additional fees will apply.
As per APAO rules, all additional charges incurred, including but not limited to electrical or internet services and shipping, are at the Exhibiting Company's expense.
3. **Space Assignment:** Table locations will be assigned at the sole discretion of show management. Placement will be made based on receipt of payment in full, exhibit package level, order in which contracts were received, electrical needs and, if possible, separation of direct competitors. Management reserves the right to rearrange the floor plan without notice when necessary to facilitate a successful traffic flow.
4. **Adherence to Schedule:** Exhibitor understands that no move-ins or move-outs will be permitted other than in accordance with the schedule set forth in the schedule of events. In the event that APAO incurs additional expenses as a result of Exhibitor's failure to adhere to the move-in/move-out schedule, Exhibitor agrees to reimburse APAO for any such additional expenses. It is imperative that exhibits be properly manned during the posted hours. Exhibit space is subject to modification prior to the Conference to adapt to necessary changes in Conference session times; however, all exhibitors will receive adequate notice should this be necessary.
5. **Exhibit Hours and Disclaimer:** The Exhibit Hall is currently scheduled to be open Thursday, August 24: 7:15 am - 4:00 pm; Friday, August 25, 7:15 am - 3:30 pm; and Saturday, August 26, 7:30 am - 10:30 am. Exhibit space must be occupied during all exhibit hours of the Conference. This agreement is for the rental of the exhibit space only. APAO has not made and does not make any warranty of representation whatsoever, either expressed or implied, including but not limited to (1) the level of attendance at the Conference, (2) the number of meeting attendees who will visit any of the exhibits, or (3) whether any exhibit will be seen by persons having the authority to procure or commit to procure products or services being exhibited. Final hours to be sent prior to show.
6. **Unoccupied Space:** APAO reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space. Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and APAO shall have the right to dispose of such space in such a manner as it may consider to its interest without liability on the part of APAO.
7. **Payments and Refunds:** The total amount for exhibit space is due upon reserving of space and signing of the contract. In the event an Exhibitor cancels a contract, APAO must be notified in writing for refunds to be made. There will be a \$250.00 administration fee assessed for all cancellations. No refunds will be issued for cancellations after June 30, 2017.
8. **Food Service:** APAO reserves the right to provide food and beverage service during certain hours in the exhibit area. Exhibitor fees include the continental breakfasts, and refreshment breaks. Tickets must be purchased for all other events.
9. **Noisy and Obnoxious Equipment:** The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted. APAO reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of APAO is detrimental to or distracts from the general order of the exhibits.
10. **Fire and Safety Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used at any table. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times.
11. **Indemnification and Limitation of Liability:** Exhibitor shall assume responsibility for damage to the Site caused by exhibitor and shall indemnify and hold harmless APAO, its employees, agents, officers, and directors and the Site for all liability ensuing from any cause whatsoever, that directly or indirectly involved exhibitor including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury or property damage to any person viewing its exhibit where such accident, injury or property damage is caused by negligence of exhibitor, its agents or employees. All exhibit materials, equipment, and property of any kind belonging to or under the control of the exhibitors that may be on licensed premises of the Site shall be the SOLE risk of the Exhibitor. In the event that any Exhibitor's property is stolen, lost, destroyed or damaged, no part of such loss or damage is to be charged or borne by APAO or the Site unless APAO or site had direct involvement in such loss or damage. In addition, exhibitor acknowledges that APAO and the Site do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Proof of liability insurance must be submitted with space agreement. Reasonable care should be exercised to protect all exhibits.
12. **Damage to Property:** Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard exhibit space equipment, or to other Exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard exhibit space equipment.
13. **Public Policy:** Exhibitors are charged with the knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs, and public safety while participating in this show. Compliance with such laws is mandatory for Exhibitors and is the responsibility of the Exhibitor.
14. **Use of Exhibit Space:** Exhibitors shall reflect their company's highest standards of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of APAO.
15. **Pre-Shipping Materials:** Items can be shipped to The Westin San Diego Gaslamp Quarter for arrival no earlier than Monday, August 21, 2017. Material shipped earlier than this date will incur storage fees. Please remember that the Association of Physician Assistants in Oncology (APAO) cannot be held liable for your shipment. Upon receipt of your completed Exhibitor Application, you will receive an email from APAO headquarters confirming your company's registration along with the necessary paperwork to order electrical/AV services.
16. APAO reserves the right to limit any company, organization or individual from exhibiting at the APAO 20th Annual Conference for any reason whatsoever.



20TH

ANNUAL CONFERENCE

The APAO 20th Annual Conference will be held at The Westin San Diego Gaslamp Quarter, San Diego, California. Rooms are available for Conference participants at the reduced rate of \$199.00 plus tax per night, single or double or \$219.00 triple or \$239.00 quad. Room reservations can be made by calling The Westin at 619-239-2200. Ask for a room in the APAO block to receive the reduced rate. Room reservations should be made before July 24, 2017, to guarantee rate and availability.

THE HOTEL IS EXPECTING

A SELL OUT OVER OUR DATES! DON'T DELAY...

MAKE YOUR RESERVATIONS NOW!



APAO

ASSOCIATION OF
PHYSICIAN ASSISTANTS
IN ONCOLOGY
partners in cancer care