



BUSINESS PARTNER AND CONFERENCE PROSPECTUS



CONNECTED | TOGETHER
AAPACN 2022 CONFERENCE

APRIL 12-14, 2022 | LAS VEGAS, NV

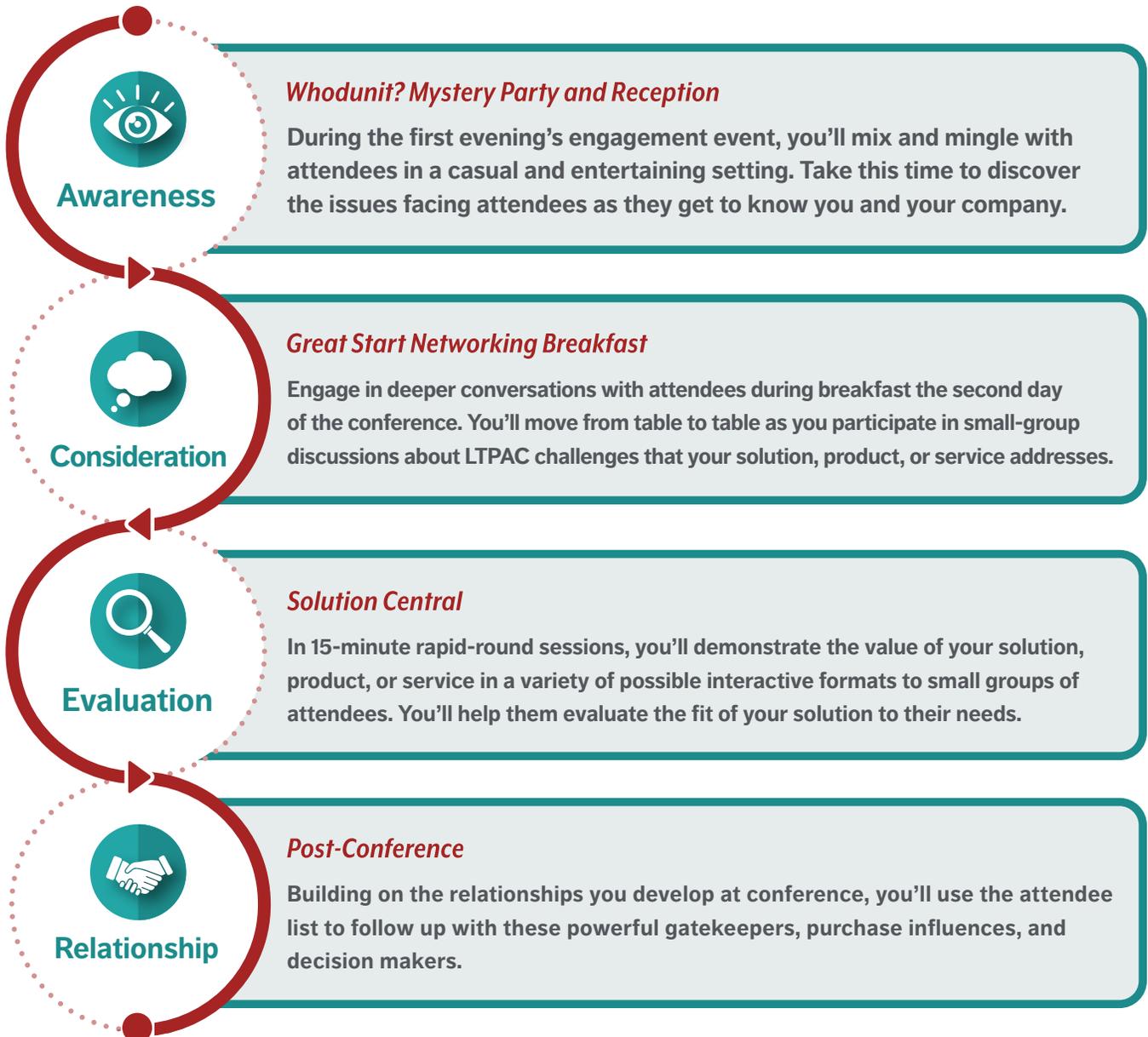
CONFERENCE ENGAGEMENT REIMAGINED

The future of healthcare looks different and so must the AAPACN Conference. **OUT** is an **exhibit hall of booths that attendees stroll by in between breakout sessions**. **IN** is a series of thoughtfully planned engagement events that will connect attendees with top LTPAC solution providers -- like you and your company.

Designed to reflect the “buyer’s journey,” each engagement activity hosted in the Conference Connection Center will help attendees deepen their understanding of your product or service as a solution in meaningful exchanges rather than a typical 30-second booth grab and go. Over the course of the conference, you’ll have the opportunity to progress your relationship with potential buyers from the awareness to the decision stage.

This is the art of engagement reimagined for 2022.

ATTENDEE DECISION JOURNEY



SOLUTION PROVIDER CONFERENCE OPPORTUNITIES

On behalf of the 15,000+ long-term and post-acute care nurses and healthcare professionals that AAPACN represents, we thank our solution providers for their ongoing support of AAPACN, the AAPACN Conference, and these dedicated men and women, particularly during this on-going global health crisis.

As AAPACN members look forward to coming together again in person this spring at the AAPACN 2022 Conference, they will be ready to connect with you and to discover how your products or services can help them provide the highest level of care.

With Engagement Reimagined, solution providers have two options for getting the maximum return on their conference investment and time. Choose either or both!



Engagement Solution Provider

Participate in all three of the engagement events hosted in the Conference Connection Center.



Sponsorship Solution Provider

Extend your brand awareness with additional on-site brand exposure.

CONFERENCE LOCATION

WESTGATE LAS VEGAS RESORT & CASINO

Formerly the Las Vegas Hilton, the Westgate is located adjacent to the Las Vegas Convention Center and just one block from the Las Vegas Strip.



ENGAGEMENT SOLUTION PROVIDER

The **Conference Connection Center** will be the hub for all engagement activities. No educational sessions will be scheduled during engagement events so that attendees can maximize their time in the Conference Connection Center.

Conference Connection Center Schedule – Participate in All Three Events



Engagement Solution Provider - \$2,800*

*See discounts for AAPACN Business Partners on [page 9](#).



Whodunit? Mystery Party and Reception

Tuesday, April 12, 2022 • 5:15 – 7:15 pm

After two years meeting virtually, attendees will be ready to kick off conference with you during this interactive mystery party with food, beverages, and prizes. Together with the attendees, you'll help solve the case "Mystery at Shady Oaks: The Case of Missing DON Jane Foster." Each solution provider will have a designated four-top table that attendees will visit for clues. This is your chance to get to know the attendees in a fun environment, make plans for after the party with new contacts, and invite attendees to your Solution Center on Wednesday.



Great Start Networking Breakfast

Wednesday, April 13, 2022 • 6:30 – 7:30 am

During this reverse round robin style networking event, attendees will serve themselves breakfast and then choose one table to sit at while enjoying the start of the first full day of conference. Solutions providers will rotate from table to table, joining these small-group discussions. Every 10 minutes, a bell will sound to indicate that it's time to rotate and chat with the next table of attendees. Pick up on conversations started the night before, meet more attendees, and invite them to your Solution Center.



Solution Central

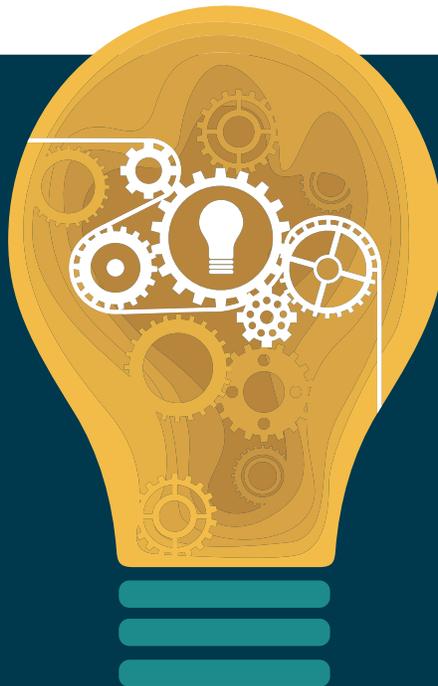
Wednesday, April 13, 2022 • 2 – 3:30 pm

Now's the time to put your company in the spotlight with your interactive and customized Solution Center! Each solution provider will have a partitioned, dedicated space with small-group seating. Every 15 minutes, attendees will rotate to the Solution Center of their choice to learn more about your products and services. Choose from ideas below or let us help brainstorm with you!

Sponsor all three Conference Connection Center engagement events. Learn more on [page 6](#).

IDEAS FOR YOUR 15-MINUTE SOLUTION CENTER

-  **Lightening Talk** – Spark attendee interest in your solution, product, or service with a fast-paced presentation, advancing through 15-20 timed slides every 15-20 seconds.
-  **Learning Lab** - Educate attendees on your solution, product, or service with an interactive demonstration, leaving time for questions and answers.
-  **Storytelling** – Bring your solution to life through dramatic telling of an authentic experience attendees can relate to and in which your solution, product, or service is featured.
-  **Game Show** - Host a Q&A Game Show with questions about LTPAC pain points that your solution, product, or service supports. Encourage attendees to compete for prizes.
-  **Fishbowl** – Start a discussion by inviting attendees to draw topics from a fishbowl. You can choose the topics included in the fishbowl or encourage attendees to add topics to your fishbowl.
-  **Campfire** – Introduce a topic or challenge scenario and then facilitate a discussion around that topic or challenge, inviting comments, insights, and questions from the attendees.



SOLUTION PROVIDER SPONSORSHIP OPPORTUNITIES

Looking to make a bigger impact on AAPACN conference attendees and extend your brand awareness throughout the year? AAPACN conference sponsorships make the most of your marketing dollars with dedicated time with attendees during the conference, additional advertising through the year, or exposure with on-site branding. Keep your company in front of conference attendees long after the conference!

Requests will be handled on a first-come, first-served basis.

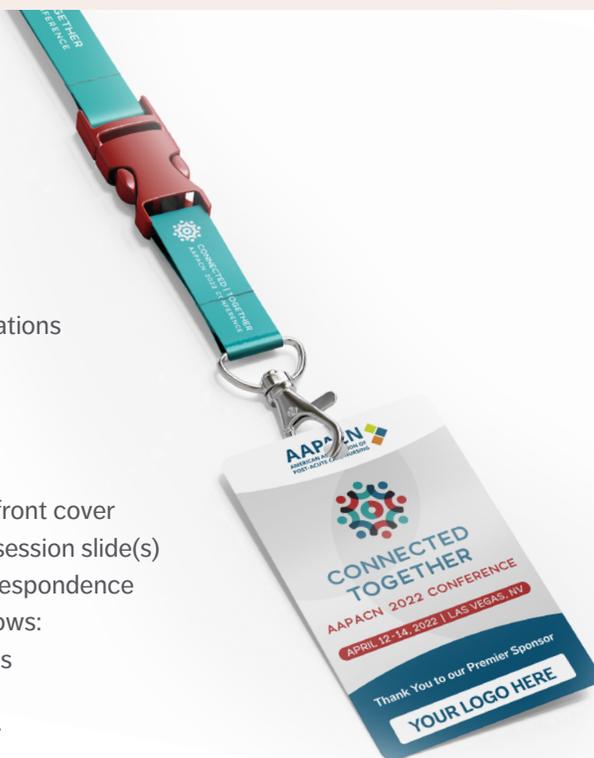


Premier Conference Sponsorship - \$40,000 (1 Available)

With this sponsorship, your company will be in the spotlight at all Conference Connection Center events, receiving solo recognition on the conference webpages, marketing materials, and slides. Additionally, after conference, your company will be the exclusive sponsor of all AAPACN webinars and podcasts from May 2022 – April 2023 and receive ad space on the AAPACN homepage.

Sponsorship includes:

- Four complimentary conference registrations
- Participation in all Conference Connection Center events
- Prominent event signage
- Recognition and logo on registration badge/lanyard
- Banner on AAPACN.org conference webpages
- Featured banner on mobile conference app
- Eight social media shout outs and two mobile app push notifications
- Dedicated slide in General Session looping slides
- First right of refusal for Conference Catalyst Sponsorship
- First right of refusal for 2023 Premier Conference Sponsorship
- Full-page ad in digital conference brochure
- Logo recognition as premier sponsor on conference brochure front cover
- Logo recognition as premier sponsor on AAPACN conference session slide(s)
- Logo recognition as premier sponsor on conference email correspondence
- Additional benefits to be spread May 2022 – April 2023 as follows:
 - Minimum three AAPACN educational webinar sponsorships
 - Minimum two AAPACN podcast sponsorships
 - Featured banner ad rotation on AAPACN website one year





Conference Catalyst Sponsorship - \$12,000 (1 Available)

Presented by LTPAC experts and nationally recognized speakers, catalyst sessions are highly attended and rated by AAPACN conference attendees. As a catalyst session sponsor, your company will be featured as the exclusive sponsor of a conference general session – opening session, panel discussion, or closing session. Sponsorship includes a brief pre-recorded session introduction and logo recognition on the speaker slide. Sponsorship elements remain intact with the conference recordings that are made available following the live event.

Sponsorship includes:

- Opening Catalyst Session – Provide brief introduction about your company and introduce the keynote speaker
- Second Catalyst Session – Introduce the keynote speaker or panel
- Presentation by AAPACN nurse expert, Amy Stewart or Jessie McGill, at your user conference or webinar
- Video on conference webpage announcing your sponsorship



Conference Connection Center Sponsorship - \$15,000 (1 Available)

Whodunit? Mystery Party and Reception

As the exclusive host of this conference kick-off social event, your company will be integrated into every aspect of the party from stage branding to inclusion in the Whodunit? “Mystery at Shady Oaks: The Case of Missing DON Jane Foster.” Our AAPACN team will work with you to develop a script including your company, products or services, and even characters who will mingle with attendees during the event.

Sponsorship includes:

- Co-Master of Ceremony with opportunity to welcome attendees, introduce your company as a Solution Provider, set the stage for the mystery, provide the game rules, and read the clues throughout the event
- Branding on stage, clue cards, and party décor
- Branded Crime Lab where attendees will check in for clues and as they solve the mystery



Great Start Networking Breakfast

As the exclusive host of this engaging kick-start to the first full day of conference, you'll welcome the attendees, introduce your company as a Solution Provider, and explain how the event will work.

Solution Central

Welcome attendees to Solution Central and provide event instructions as the exclusive host of the event.

Product Theater with Lunch - \$17,000 (2 Available)

The product theaters provide an exclusive forum for solution providers to educate attendees about new research findings or products. The product theaters provide.... findings or products. Attendees will choose one of the two product theaters to attend as they enjoy their lunch.

Card Key - \$6,500 (1 Available)

Your company logo will be printed on the hotel key card and given to every attendee staying at the conference hotel. This brand awareness opportunity will be with attendees throughout their stay in Las Vegas.



Water Bottle - \$6,000 (1 Available)

Include your company logo on water bottles provided to every attendee at registration.



Charging Station - \$3,500 (2 Available)

Attendees will need to stay connected during the conference. This high-traffic meeting point will include your company's logo displayed on the kiosk(s) that attendees will gather around to recharge their devices.

SOLD

Tote Bag - Sold (1 Available)



ON-SITE BRANDING

Highlight your company's support of the conference with on-site branding at high-traffic locations throughout the conference space. The AAPACN Business Development team can work with you to customize your on-site branding package and provide pricing.

[See All Branding Location Options ▶](#)



AAPACN BUSINESS PARTNERSHIPS

GET THE MOST FROM YOUR MARKETING BUDGET

AAPACN Business Partnerships provide engagement opportunities across a full calendar year including engagement and sponsorship at the AAPACN Annual Conference, April 12-14, 2022, in Las Vegas, NV. Business Partner programs highlight industry leaders providing products, services, and support necessary for the success of LTPAC professionals and organizations. Business Partners can showcase products and services to AAPACN's motivated and highly influential group of decision-makers and influencers. Benefits include virtual communications, advertising, digital marketing, solution spotlight webinars, educational webinars, and more.



THANK YOU TO THE AAPACN 2021 CONFERENCE SPONSORS AND EXHIBITORS



APPLICATION FORM AND POLICIES

PAYMENT POLICY

A deposit of 50% is due at the time of application. The full payment deadline is **February 23, 2022**.

CANCELLATION POLICY

Cancellations must be received by AAPACN in writing; email is acceptable. Refunds are determined by the following criteria:

- On or prior to February 23, 2022, solution providers will receive full refund of payment made to participate in the AAPACN Solution Provider Engagement Events.
- After February 23, 2022, no refund will be made.

ENGAGEMENT EVENTS SOLUTION PROVIDER RATES

	
Complimentary	Complimentary
	
25% Discount	25% Discount
Non-Business Partner	
\$ 2,800	

REPRESENTATIVES

Each Solution Providers includes two registrations. Additional registrations can be purchased at the full price of \$499. Please note desired quantity in light blue column. Total dollar amounts in the red box.

FULL NAME	CREDENTIALS	TITLE	EMAIL	REGISTRATIONS	
					\$0
					\$0
					\$499
					\$499
					\$499
					\$499
					\$499
Representative Total					

SPONSORSHIPS

Please note desired quantity in light blue column. Total dollar amounts in the red box.

Premier Conference Sponsor (1 Available)	\$40,000	
Conference Catalyst Sponsor (1 Available)	\$12,000	
Conference Connection Center Sponsorship (1 Available)	\$15,000	
Product Theater with Lunch (2 Available)	\$17,000	
Card Key (1 Available)	\$6,500	
Water Bottle (1 Available)	\$6,000	
Charging Station (2 Available)	\$3,500	
Tote Bag (1 Available)	SOLD	
On-Site Branding (Several Opportunities Available)	CONTACT AAPACN FOR DETAILS	
Sponsorship Total		

SOLUTION PROVIDER PRICING

Note desired quantity in light blue column. Total dollar amounts in the red box.

PARTNER TYPE	RATE	QUANTITY
Diamond Partners	Complimentary	
Platinum Partners	Complimentary	
Gold Partners	\$2,100	
Innovator Partners	\$2,100	
Non-Business Partners	\$2,800	
Total		

LOGO

- High resolution (300 dpi) EPS
- Must be sent as a separate graphic file to trimpley@AAPACN.org.