



# 2014 CONFERENCE ON PEDIATRIC HEALTH CARE STRENGTH IN CHILDREN'S HEALTH

35<sup>TH</sup> ANNUAL CONFERENCE

Hynes Convention Center • Boston, MA • March 11 - 14, 2014

NAPNAP • 5 Hanover Square, Suite 1401 • New York, NY 10004 • Phone: 877-369-0994 • [www.napnap.org](http://www.napnap.org)



## National Association of Pediatric Nurse Practitioners Industry-Sponsored Ancillary Education Event Guidelines

### General Information, Costs, and Deadline

NAPNAP offers sponsorship of ancillary educational events and welcomes applications from both commercial and non-profit organizations (supporters) to present timely and educational clinical information to NPs in conjunction with our conference. The guidelines below have been developed to assist you throughout the application and planning process.

The four (4) types of Industry-Sponsored Ancillary education events are:

<p><b><u>Ancillary Continuing Education (CE) Symposia</u></b> A meal event that provides an opportunity for registrants to obtain high quality, evidence-based, current information on a pediatric health topic and must offer NAPNAP continuing education (CE) contact hours. <b>Cost: \$22,500</b> (Cost does NOT include food &amp; beverage or audiovisual.)</p>	<p><b><u>Ancillary Non-Continuing Education (Non-CE) Symposia</u></b> A meal event that offers 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. The symposia <b>cannot</b> be accredited for continuing education. <b>Cost: \$22,500</b> (Cost does NOT include food &amp; beverage or audiovisual.)</p>
<p><b><u>Exhibit Hall In-Booth Presentations</u></b> Three (3) brief, 15-minute, evidence-based sessions that offer NAPNAP CE contact hours. Program Supporter/Exhibitor must submit a CE application for review and content must meet NAPNAP CE guidelines. A maximum of three (3) 15-minute sessions on one topic can be provided during exhibit hours. <b>Cost: \$7,500/3 sessions.</b> (Cost does NOT include audiovisual. A minimum purchase of a 10' X 20' booth is required.)</p>	<p><b><u>Exhibit Hall Product Theater</u></b> A short, 30-minute, focused demonstration or informational session that provides an opportunity for registrants to gain information on specific products and/or therapeutic areas provided by company-designated presenters in the exhibit hall during exhibit hours. Product theaters <b>cannot</b> be accredited for NAPNAP CE contact hours. <b>Cost: \$13,500</b> (Cost includes screen, LCD projector, laptop computer, and attendee seating arrangement.)</p>

### Non-exhibiting Fees

An additional 25% fee is required for non-exhibiting companies to apply for ancillary meal events or product theaters.

### Disclaimer Requirement

The following Ancillary Event Disclaimer is required on all marketing and presentation materials: **(Program Supporter/Organizer) has been given meeting space to provide an educational offering during NAPNAP's Annual Conference. NAPNAP's approval of meeting space or continuing education accreditation does not imply product endorsement.**

### Deadline for Applications

All applications must be submitted by **January 13, 2014**. Space and time assignments will be given on a first come, first served basis, and no space is guaranteed without payment in full. NAPNAP will contact the Program Organizer/Supporter regarding the outcome of the application.



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## Cancellation Policy

After approval has been issued for your event, NAPNAP must be notified in writing of cancellation. NAPNAP will issue a refund of 80% of the fee for cancellations received by close of business on **February 10, 2014**. No refunds will be issued for cancellation received on or after **February 11, 2014**.

## Additional Marketing Opportunities and Services

Additional marketing opportunities are available (ALL require additional fees that are not included in the one-time administrative fee). Additional information/fees are available at: [www.napnap.org/Events/AnnualConference.aspx](http://www.napnap.org/Events/AnnualConference.aspx).

**Conference Program Book Advertisement** – an opportunity to include an advertisement (various sizes available) in the conference program book, which is distributed onsite to all conference registrants.

**Hotel Room Drop** – a limited number of hotel room drops of approved promotional materials are available to be delivered to our attendees' hotel rooms.

**Registration Bag Insert** – an opportunity to insert promotional materials in the attendees' registration packets which are distributed onsite to all conference registrants.

**Conference Attendee Mailing List/Blast Email** – an opportunity to rent the conference attendee mailing list or choose to send a blast email to conference registrants.

## Program Benefits

The administrative fee covers the following:

- Announcement of all events in the conference program book and "Meeting-At-A-Glance" (time permitting), which are provided to all conference attendees onsite.
- Posting of event on the conference website and web pages. Announcement to include: title of program, day and time of the program, sponsor/supporter of the program, CE information (if applicable), and registration instructions.
- One individualized blast email to conference pre-registrants (date to be determined) announcing all ancillary events (to include same as web posting information above).
- Conference badges for 2 ancillary staff and 2 speakers/faculty to be provided onsite. Additional badges can be purchased for \$50/badge.
- Provision and access to meeting space for preparation of event and onsite space to be used for event registration.
- Permission to post promotional signage of event at conference registration desk and in exhibit hall (see [Signage](#) for additional details).
- Designated NAPNAP manager to assist onsite with answering questions.
- Review and approval of all materials by NAPNAP manager.

The fee also covers the following for **Ancillary CE Symposia** and/or **In-Booth Presentations** providing **CE** contact hours:

- Application fees for NAPNAP continuing education (CE) accreditation (see [CE: Accreditation and Contact Hours](#) below for additional details).
- Certificates of attendance and recording fees for up to a maximum of 300 participants.
- Permission to develop a Post-Conference Derivative Program (see [CE: Enduring Materials](#) for additional information and applicable fees).\*



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## 2014 NAPNAP Conference Ancillary Events Schedule

DATE	TIME	LOCATION
<b>Tuesday, 3/11/14</b>	7:00–10:00 AM Ancillary Breakfast Symposium (CE or Non-CE)	Sheraton Boston Hotel
<b>Wednesday, 3/12/14</b>	12:30–2:00 PM Ancillary Lunch Symposium (CE or Non-CE)	Sheraton Boston Hotel
<b>Wednesday, 3/12/14</b>	5:00 – 8:00 PM Ancillary Dinner Symposium (CE or Non- CE)	Sheraton Boston Hotel
<b>Thursday, 3/13/14</b>	7:00–9:00 AM Ancillary Breakfast Symposium (CE or Non-CE)	Sheraton Boston Hotel
<b>Thursday, 3/13/14</b>	8:30 – 9:00 AM 9:00 – 9:30 AM 9:30 – 10:00 AM 10:00 – 10:30 AM  Exhibit Hall Product Theater (Non-CE)	Exhibit Hall - Hynes Convention Center
<b>Thursday, 3/13/14</b>	4:00 – 8:00 PM Ancillary Dinner Symposium (CE or Non- CE)	Sheraton Boston Hotel

NAPNAP fully supports all ancillary symposia marketing efforts, but is not responsible for final attendance of symposia. There may be up to two (no more) ancillary events scheduled on the same day at the same time, and room assignments are not guaranteed to be located in separate sections of the conference venue. All symposia rooms will have the capacity to accommodate up to 300 participants.

## CE: Accreditation and Contact Hours

NAPNAP must accredit all Continuing Education Symposia and In-Booth Presentations for NAPNAP Continuing Education (contact hours). Please refer to NAPNAP's Continuing Education guidelines for details regarding CE event requirements. CE application and recording fees for up to 300 participants are covered in the fee, as well as an expedited review of the CE application. Send one copy of the completed application to the NAPNAP CE Department via email to [nelsen@napnap.org](mailto:nelsen@napnap.org) by **February 17, 2014**.

## Program Organizer Responsibilities

**Program Supporter/Exhibitor** is the organization providing funding for the symposium (i.e. pharmaceutical, device, or medical supply company).



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**Program Organizer** is the organization arranging the logistic details of the ancillary event (i.e. medical education company, public relations/communications/marketing agency).

Program Organizer is responsible for arranging/coordinating the following event details:

- Confirming hotel meeting space and room set-up with hotel personnel (contact information to be included in confirmation letter).
- Ordering food and beverages for the symposium, if applicable.
- Securing audiovisual equipment for the event (if applicable) using NAPNAP's preferred audio visual provider.
- Planning and coordinating symposium registration.
- Completing and submitting CE application, if applicable.
- Providing all marketing materials and signage to NAPNAP for approval prior to printing (the following items must be included on all materials in addition to the symposium/event information: NAPNAP disclaimer, registration details/instructions, audience size limitations).

## Ancillary Events Signage

Signs, directional or informational, must be approved by and coordinated with NAPNAP. Each ancillary event is permitted a maximum 4 signs (no larger than 22" x 28" inches) as designated below:

- One registration sign – placed in the registration desk area that provides detailed registration instructions.
- One easel sign placed outside of symposia room.
- Two directional signs that may be placed in approved public spaces of the conference venue within 2 hours of the symposium.

No banners or meter boards are allowed. All signs must be supplied by the Program Organizer.

In-Booth Presentations and Product Theaters may place a sign in the Exhibit Hall outside of the Exhibit Booth or Product Theater area. A sign may also be placed at NAPNAP's Conference Registration Desk in the Hynes Convention Center and should provide information regarding the date and time that the presentation or product theater will be offered. If the guidelines regarding signage are not adhered to, NAPNAP has the right to remove posted signs without notice. One sign may also be placed within the exhibit space assigned to the Program Supporter.

## Additional Services

The following is a description of additional opportunities that are available (ALL require additional fees that are not included in the fee).

**1. Grant Request and Budget Review** – A NAPNAP manager will review grant application and assist with questions or concerns the Program Organizer may have. It is still be the responsibility of the Program Organizer to develop and submit the grant request, complete all required paperwork, and develop and submit a budget to receive funding for the program. Additional Cost: \$2,500

**2. Letter of Agreement (LOA) Review and Sign** – NAPNAP will assist with the review of any letters of agreement and sign as co-sponsor or approving organization, if requested. Additional Cost: \$2,500

**3. Grant Request Submission and Administration of Grant Funds** – NAPNAP understands that some sponsoring companies require the grant request to come from the accrediting organization (NAPNAP). NAPNAP will assist with the review of and submit any necessary grant request letters to the potential Program Supporter. However, the Program Organizer is responsible to develop the grant request, complete all required request paperwork, and develop a budget for the program. NAPNAP will assure the



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grant request is forwarded to the requested Program Supporter and will receive the funding, if approved. The Program Organizer will then be responsible for invoicing NAPNAP for the appropriate costs and reconciling the budget/money at the close of the program. Any grant, whose funds are administered by NAPNAP, must clearly delineate what is to be done with remaining funds. Additional Cost: \$5,000.

4. **Speaker Recommendation** – NAPNAP will locate a member expert to serve as a speaker on the requested topic area and contact them to see if they are interested in a speaking opportunity. The Program Organizer is responsible for further coordination and arrangements. Additional Cost: \$1,500

5. **Audience Response System (ARS)** – NAPNAP will format the PowerPoint presentation for ARS and provide onsite technical support. Additional Cost: \$2,500 + \$10 per keypad requested (# of requested keypads must be confirmed two weeks prior to conference).

6. **Electronic Barcode Scanning Device for Event Registration** – Electronic scanning device to be used for registration and scanning participants barcode, name, and contact information. Additional information available upon request. Additional fees apply.

### Contact Information/Questions

If you have additional questions please feel free to contact:  
Heather Keesing, Program Manager  
[hkeesing@napnap.org](mailto:hkeesing@napnap.org)  
Phone: 917-565-4660





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### Additional Opportunity: Post-Conference Enduring Materials

As an additional opportunity, enduring materials may be produced based on symposia held during the NAPNAP Annual Conference pending approval by the NAPNAP Professional Education Department.

**Any content that has been repurposed for web delivery must be hosted by NAPNAP's PNPSourCE<sup>SM</sup> – Online Community for Pediatric Health Care and Nursing Continuing Education.**

**Any content that has been repurposed for printed delivery must offer the option to partake in the post activity test and evaluation survey hosted by NAPNAP's PNPSourCE.** Any intent to repurpose content of the live meeting must be made known in the application submitted.

NAPNAP requests that all materials related to enduring material be submitted for approval. Enduring materials are considered a separate activity and thus will be subject to separate continuing education accreditation from the live event. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all materials must be submitted to [lnelsen@napnap.org](mailto:lnelsen@napnap.org) approximately 6-8 weeks after the live event. NAPNAP recommends that sponsors do not print materials or go live with web sites before approval from NAPNAP has been received. NAPNAP is not liable for any expenses the sponsor may incur if changes must be made to pieces that have already been produced. All re-purposed material must contain the designated NAPNAP disclaimer.

**\*Post-Conference Derivative Program** - Any enduring materials or programs that are produced based on the content of this symposium **must** be submitted to NAPNAP for review and NAPNAP CE accreditation. A formal Post-Conference Derivative Program Request Form must be filled out and may be submitted up to 4 weeks before the annual conference or within 3-4 weeks after the conference. *NAPNAP will not designate final approval for any derivative or enduring materials until after the conference.*

**Cost: \$15,000**