



AAPACN 2024 CONFERENCE

April 10 - 13, 2024 | Hollywood, FL

BUSINESS PARTNER AND CONFERENCE PROSPECTUS





REAL CONNECTIONS - LASTING IMPACT

Developing a real connection with customers requires time for deeper conversations, opportunity to engage on a personal level, and recognition of a shared mission that strengthens these bonds. AAPACN conference attendees share the same desire to make real connections and want more opportunities to engage with YOU.

FEEDBACK FROM 2023 CONFERENCE ATTENDEES

"Allow more time in the exhibit hall to mingle and network."

"More vendor networking events during the day."

"Keep exhibit hall open longer so we have more time to visit more vendors."

"<I want> the opportunity to engage!"

At the AAPACN 2024 Conference, you will have more opportunities to connect with LTPAC professionals and nurture relationships that will have a lasting impact on their lives, their facilities, and your business.

SOLUTION PROVIDER CONFERENCE OPPORTUNITIES

On behalf of the 18,000+ 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.

As AAPACN members look forward to coming together next spring at the AAPACN 2024 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.

Solution providers have two options for getting the maximum return on their conference investment and time. Choose either or both!



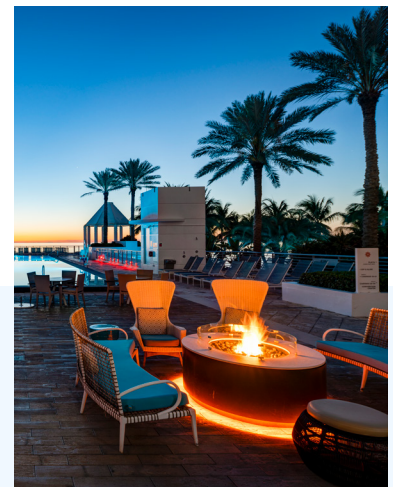
ENGAGEMENT SOLUTION PROVIDER (CONFERENCE EXHIBITOR)

Participate in all Solution Provider engagement events.



SPONSORSHIP SOLUTION PROVIDER

Extend your brand awareness with additional on-site brand exposure as a headline sponsor, activity sponsor, marketing sponsor, or custom opportunity.



CONFERENCE LOCATION THE DIPLOMAT BEACH RESORT | HOLLYWOOD, FL

The Diplomat Beach Resort is the ultimate South Florida luxury resort with stunning ocean views, award-winning restaurants, and premier meeting and event space recognized as one of the top meeting venues in the US. The resort is conveniently located between both Ft. Lauderdale and Miami International Airports.

SOLUTION PROVIDER ENGAGEMENT EVENTS

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



Engagement Solution Provider

As an Engagement Solution Provider, you will have the opportunity to participate in all conference engagement activities including the opening night networking reception and have an exhibit booth in Solution Central. In addition, you will receive two complimentary conference registrations.

Prices based on the following booth sizes:

Standard 10x10 Booth	\$3,000
Corner 10x10 Booth	\$3,200
Premium 10x20 Booth	\$4,000
Super-Quad Booth (4 10x10 configuration)	\$5,500
First-Time Solution Provider (10x10 booth only)	\$2,800

*See discounts for AAPACN Business Partners on [page 10](#).



Opening Night Networking Reception

Attendees will kick off their conference experience during this interactive beach side event with food, beverages, and prizes. This is your chance to get to know the attendees in a relaxed environment, make plans to connect after the party, and invite attendees to visit your booth in Solution Central (exhibit hall).



Solution Central (Exhibit Hall)

The exhibit hall will be open three separate times throughout the conference. Choose the booth size that best fits your needs to showcase your products and solutions to 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.

HEADLINE SPONSORSHIPS

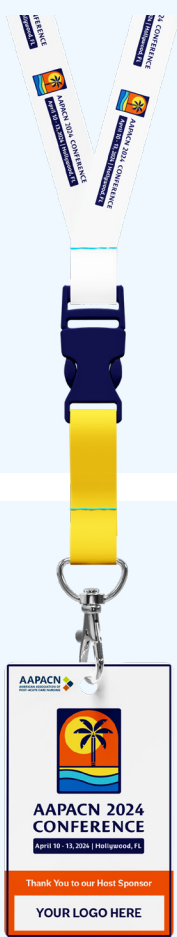


Host Sponsor - \$15,000 (1 Available)

Sponsorship includes:

- Four complimentary conference registrations
- 10x20 booth space in Solution Central
- Participation in all Conference Connection Center events
- One general Catalyst Session Sponsor, plus speaker introduction (TBD)*
- Dedicated slide in General Catalyst Session looping slides
- Premier logo recognition on event signage (TBD)
- Premier logo recognition in digital conference brochure
- Exclusive sponsor logo recognition on registration badge/lanyard
- Logo recognition as sponsor on AAPACN conference session slide(s)
- Four social media shout outs and/or mobile app push notifications
- First right of refusal for 2025 Conference Host Sponsor

**Your company will be featured as the exclusive sponsor of a conference general session of your choosing and a representative from your company will have the opportunity to introduce the speaker.*



Premier Sponsor - \$10,000 (1 Available)

Sponsorship includes:

- Two complimentary conference registrations
- 10x20 booth space in Solution Central
- Participation in all Conference Connection Center events
- One general Catalyst Session Sponsor, plus speaker introduction (TBD)*
- Dedicated slide in General Catalyst Session looping slides
- Logo recognition on event signage (TBD)
- Logo recognition in digital conference brochure
- Logo recognition as sponsor on AAPACN conference session slide(s)
- Three social media shout outs and/or mobile app push notifications
- First right of refusal for 2025 Conference Premier Sponsor

**Your company will be featured as the exclusive sponsor of a conference general session of your choosing and a representative from your company will have the opportunity to introduce the speaker.*

HEADLINE SPONSORSHIPS (CONTINUED)

Select Sponsor - \$7,000 (4 Available)

Sponsorship includes:

- Two complimentary conference registrations
- 10x10 booth space in Solution Central
- Participation in all Conference Connection Center events
- Educational Track Session Sponsor, plus speaker introduction (TBD)*
- Logo recognition in digital conference brochure
- Logo recognition as sponsor on AAPACN conference session slide(s)
- One social media shout out and/or mobile app push notifications
- First right of refusal for 2025 Conference Select Sponsor

**Your company will be featured as the exclusive sponsor of one conference educational track of your choosing. Additionally, a representative from your company will have the opportunity to introduce the speaker and pass out company collateral to attendees following the session.*

Opening Night Reception Sponsor - \$15,000 (1 Available)

As the exclusive host of this beach side conference kick-off social event, your company will be integrated into every aspect of the party from stage signage to co-emcee of the event. Sponsorship also includes two social media shout outs and logo recognition as event sponsor on the conference webpage.

Tachy Talk Happy Hour Sponsor - \$10,000 (1 Available)

Rapid-fire presentations to enlighten and entertain! This fun happy hour event will feature 5-minute rapid-fire presentations that will not only enlighten attendees but entertain as well. As the exclusive sponsor, your company may designate a representative to serve as co-emcee of the event, be first up to deliver a rapid-fire presentation, and receive logo inclusion on all event signage (TBD).

Championship Sponsorship - \$1,500 (Multiple Available)

Give the gift of education by providing a post-acute care professional with the opportunity to attend the conference. Sponsorship provides conference registration and hotel accommodations for one LTPAC professional. Your company will be recognized for helping to further nurse leadership and education. Contact us for more information on this unique opportunity to give back.



ACTIVITY SPONSORSHIPS

Photo Booth Sponsor - \$4,000 (2 Available)

Help attendees capture memories as sponsor of the photo booth. Use your creativity to incorporate branded props (vendor provided) for attendees to use in the booth and send them home with a memory that includes your company's logo imprint on the photo. There will be two photo booth opportunities - the opening night reception and during one Solution Central exhibit hall time.

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

The product theater provides an exclusive forum for solution providers to educate attendees about new research findings or products. There will be two separate product theaters - one breakfast and one lunch. No competing events will be scheduled during these timeframes to encourage maximum attendance.

Learning Lab in Solution Central - \$7,500 (2 Available)

AAPACN attendees are avid learners. That's why they appreciate the value and convenience of the 15-minute learning labs. Use this power learning session to highlight your company's product or service. Learning labs are hosted during a scheduled Solution Central exhibit hall time.

Wagging Tails Wellness Lounge - \$5,000 (1 Available)

Attendees can take a break from learning to snuggle with some furry friends. Handlers from a therapy dog non-profit organization will bring therapy dogs to visit with attendees in the Wagging Tails Wellness Lounge. As sponsor of this dedicated area in Solution Central, you will have the opportunity to brand the space with your own signage and swag.

Sunrise Stretch - \$3,200 (1 Available)

Lead an early morning stretch to help attendees start their day centered and ready to learn. This sponsorship puts you in charge of leading the group in light stretching and exercise in a designated tranquil spot on the resort grounds. Your company will also receive logo recognition on event signage (TBD) and the opportunity to hand out promotional swag (vendor provided) following the event.

<Your Company> Wake Up Continental Breakfast - \$7,000 (1 Available)

Before attendees start the homestretch of education sessions, send them off with a Wake Up Continental Breakfast hosted by your organization. You will be the last solution provider to have the opportunity to engage with attendees before conference ends. Sponsorship includes logo recognition on event signage, plus the opportunity to provide your company swag or collateral to breakfast attendees.



MARKETING SPONSORSHIPS

Card Key - \$7,000 (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 at The Diplomat Beach Resort.

Tote Bag - \$4,500 (1 Available)

Include your company logo on the tote bags provided to every attendee at registration.

Water Bottle - \$8,000 (1 Available)

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

Welcome Package - \$2,500 (1 Available)

Conference attendees love swag. This is your opportunity to be the exclusive provider of a welcome gift given to each attendee at registration. All vendor-supplied items must be pre-approved by AAPACN and shipped to the hotel prior to conference.



CUSTOM SPONSORSHIPS



Do you have something else in mind? Contact us to discuss your ideas.

AAPACN BUSINESS PARTNERSHIPS

GET THE MOST ROI 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 10-13, 2024, in Hollywood, FL.

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, podcasts, and more.

[Learn more](#) about the benefits of becoming an AAPACN Business Partner.



THANK YOU TO THE AAPACN 2023 CONFERENCE SOLUTION PROVIDERS



APPLICATION FORM AND POLICIES

Payment Policy

Deposit of 50% is due at the time of application. The full payment deadline is March 1, 2024.

Cancellation Policy





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

- On or prior to March 1, 2024, solution providers will receive full refund of payment made to participate in the AAPACN Solution Provider Engagement Events.
- After March 1, 2024, no refund will be made.

Engagement Events Solution Provider Rates

- Non-Business Partner – \$2,800
- Diamond Business Partner – Complimentary
- Platinum Business Partner – Complimentary
- Gold Business Partner – 25% Discount
- Innovator Business Partner – 25% Discount

**Complimentary and discount rates apply to the standard booth size (10x10) only. Business Partners who wish to upgrade their booth size will be responsible for paying the difference in price.*

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



AAPACN 2024 CONFERENCE

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OFFICIAL CONTRACT ENGAGEMENT EVENTS | SPONSORSHIPS | PARTNERSHIPS

TWO WAYS TO SUBMIT
YOUR CONTRACT

Email aflanagan@AAPACN.org

Fax 303.758.3588

QUESTIONS?

Contact Audrey Flanagan

720-515-6930

aflanagan@AAPACN.org

AAPACN STAFF USE ONLY

Date Contract Received	
Payment Received	

Current AAPACN Business Partner

Organization Name (As it Should Appear on Conference Program and on Signage)

Exhibitor Contact and Title (All Future Mailings Will be Directed to the Contact Person Indicated)

Address/StreetCityStateZipCountry

PhoneEmail Address of Engagement Contact

Billing Address (If Different from Above)

Billing Contact

PAYMENT (PLEASE RECORD TOTALS FROM PROCEEDING PAGES)

Solution Provider Total	
Sponsorship Total	
Representatives Total	
Grand Total	

PAYMENT INFORMATION

Check (Make Payable to AAPACN)Request Invoice

Credit CardVisaMastercardAmerican Express

Card NumberExpiration DateSecurity Code

Name on CardSignatureDate

By signing below, exhibitor acknowledges they have read, understood, and fully agree to all rules and regulations as listed in the [Terms and Conditions](#) and will abide by them. any contract sent to AAPACN unsigned below will not be accepted.

Signature

REPRESENTATIVES

Each Solution Provider package includes two complimentary registrations. Additional registrations can be purchased at the full price of \$599. Please note desired quantity in light blue column. Total dollar amounts in the orange box.

FULL NAME	CREDENTIALS	TITLE	EMAIL	REGISTRATIONS	
					\$0
					\$0
					\$599
					\$599
					\$599
					\$599
					\$599
Representative Total					

SPONSORSHIPS

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

SPONSORSHIP	RATE	QUANTITY
Host Sponsor (1 Available)	\$15,000	
Premier Sponsor (1 Available)	\$10,000	
Select Sponsor (4 Available)	\$7,000	
Opening Night Reception Sponsor (1 Available)	\$15,000	
Tachy Talk Happy Hour Sponsor (1 Available)	\$10,000	
Championship Sponsorship (Multiple Available)	\$1,500	
Photo Booth (2 Available)	\$4,000	
Product Theater with Breakfast or Lunch (2 Available)	\$17,000	
Learning Lab (2 Available)	\$7,500	
Wagging Tails Wellness Lounge (1 Available)	\$5,000	
Sunrise Stretch (1 Available)	\$3,200	
Wake Up Continental Breakfast (1 Available)	\$7,000	
Card Key (1 Available)	\$7,000	
Tote Bag (1 Available)	\$4,500	
Water Bottle (1 Available)	\$8,000	
Welcome Package (1 Available)	\$2,500	
Sponsorship Total		

SOLUTION PROVIDER PRICING

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

PARTNER TYPE	EXHIBIT BOOTH SIZE	RATE	QUANTITY
Diamond Partners			
Platinum Partners			
Gold Partners			
Innovator Partners			
Non-Business Partners			
	Booth sizes and prices: Standard 10x10 Booth \$3,000 Corner 10x10 Booth \$3,200 Premium 10x20 Booth \$4,000 Super-Quad Booth (4 10x10 configuration) \$5,500 First-Time Solution Provider (10x10 booth only) \$2,800	Total	

LOGO

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