

HEALTH CARE PROFESSIONALS NETWORKING OPPORTUNITIES CLINICAL TOPICS PHARMACOLOGY INTENSIVE WORKSHOPS EVIDENCE-BASED PRACTICE
 BUSINESS MEETING PROFESSIONAL ISSUES REVIEW COURSE HEALTH POLICY UPDATES POSTER SESSION CLINICAL ROUND UPS PEDIATRIC HEALTH CARE
 HEALTH CARE INDUSTRY PARTNERS CONTINUING EDUCATION INTERACTIVE EXHIBIT HALL SPECIAL INTEREST GROUPS CHAPTER OFFICER EVENTS
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NAPNAP

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PRELIMINARY 2014 EXHIBIT HALL SCHEDULE

(subject to change)

Move-In

Monday, March 10 8:00 AM – 5:00 PM

Tuesday, March 11 8:00 AM – 10:00 AM
 Final Touches

Exhibit Hall Hours

Tuesday, March 11 11:30 AM – 2:00 PM
 Dedicated exhibit hours

6:00 PM – 7:30 PM
 Opening Reception in Exhibit Hall
 Dedicated exhibit hours

Wednesday, March 12 12:15 PM – 2:15 PM
 4:30 PM – 6:30 PM
 Snack/beverage break in Exhibit Hall

Thursday, March 13 8:00 AM – 11:00 AM
 Coffee/Breakfast in Exhibit Hall

Move-Out

Thursday, March 13 11:00 AM – 5:00 PM



Conference: March 11–14, 2014
 Exhibits: March 11–13, 2014
 Exhibit Hall C-D
 Hynes Convention Center, Boston, MA

Exhibit Space is Limited.

PROMOTING
OPTIMAL HEALTH
FOR CHILDREN



'14

INVITATION
TO
EXHIBIT

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

Conference Dates: March 11 – 14, 2014

Exhibits Dates: March 11 – 13, 2014

Hynes Convention Center, Boston, MA



The National Association of Pediatric Nurse Practitioners invites you to exhibit at 35th Annual Conference in Boston, MA, March 11–13, 2014

Your participation at this meeting offers opportunities to connect with 1,500 Pediatric Nurse Practitioners (PNPs). PNPs are a valuable part of the healthcare team, interacting with parents, patients, physicians and other health care professionals on a daily basis. PNPs provide health care to newborns, infants, children, adolescents and young adults, including ordering diagnostic tests, prescribing medications, giving immunizations, coordinating services and making referrals to other professionals as appropriate.

PNPs provide education, support, and health care counseling to the families of their patients, and are in demand due to consumer recognition, acceptance and satisfaction. As an exhibitor, you will have three days to showcase your products and services to PNPs, healthcare providers who spend time each day with children and families and who are key decision makers in pediatric health care.

Where do PNPs Practice?

Wherever children are receiving health care, a PNP is likely nearby! PNPs work in primary care, specialty care, hospital-based clinics, acute care hospitals, emergency rooms, pediatric offices, public health facilities and elementary schools. PNPs are an integral part of the health care system.

The 2014 NAPNAP Annual Conference includes:

- Concurrent, Plenary and General sessions targeted at all audiences
- Over 20 hours of NAPNAP continuing education contact hours, including pharmacology hours
- PNP certification review course
- Intensive, interactive pre and post conference workshops
- NAPNAP's Executive Board events, Business Meeting and Committee Meetings

About NAPNAP

NAPNAP is the professional association for PNPs and other advanced practice nurses who care for children.

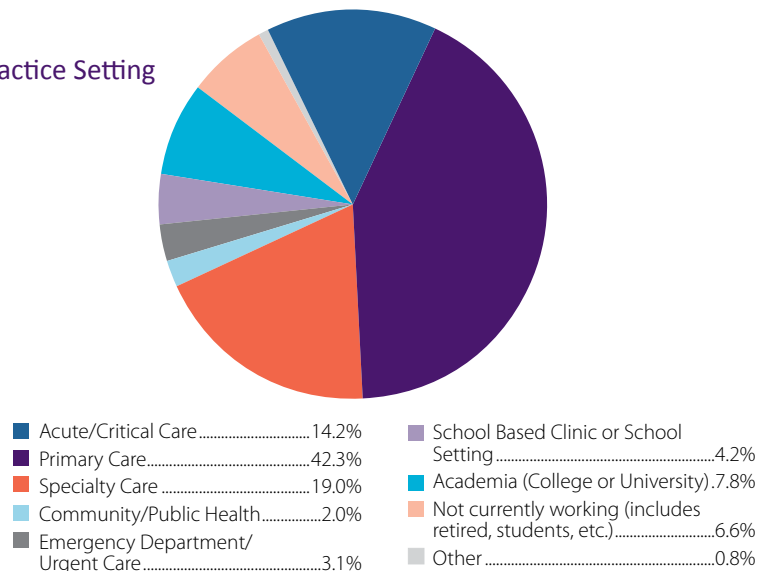
Established in 1973, NAPNAP has been actively advocating for children's health by providing funding, education and research opportunities to PNPs; influencing legislation that affects maternal/child health care; and producing and distributing educational materials to parents and families.

NAPNAP's Mission

Promoting optimal health for children through leadership, practice, advocacy, education and research.

THE NAPNAP CONFERENCE ATTENDEE*

Practice Setting



Top five Health Problems Managed by PNPs

- Asthma/Respiratory Illness
- Dermatological Problems
- Allergies
- Cardiac/Cardiovascular Disease
- Adolescent GYN Issues

Top Five Medications Prescribed by PNPs

- Antibiotics
- Asthma Medications (bronchodilators, nasal steroids, etc.)
- Immunizations
- Atopics/Topical Creams/Dermatology Products
- Pain Medication/NSAIDS

Top Five Product/Services PNPs Recommend

- Asthma Supplies
- Counseling/Mental Health Referral
- Nutrition Items/Fiber/Incontinence Products
- Breastfeeding Supplies
- Durable Medical Equipment

Bottom Line: PNPs are key decision-makers in pediatric health care and are the providers spending time talking to parents. ACT NOW to reserve your space at NAPNAP's 35th Annual Conference!

** Information compiled from attendees who responded to the conference survey at the 2013 Annual Conference, Orlando, FL.*

85.3%
of attendees report
visiting the Exhibit Hall
to learn about
new products.

EXHIBIT INFORMATION

Exhibit Space Allocation

Assignments are based upon the order of receipt of application and deposit.

Whenever possible, Show Management will make requested space assignments in accordance with location preference indicated on exhibit space application. However, Show Management reserves the right to make the final determination of all space assignments, which are in the best interest of the exposition.

For the current floor plan, exhibitor list and application for booth space, go to www.napnap.org. Click on the conference link to access exhibitor information.

"The NAPNAP Conference is one of our favorite meetings and we are looking forward to Boston!"

LOIS DROTAR
NORTH AMERICA PEDIATRIC SALES MANAGER
HILL DERM ASSOCIATES, INC.

Exhibit Space Costs

The minimum booth size is 10' by 10', 100 square feet.

Regular Booth Rate

\$3000 per 10' x 10' booth
plus \$200 for each exposed corner
If two or more booths are purchased,
a 5% discount will apply.

Gold and Silver Circle Members receive a \$150 discount on the purchase of one booth, or a 5% discount on the purchase of two or more booths (\$150 discount on one booth will not apply); Platinum Circle Members receive one FREE 10' x 10' booth!

Recruiter Row

\$2500* per 10' x 10' booth
plus \$200 for each exposed corner

This section is for Hospital Recruiters and Universities. Limited to single hospital or hospital system recruiting nurse practitioners to fulfill jobs at their specific hospital OR to universities recruiting nurse practitioner students.

Recruiter Row rate includes one 6' draped table, two chairs, one wastebasket and carpet. Carpet and drape color to be determined by NAPNAP. Includes the following benefits: one conference member registration for an employee of the hospital or university (registrant must be a NAPNAP member and must be employed by the hospital or university) and discounted NAPNAP Continuing Education Accreditation offer.

OVER HALF
OF THE BOOTHS
ARE ALREADY
SOLD OUT!

Non-Profit Organization Rate

\$2000* per 10' x 10' booth
plus \$200 for each exposed corner

For non-profit organizations, exhibit space is open to those who qualify as section 501(c)(3) or 501(c)(6) organizations, not including hospitals or hospital recruiters. Non-profit organization rate includes one 6' draped table, two chairs, one wastebasket and carpet. Carpet and drape color to be determined by NAPNAP.

** Exhibit space at this discounted rate is limited to one booth per company and full payment must be enclosed with the exhibit space application. No other discounts will apply.*

All products/services must directly relate to pediatric health care. NAPNAP reserves the right to reject applications for exhibit space from those organizations, hospitals or companies whose products or services do not meet the aforementioned criteria.

Corporate Circle Members Receive Exclusive Benefits!

Booth discounts, Passport participation, Strategic Partner discounts, additional points and more! For a complete list of Corporate Circle benefits, visit napnap.org and click on Member Center.

60% of PNPs
either recommend
or make purchasing
decisions.

Benefits of Exhibiting

- Valuable feedback on products or services and the opportunity to develop trust and rapport with prospective customers
- Targeted networking opportunities including the Opening Reception in the exhibit hall and the Awards Breakfast
- Opportunity to purchase a link on NAPNAP's website
- Opportunity to purchase pre/post-conference attendee mailing lists for mailing pieces pre-approved by NAPNAP

Included In Your Rental Fee

- Company listing in real time floor plan at napnap.org and in the on-site program distributed to attendees
- Three (3) Booth Personnel Registrations per 10' x 10' booth (Additional badges are \$150. Badges cannot be shared among booth personnel.)
- 7" x 44" company identification sign (company name and booth number)
- 8' high draped back wall, 3' side walls
- Exhibitor Service Kit available online 90 days before the conference

Payments

To be considered for exhibit space, all regular booth applications must be accompanied by a deposit of \$500 (payable in U.S. funds and drawn on a U.S. bank) per 100 square feet of the total space requested. Applications received without a deposit, or deposits received without an application, will not be processed. The balance is due on December 6, 2013. All applications received after December 6, 2013 must include full payment.

Non-Profit Organizations and Recruiters Row exhibit space applications must be accompanied by full payment. Applications received without full payment, or full payments received without an application, will not be processed.

"NAPNAP has it right — the schedule is great, the traffic is busy, and the PNPs are fantastic!"

ROBB MORSE, MARKETING DIRECTOR
MAGELLAN DIAGNOSTICS

Sponsorship, Promotional and Partnership Opportunities

Supporting NAPNAP through a Conference Partnership is a great way to heighten your visibility and enhance your marketing efforts at the NAPNAP Annual Conference. Each partnership opportunity offers unique visibility and benefits that are a perfect complement to your 2014 marketing plan! *Corporate Circle members at the Silver Circle and above receive special discounts on partnership participation.*

- Passport to Prizes activity encourages attendees to visit your booth.
- Ancillary events (both continuing education and non-CE) provide an opportunity for attendees to attend additional educational sessions or to gain information on specific products and/or therapeutic areas during the conference.
- Advertising opportunities in printed materials, pre-conference mailings, registration bag inserts, on website and hotel room drops increase your company's visibility both before and during the conference.

Visit www.napnap.org/Events/AnnualConference.aspx for more information.