

# SPONSOR/EXHIBITOR APPLICATION

PLEASE PRINT OR TYPE. PLEASE MAKE CHECKS PAYABLE TO **APAOG**.

\***SELECTION**  GOLD EXHIBITOR  SILVER EXHIBITOR  BRONZE EXHIBITOR  WELCOME RECEPTION  DESSERT RECEPTION  OTHER \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ COMPANY WEBSITE \_\_\_\_\_

EXACT NAME ON BOOTH SIGN \_\_\_\_\_

COMPANIES PREFERRED IN CLOSE PROXIMITY \_\_\_\_\_

COMPANIES TO AVOID PLACEMENT BY \_\_\_\_\_

**AGREEMENT** We understand that booth assignments will be made on a first-come, first-paid basis. APAOG agrees to hold space for the company signing this application and returning it to the APAOG office with full payment. In the case of cancellation, a refund less 10% will be possible only if APAOG receives your cancellation in writing by February 1, 2010. No refunds will be made for cancellations received after **February 1, 2010**. There are no exceptions to this rule. The authorized signature makes this contract firm and binding, and we understand and agree to abide by all rules, regulations and conditions of this contract.

SIGNATURE OF AUTHORIZED REPRESENTATIVE \_\_\_\_\_

\*Camera-ready (high resolution) artwork for the Conference Program is due in APAOG's National Conference office no later than **February 1, 2010**.

**COMPLETE AND RETURN TO** APAOG c/o Minerva Medical Communications, LLC 1324 Edgewood Avenue South Jacksonville, FLORIDA 32205  
**TEL** 904-388-3265 **FAX** 904-387-9496 **E-MAIL** APAOG@minervamedcomm.com **APAOG** 501(c)(3) organization **FEDERAL TAX ID** #39-1710481 **WEB** www.paobgyn.org

2010  
NATIONAL WOMEN'S HEALTH CONFERENCE  
PRACTICAL APPLICATION OF EVIDENCE-BASED MEDICINE  
LAS VEGAS NEVADA FLAMINGO LAS VEGAS MARCH 4-6 2010

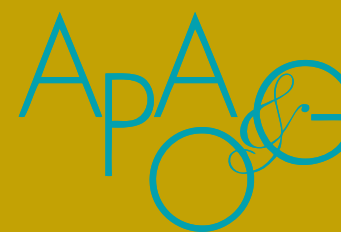
ASSOCIATION OF  
PHYSICIAN ASSISTANTS IN  
OBSTETRICS & GYNECOLOGY



C/O MINERVA MEDICAL COMMUNICATIONS  
1324 EDGEWOOD AVENUE SOUTH  
JACKSONVILLE, FLORIDA 32205

# 2010 NATIONAL WOMEN'S HEALTH CONFERENCE

## PRACTICAL APPLICATION OF EVIDENCE-BASED MEDICINE



ASSOCIATION OF  
PHYSICIAN ASSISTANTS IN  
OBSTETRICS & GYNECOLOGY



WITH KNOWLEDGE  
COMES POWER

LAS VEGAS NEVADA  
FLAMINGO LAS VEGAS  
MARCH 4-6 2010

EXHIBITOR  
& SPONSOR  
INVITATION

# 2010 NATIONAL WOMEN'S HEALTH CONFERENCE

PRACTICAL APPLICATION OF EVIDENCE-BASED MEDICINE

## TARGET AUDIENCE

This 2010 Conference is open to physician assistants, nurse practitioners, registered nurses, and all clinicians with an interest and dedication to the health of women.

## CONFERENCE PURPOSE

Each clinician strives to provide the best possible patient care, and now more than ever that means keeping clinical practice up-to-date with current evidence-based medicine. This conference will highlight today's top issues in women's health and focus on the practical applications of emerging research, ultimately answering the question, "What is the new Standard of Practice?" From contraception to infertility, osteoporosis to overactive bladder, this conference will address this question. Conference attendees will also have the opportunity to engage in colloquial discussion with one another as well as with the conference faculty.

## PACKAGE OPTIONS

Showcase your products and services with a variety of choices of sponsorship. We have added some new options to this year's program.

<b>BRONZE</b> The Bronze package includes a listing in printed materials, on-site signage, a draped 6-foot display table with chairs, and registration for two company representatives. It also includes special recognition in signage, ribbons, and printed materials, as well as acknowledgement in the program brochure and on the APAOG website.	<b>\$1,650</b>	<b>SILVER</b> The Silver package includes everything in the Bronze package, plus advertising space for a half-page advertisement, an exclusive post-show attendee list, and your company logo displayed on the APAOG website.	<b>\$3,100</b>
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<b>GOLD (BEST VALUE)</b> The Gold package includes everything in the Bronze package, but with the option to secure an 8'x10' space* or a 12-foot display table, plus advertising space for a full-page advertisement, an exclusive post-show attendee list, your company logo on the cover of the program brochure, and a link to your company website on the APAOG website.	<b>\$5,000</b>	<b>BOOTH SIZE UPGRADE</b> Companies opting for the Bronze or Silver package have the opportunity to upgrade their booth size to 8'x10'* for an additional cost.	<b>\$500</b>
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<b>WELCOME RECEPTION</b> Exclusive Sponsorship: This is the official opening event to the Conference and your opportunity to be recognized and receive maximum visibility. The sponsorship includes food and beverage for the event under APAOG management. Includes a full-page advertisement in program brochure, your company name and logo at food stations, your logo on the APAOG website, and the opportunity to provide service items with your company logo.	<b>\$4,000</b>	<b>DESSERT RECEPTION</b> Exclusive Sponsorship: This is a new option being offered for Thursday, March 4. The dessert reception is a unique opportunity to greet attendees as they arrive before the official program begins. The sponsorship includes coffee, hot chocolate, and an array of desserts. The event will be managed by APAOG. The package includes a half-page advertisement in program brochure, your company name and logo at reception and on the APAOG website, and the opportunity to provide service items with your company logo.	<b>\$2,000</b>
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## INDIVIDUAL OPTIONS

<b>FULL PAGE ADVERTISEMENT</b>	<b>\$600</b>	<b>HALF-PAGE ADVERTISEMENT</b>	<b>\$300</b>
<b>LOGO DISPLAY</b> Logo displayed on the program and the APAOG website.	<b>\$200</b>	<b>COMPANY LINK</b> Link to your company website on the APAOG website.	<b>\$250</b>
<b>LOGO DISPLAY &amp; COMPANY LINK COMBO</b> Logo displayed on the program and the APAOG website, and a link to your company's webpage displayed on the APAOG website.	<b>\$400</b>		

## ADDITIONAL OPTIONS

**PROMOTIONAL SESSIONS**  
APAOG offers a limited number of opportunities to present sessions that are promotional in nature and can mention specific product names, etc. These sessions offer the supporting company the opportunity to select the topic and speaker, and are usually presented during a meal function with the sponsor providing funding for the meal and speaker honoraria/expenses. Contact APAOG at [APAOG@minervamedcomm.com](mailto:APAOG@minervamedcomm.com).

**BREAKFASTS & BREAKS** **COST VARIES**  
The sponsored breakfast or break secures maximum recognition of your company. The sponsorship includes food and beverage for the event under APAOG management. The cost varies depending on size and type of symposia. Please contact APAOG to discuss specific details. Includes recognition in printed materials and verbally, and your company name and logo at food stations and on the APAOG website.

\*The 8 x 10 foot exhibit spaces are limited!

**APAOG** was founded in 1991 and is the only professional association devoted exclusively to PAs practicing in women's health. We are a recognized specialty organization of the American Academy of Physician Assistants (AAPA).

The mission of APAOG is to improve the health care of women by supporting physician/PA teams to provide cost-effective, quality care to female patients while promoting a network of communication and education between providers dedicated to women's health.

## EXHIBIT DATES & TIMES

### FRIDAY MARCH 5TH

**4:00 PM** EXHIBITOR SET-UP  
**6:00 PM** EXHIBIT HALL OPENS  
**7:30 PM** EXHIBIT HALL CLOSES  
*\*TIMES SUBJECT TO CHANGE*

### SATURDAY MARCH 6TH

**7:00 AM** EXHIBIT HALL OPENS  
*ALL BREAKS SCHEDULED IN EXHIBIT HALL*  
**3:30 PM** DISMANTLE EXHIBITS

## LANYARDS

Exclusive Sponsorship: The Sponsor provides lanyards at their cost and must be approved by APAOG.

## CUSTOMIZED ARRANGEMENT FOR YOU & YOUR COMPANY

To accommodate ongoing changes in the healthcare profession, APAOG is willing to customize options to facilitate your support and participation (speakers, meals, events, etc). For more information, contact the APAOG Conference office at [APAOG@minervamedcomm.com](mailto:APAOG@minervamedcomm.com).

## SPACE ASSIGNMENT

Whenever possible, exhibit space will be assigned according to the exhibitor's choice, but the final arrangements will be determined by APAOG. Space will be assigned on a first-come, first-served basis and will only be made when APAOG receives full payment.

## HOTEL ACCOMMODATIONS

APAOG has arranged for rooms with the Flamingo Las Vegas for conference participants for the nights of **March 4, 5, and 6, 2010**. The rate is **\$129 per night**. Reservations can be made by calling **1-800-835-5686**, or through the APAOG website [www.minervamedcomm.com/apaog](http://www.minervamedcomm.com/apaog). When making the reservation, identify yourself with the APAOG-National Women's Health Conference, or reference **group code SFHC10** to receive this rate. Rates are guaranteed only until **February 2, 2010**. Book early as hotel rooms may sell out!

## SHIPPING INFORMATION (FOR PACKAGES, ETC.)

Packages may be shipped beginning **February 2, 2010**.

**Each package must indicate clearly the following information next to the address label:**

1. Name of the guest who will claim the package. Photo ID required.
2. Date of the functions or guest arrival.
3. Meeting Room or Booth Number.
4. Name of conference: National Women's Health Conference.

## DOOR PRIZES

Donated items will be awarded during random drawings from among the names of exhibit-area visitors. This encourages interaction between Conference attendees and exhibitors. Includes recognition in printed materials, on the APAOG website and verbally.

## VARIOUS

## EXHIBITOR CANCELLATION

Notification of an exhibitor's decision to cancel exhibit space must be submitted in writing to APAOG. A refund, less a 10% processing fee, will be possible only if the cancellation notice is received in writing no later than **February 1, 2010**. No refunds will be made for cancellations received after **February 1, 2010**. There are no exceptions to this rule. APAOG reserves the right to resell any cancelled exhibit space without notification to the canceling party or without refunding any fees paid by the exhibitor.

## RECEIVING/HANDLING/STORAGE FEES

<b>Overnight letters</b>	<b>\$5.00</b>
<b>0-15 lbs.</b>	<b>\$6.00</b>
<b>16-30 lbs.</b>	<b>\$10.00</b>
<b>31-50 lbs.</b>	<b>\$15.00</b>
<b>51-75 lbs.</b>	<b>\$20.00</b>
<b>76-100 lbs.</b>	<b>\$40.00</b>
<b>101 lbs. +</b>	<b>\$.50 per lb.</b>

**Accepted payment methods include all major credit cards.**

The Business Center can be reached by **phone at 702-457-2777** or by **fax at 702-733-3528**.

In compliance with the **Americans with Disabilities Act**, please advise APAOG should you have any special requirements, need assistance or have special dietary needs.