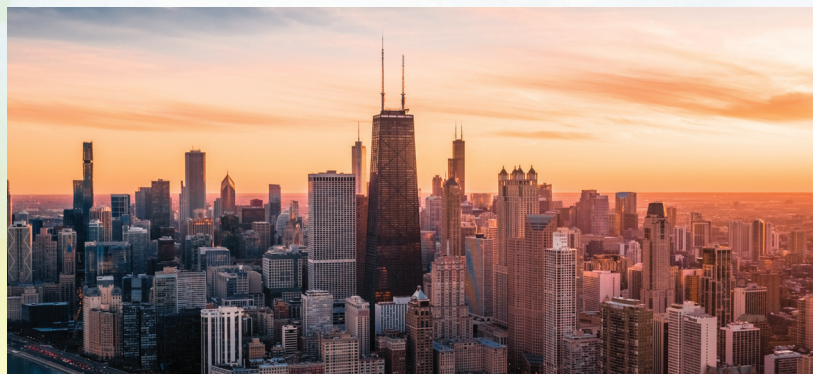




NPAC 2024 EXHIBITOR PROSPECTUS



Acute Care NPs

Emergency NPs

Family NPs

Adult NPs

CNSs and
Other APNs

800+
Attendees



National Conference for Nurse Practitioners in Acute Care

Swissotel Chicago
Chicago, IL

March 21-23, 2024

Setup: March 21, 2024

Dismantle: March 23, 2024

Conference Chair:

Thomas W. Barkley, Jr., PhD, ACNP-BC, ANP, FAANP
President, Barkley & Associates, Inc.

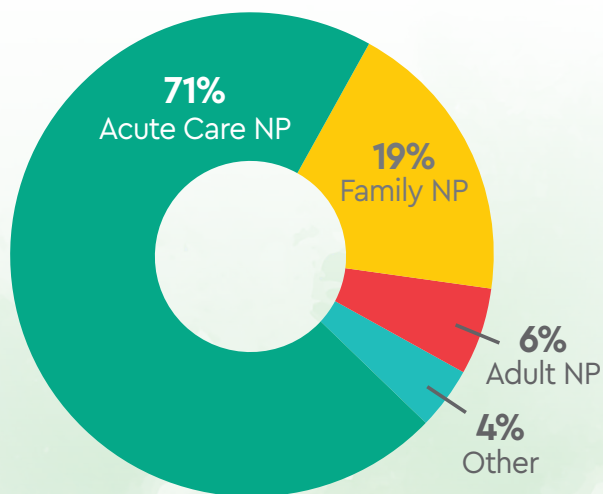
Barkley@NPcourses.com

www.NPcourses.com/npac2024/exhibitors

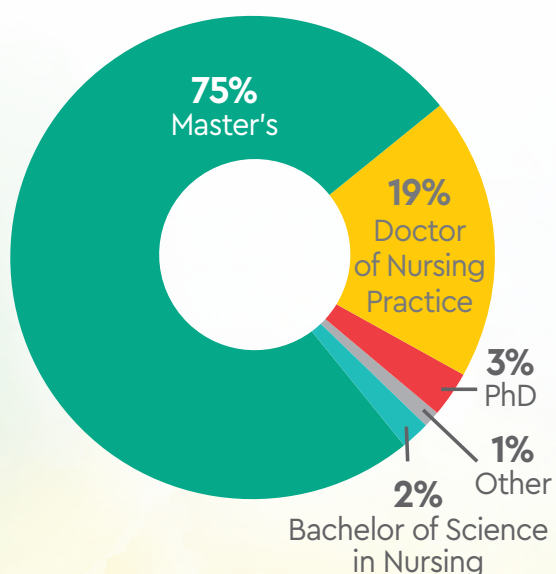
Who attends NPAC?

Over 800 Attendees

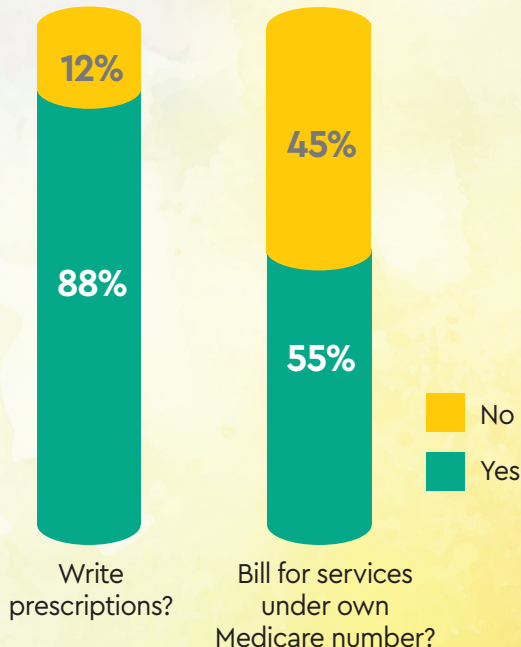
Nurse Practitioner Specialty



Highest Degree of Education



Percentage of NP Attendees Who:



Top Subspecialties

- Hospitalist
- Intensive Care
- Cardiology
- Internal Medicine
- Emergency

EXHIBITOR PROSPECTUS GENERAL INFORMATION

GENERAL EXHIBITOR AND SPONSORSHIP INFORMATION

Invitation to Exhibit

Barkley & Associates, Inc. is honored to invite you to exhibit at the National Conference for Nurse Practitioners in Acute Care (NPAC) 2024. Being an exhibitor will allow you to showcase the best of your company's products to a diverse group of NPs from all over the country. NPAC 2024 is the perfect environment to promote the latest technologies, pharmaceuticals, medical devices, career opportunities, and more!

Where Do Nurse Practitioners in Acute Care Practice?

Unlike primary care NPs, acute care NPs provide advanced care to meet the needs of patients with complex acute, critical, and chronic health conditions. These specialized NPs practice in any setting where patient care requirements include complex monitoring and therapies, and high-intensity nursing interventions within the range of high-acuity care. While most assess, diagnose, and treat patients in acute hospital-based settings, the scope of practice is vast, including intensive care, subacute care, emergency care, ambulatory and home care, urgent care, and rehabilitative facilities.

The Top 10 States Attending Our Most Recent Conference

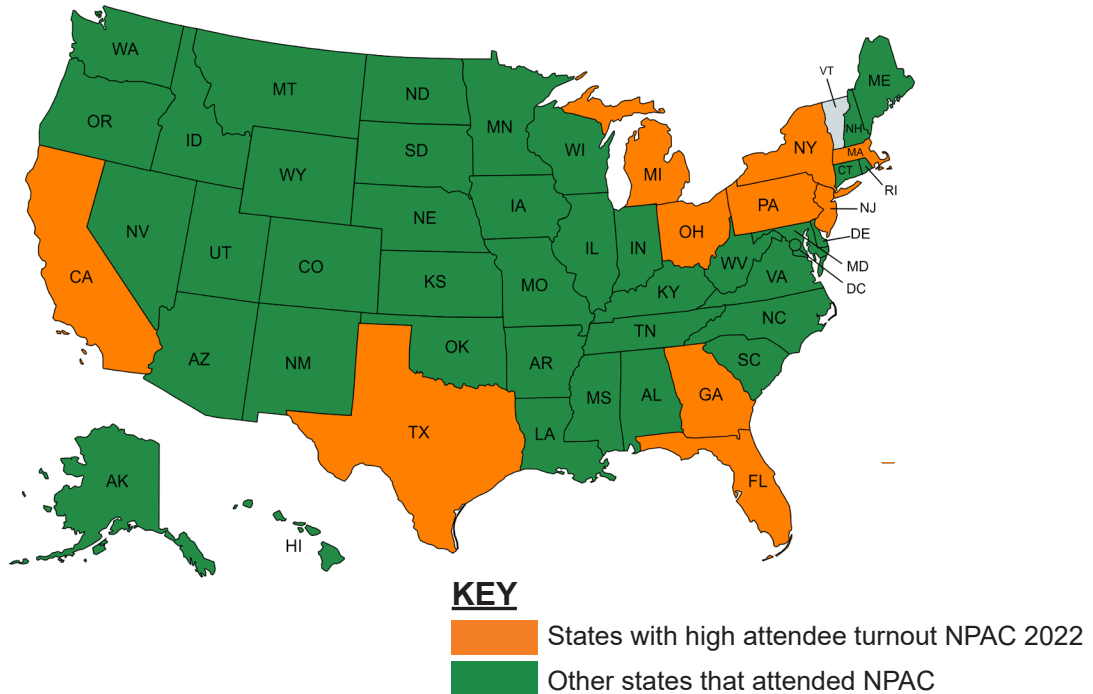
- | | |
|------------------|------------------|
| 1. Texas | 6. Michigan |
| 2. Florida | 7. Georgia |
| 3. California | 8. Ohio |
| 4. New York | 9. New Jersey |
| 5. Massachusetts | 10. Pennsylvania |



EXHIBITOR PROSPECTUS

GENERAL INFORMATION

Attendees Per State



Unopposed Exhibit Times

Thursday, March 21, 2024

6:00 p.m.–8:00 p.m. (Welcome Reception and Exhibit Hall Grand Opening)

Friday, March 22, 2024

6:30 a.m.–7:30 a.m.
10:00 a.m.–10:30 a.m.
11:45 a.m.–1:00 p.m.
2:15 p.m.–2:45 p.m.

Saturday, March 23, 2024

6:30 a.m.–7:30 a.m.
10:00 a.m.–10:30 a.m.
11:45 a.m.–1:00 p.m.
2:15 p.m.–2:45 p.m.

Exhibit Hours

Setup: Thursday, March 21, 2024

4:00 p.m.–6:00 p.m.

Dismantle: Saturday, March 23, 2024

2:45 p.m.–5:30 p.m.

EXHIBITOR PROSPECTUS

GENERAL INFORMATION

Exhibitor Space

Barkley & Associates, Inc. will provide the following for each exhibitor space:

- ✓ Single 6' table (skirted), including 2 chairs
- ✓ Black and white signage with company name
- ✓ Two complimentary exhibitor registrations with name badges (additional badges may be purchased for \$250 each; maximum of 3 exhibitors per space)
- ✓ Electricity capability (additional fee)
- ✓ Internet access (additional fee)

Exhibit Table Pricing

- ✓ Nonprofit agencies: \$1,500
- ✓ **Standard** table: \$2,000
- ✓ **Premium** table: \$2,500



Optional Charges

- ✓ Additional booth name badges: \$250 each
- ✓ Internet access (additional fee)
- ✓ Conference registration fee for those exhibitors who wish to obtain CE credit

Sponsorship Opportunities*

- ✓ Opening reception: \$15,000 (shared sponsorship, nonexclusive)
Thursday (3/21/2024) 6:00 p.m.–8:00 p.m.
- ✓ Exhibitor-sponsored box lunch: \$12,000 each (2 available)
Friday (3/22/2024) 12:00 p.m.–1:15 p.m.
Saturday (3/23/2024) 12:00 p.m.–1:15 p.m.
- ✓ Continental breakfast: \$10,000 each (3 available)
Friday (3/22/2024) 6:30 a.m.–7:30 a.m.
Saturday (3/23/2024) 6:30 a.m.–7:30 a.m.
Sunday (3/24/2024) 6:30 a.m.–7:30 a.m.
- ✓ Conference bag: \$4,000
- ✓ Morning coffee/tea service: \$3,000 (3 available)
Friday (3/22/2024) 10:00 a.m.–10:45 a.m.
Saturday (3/23/2024) 10:00 a.m.–10:45 a.m.
Sunday (3/24/2024) 9:15 a.m.–9:45 a.m.
- ✓ Afternoon snack break: \$3,000 each (2 available)
Friday (3/22/2024) 2:30 p.m.–3:15 p.m.
Saturday (3/23/2024) 2:30 p.m.–3:15 p.m.

*Production cost not included

EXHIBITOR PROSPECTUS

GENERAL INFORMATION

Additional Sponsorship Opportunities*

- ✓ Water bottle placed in conference bag: \$3,000
- ✓ Personal hand sanitizers placed in conference bag: \$2,500
- ✓ Charging station: \$2,000
- ✓ Large standing signs in heavy-traffic areas displaying company logo/message: \$1,500
- ✓ Hotel key cards: \$1,500
- ✓ Conference pens: \$1,200
- ✓ Email blast to attendees 2 weeks prior to the conference: \$1,200 (must provide HTML)
- ✓ Advertising in color conference program:
 - Back cover: \$1,000
 - Inside cover (front or back): \$750 (full); \$450 (half)
 - Full page: \$600
 - Half page: \$400
 - 1/4 page: \$250
- ✓ Large floor decals: \$1,000
- ✓ Conference bag inserts
 - Registered exhibitors: \$750, Non-exhibitors: \$950
- ✓ Take-one table: \$650
- ✓ Step and repeat banner: \$500
- ✓ Industry-Supported Product Theater lunch or dinner (call for pricing)
 - Lunch
 - Friday (3/22/2024) 12:15 p.m.–1:15 p.m.
 - Saturday (3/23/2024) 12:15 p.m.–1:15 p.m.
 - Dinner
 - Friday (3/22/2024) 6:30 p.m.–7:30 p.m.
 - Saturday (3/23/2024) 6:30 p.m.–7:30 p.m.
- ✓ And more...

*Production cost not included

Prices subject to change



EXHIBITOR PROSPECTUS

GENERAL INFORMATION



Make a Direct, Personal Impression on NPAC 2024 Attendees!

The various Sponsorship Opportunities that are available at NPAC 2024 are great ways to connect with nurse practitioners from all over the country!

Opening Reception

Boost your company's visibility by sponsoring the official Welcome Reception and Exhibit Hall Grand Opening of NPAC 2024, which will be held on Thursday, March 21, 2024 from 6:00 p.m.–8:00 p.m.

The Opening Reception will include your logo throughout the hall and a speaking opportunity to welcome the attendees! Please note that this opportunity is a shared, non-exclusive sponsorship. To schedule or inquire about an Opening Reception sponsorship, please call (323) 609-3940, Monday through Friday from 8:00 a.m.–1:00 p.m. Pacific Time in California.

Industry-Supported Product Theater Lunch or Dinner

Could your company benefit from dedicated time to present information about a specific product or service of interest to NPAC 2024 attendees? The Industry-Supported Product Theater Lunch or Dinner allows you to provide an information session that is free from the distraction of other exhibitors. Each of these four 60-minute sessions offers the exclusive opportunity to have lunch or dinner with NPAC attendees in an atmosphere that does not compete with other educational activities!

To schedule or inquire about an Industry-Supported Product Theater Lunch or Dinner, please call (323) 609-3940, Monday through Friday from 8:00 a.m.–1:00 p.m. Pacific Time in California or email NPAC@NPcourses.com.



EXHIBITOR PROSPECTUS

GENERAL INFORMATION



Levels of Sponsorship*

	Diamond \$10,000+	Platinum \$5,000 - \$9,999	Gold \$2,000 - \$4,999	Silver \$1,000 - \$1,999
Sponsor name listed in conference program	✓	✓	✓	✓
Specialty ribbons to wear on name badge	✓	✓	✓	✓
Recognition on conference web page including hyperlink to sponsor website**	Logo	Logo	Logo	Logo
Conference program advertisement	Full Page	Full Page	Half Page	1/4 Page
Sponsor name on registration area signage	✓	✓	✓	
Acknowledgement from podium each day	✓	✓		
Sponsor name on Exhibit Hall signage	✓	✓		
Complimentary exhibit booth	✓			

* Contribution separate from conference registration

** Logos for Premium and Standard exhibitors will not be hyperlinked to the exhibitor's website.

EXHIBITOR PROSPECTUS

GENERAL INFORMATION



EXHIBITOR RULES AND REGULATIONS

Terms

If an exhibitor violates any of the rules established by Barkley & Associates, Inc., the provider for the National Conference for Nurse Practitioners in Acute Care (NPAC) 2024, the exhibitor shall be dismissed and removed from the Exhibit Hall and NPAC 2024.

Eligibility & Criteria

Barkley & Associates, Inc. reserves the right to deny any application and/or remove exhibitors from the Exhibit Hall at its sole discretion. Criteria for exhibitors includes and is not limited to (a) relevancy to the profession and the mission of Barkley & Associates, Inc.; (b) true and supported claims in all published materials; and (c) professional and ethical conduct by the exhibitor and its staff. Acceptance of your company as an exhibitor does not constitute an endorsement by Barkley & Associates, Inc. of your company's products and/or services.

Exhibitor Expenses

The exhibitor is solely responsible (and indemnifies Barkley & Associates, Inc.) for all expenses related to participation in the conference, including travel, lodging, food, shipping costs, exhibitor space furniture and supplies, etc. Each exhibitor space includes two complimentary exhibitor registrations with name badges (additional badges may be purchased for \$250 each, with a maximum of 3 exhibitors per exhibitor space). If you wish to staff more than 3 people at your exhibitor space, an additional exhibitor space must be purchased.

Exhibitor Space Specifications

All individual exhibitor spaces include a 6' table and cannot be subdivided into smaller spaces. Multiple tables must be purchased in a linear row or corner. Exhibitors may be asked to alter or remove any portion of their space that is found to be questionable or impedes a neighboring exhibitor.

Space Assignments

Exhibitor space will be allotted on a first-come, first-served basis. NPAC Diamond Sponsors and Platinum Sponsors, however, will receive priority if the right to a space is contested. Final instructions regarding shipments to the conference will be distributed no later than approximately 6 weeks prior to the conference. For more information on Diamond or Platinum Sponsorships, email Conference Support at NPAC@NPcourses.com.

Floor Plan/Layout

Barkley & Associates, Inc. reserves the right to modify the existing floor plan to avoid potential conflicts among exhibitors or to comply with local ordinances. The floor plan/layout is subject to change without notice.

EXHIBITOR PROSPECTUS

GENERAL INFORMATION



Cancellations & Refunds

Exhibitors needing to cancel their registration must notify Barkley & Associates, Inc. in writing by emailing NPAC@NPcourses.com. A written notice must be received by January 1, 2024 to receive a 50% refund of the exhibitor's registration. After January 1, 2024, no refunds will be given.

Failure to notify Barkley & Associates, Inc. of the intent to cancel will result in your company being denied participation at future Barkley & Associates, Inc. conferences.

Meeting Attendee List

Registered exhibitors at the NPAC 2024 Conference will receive a copy of the attendee list following the conclusion of the conference. The list will provide the names and email addresses of all attendees. Exhibitors have the special opportunity for an email blast to be sent to attendees 2 weeks prior to the conference (see sponsorship opportunities for pricing). The list neither is to be copied for alternative uses, nor is it to be resold.

Exhibitor Space Staffing & Professional Behavior

Exhibitor spaces must be staffed by qualified employees of the exhibiting company at all times during exhibit hours. All exhibitors must wear their official exhibitor badge for admission and at all times while exhibiting. Company badges are not accepted in lieu of wearing the official exhibitor badge.

Any unprofessional demeanor will result in the exhibitor's employee being removed from the Exhibit Hall and conference. Unprofessional behavior includes but is not limited to the following: taking items out of attendees' hands to demonstrate another product, touching attendees in any way without their consent, or harassing attendees to purchase products and/or services. Further, any product demonstration or advertising must be conducted within the boundaries of the exhibitor's assigned space.

Subletting Exhibitor Space

Exhibitors may not sublet exhibitor space under any circumstances. Sharing requests must be made at the time of application and may only be permitted for divisions within the same company or institution. Barkley & Associates, Inc. reserves the right to review credentials and claims of all parties.

Exhibitor Space Appearance & Noise

All exhibits will be inspected during setup to ensure that all exhibitor spaces are decorated in good taste, safely secured, and professionally designed. Noise from electrical or mechanical devices or other types of displays that cause interference or annoyance to other exhibitors will not be permitted.

EXHIBITOR PROSPECTUS

GENERAL INFORMATION



Restrictions

Food and Beverage

Exhibitors may provide additional food and nonalcoholic beverages for attendees at their exhibitor space with prior written approval from Barkley & Associates, Inc. No food or beverage items may be brought into the Exhibit Hall without prior approval. Generally, all such items must be purchased through the Swissotel Chicago.

Child Safety

No children under the age of 18 are allowed in the Exhibit Hall.

Americans with Disabilities Act (ADA)

Each exhibitor is responsible for compliance with all applicable provisions of the ADA.

Over-the-Counter Sales

Exhibitors are encouraged to offer information that is educational, professional, and instructional. Exhibitors may take orders for product sales. It is the responsibility of the exhibitor to contact local authorities for information regarding sales tax or other local laws and regulations. Purchases/sales must be made within the designated exhibitor space. Regardless of the number of attendees, Barkley & Associates, Inc. cannot guarantee the amount of exhibitor revenue.

Media-Related Activities

All public relations, press, and media-related activities must be approved by Barkley & Associates, Inc. Send requests to NPAC@NPcourses.com.

Advertising/Public Relations

Distribution of promotional materials printed by exhibitors or their agents is limited to the section of the Exhibit Hall rented by the exhibitor. Materials displayed in other areas may be removed by Barkley & Associates, Inc., and the violating company may be dismissed from further exhibiting. Third parties such as advertising/public relations agencies acting on behalf of the exhibitors must also abide by all rules and regulations. It is the responsibility of the exhibitor to make all parties aware of all rules, regulations, and guidelines.

EXHIBITOR PROSPECTUS

GENERAL INFORMATION



Sponsored Functions

Social and hospitality functions conducted by the exhibitor must be in a manner that is consistent with the professional and educational nature of Barkley & Associates, Inc. All planned functions must be approved by the NPAC Planning Committee in writing. Non-exhibiting companies are prohibited from hosting hospitality functions, conducting market research, or having focus groups during the conference without the express written approval of Barkley & Associates, Inc. and the NPAC Planning Committee.

Promotions & Giveaways

No adhesive or noisemaking promotional materials are permitted under any circumstances. All drawings and contest requests must be submitted to and approved by Barkley & Associates, Inc.

Security

Barkley & Associates, Inc. will provide reasonable security around the Exhibit Hall perimeter, beginning with the move-in date and throughout the days and times of the conference. Additional security needs are the responsibility of the exhibitor. Exhibitors understand that adequate insurance is the responsibility of the exhibiting company.

Barkley & Associates, Inc., the security vendor, conference hotel, and all other parties associated with the conference will not be held responsible for the safety of the exhibitor property from theft, damage by fire, accident, vandalism, or other causes. Barkley & Associates, Inc. strongly recommends that exhibiting companies secure a rider to cover all booth and display items during transportation to and from the event.

Indemnity

The exhibitor agrees to indemnify and hold Barkley & Associates, Inc., its employees, agents, officials, and contractors, and the Convention venues harmless against any and all damages, claims, judgments, losses, costs, and expenses (including attorney fees) that may be incurred, suffered, sustained by, or imposed upon Barkley & Associates, Inc. and/or the conference venue by reason of exhibitors' activities pursuant to the approved exhibitor space application and contract. This indemnification agreement includes and is not limited to all claims, damages, losses, or expenses attributable to personal or bodily injury, sickness, disease or death, or injury to or destruction of tangible property, including the loss of such property. Regardless of the number of attendees, Barkley & Associates, Inc. cannot guarantee the amount of exhibitor revenue.

EXHIBITOR PROSPECTUS

GENERAL INFORMATION



Compliance with Local Ordinances

Licenses and permits required by local statutes, ordinances, or regulations are to be obtained by and paid for by the exhibitor. Each exhibitor will be responsible for compliance with local health departments. Barkley & Associates, Inc. strongly suggests that any company serving food or beverage samples contact the local health department to ensure compliance with local laws and ordinances.

FDA Regulations

Exhibitors must abide by all Food and Drug Administration (FDA) regulations and requirements. Such FDA regulations include both approved, experimental, off-label, and non-approved drugs, devices, or products. The exhibiting company exclusively assumes all liability and cost for any FDA-related sanctions, including against Barkley & Associates, Inc. for violations.

Damage to Facilities

Exhibitors must surrender all spaces occupied/rented in the same condition as at the time of occupation. Exhibitors will be responsible for any damage done to the facilities and for any and all claims and demands on account of any injury, death, or damage done to property occurring in or upon exhibitor space or due to exhibitors' acts. No nails, tacks, or screws may be driven into the floor, wall, or woodwork of the building.

Force Majeure

In case of cancellation of the exhibition or unavailability of the exhibitor space due to strikes; acts of terrorism; government action; outbreaks, epidemics, and/or pandemics as defined by the World Health Organization or the Centers for Disease Control and Prevention; acts of God; fire; labor disputes; or any other occurrence over which Barkley & Associates, Inc. has no control, the agreement shall terminate, and the exhibitor shall be entitled to the return of the exhibitor space rental fee, as well as any payments to Barkley & Associates for the Product Theaters or other sponsorships.

