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# ANNUAL CME CONFERENCE

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*THE RIDGELINE HOTEL  
ESTES PARK, CO  
MARCH 4-6, 2022*

EXHIBITOR PROSPECTUS

# THE CONFERENCE



## WHO ATTENDS

With our 2021 symposium taking a different style of a virtual conference, CAPA still had a great turn out of 85 attendees. The 2019 year, which was our last in-person conference, CAPA had a strong attendance at over 200 attendees. We anticipate a higher volume for 2022 with in-person events being held and the population seeing more vaccinated!



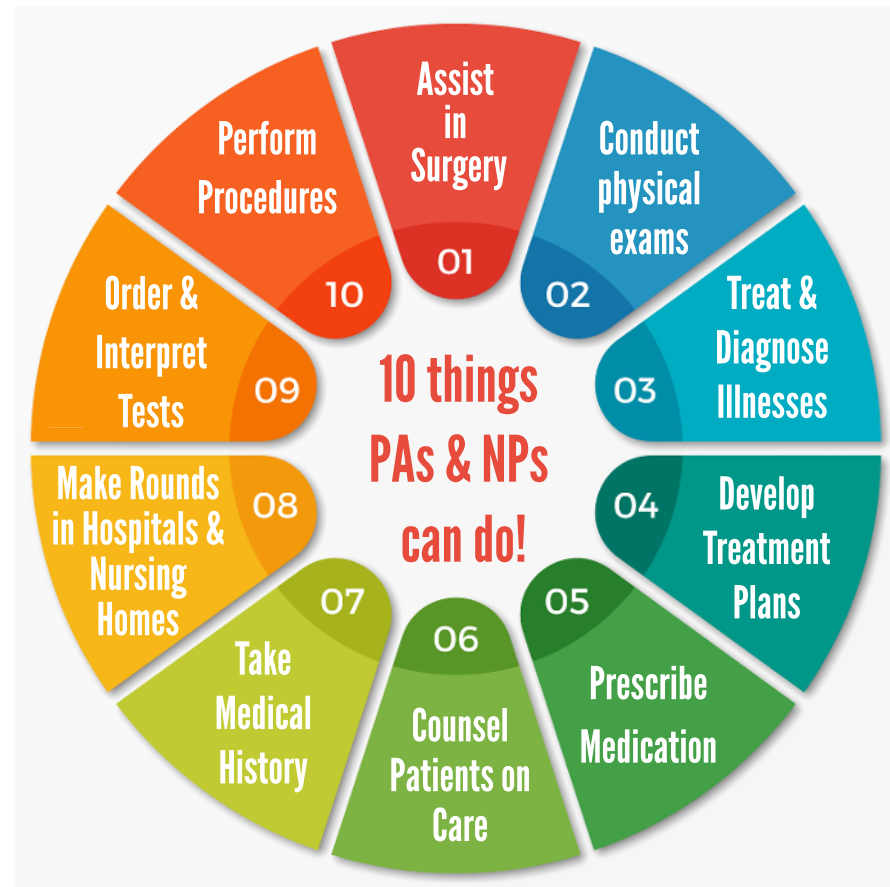
## PA FACTS

**PAs** have more than 400 MILLION patient interactions per year.

1500,000 **PAs** currently reside and work in the U.S. 35% in hospitals; 5.2% in urgent care; 52.2% in outpatient office or clinic; 7.2% other.

93% of patients felt **PAs** are trusted healthcare providers.

91% of patients felt **PAs** improve the quality of healthcare.



# EXHIBITOR INFORMATION

Dedicated hall hours are set aside, with no outside classes or meetings scheduled. Product Theater breakfasts, lunches, and dinners will be served with traffic-driving programs and giveaways promoting attendee engagement.

Conference Dates: March 4-6, 2022

Exhibit Dates: March 4-5, 2022

## EXHIBIT HALL TIMES \*

**Exhibitor Registration & Move-In:**

**Friday** 7:00 am - 10:00 am

**Exhibit Area Open:**

**Friday:** 10:30am - 3pm

Breakfast & Refreshment Breaks

**Saturday:** 10:30am - 3pm

Breakfast & Refreshment Breaks

**Tear Down:**

**Saturday** after the afternoon break

\*TIMES ARE SUBJECT TO CHANGE

## LOCATION:

The Ridgeline Hotel -

101 S. St. Vrain Ave - Estes Park, Co 80517

tel. 970-480-0110

**EXHIBITORS FEES: \$1000**

## EXHIBIT SPACE

All exhibits are one(1) 6-foot skirted traditional tabletop exhibits. One complimentary exhibit hall pass. Recognition as an exhibitor on CAPA website & mobile app.

## EXHIBITOR BONUS

Attendee list - Pre-conference attendee email blast - Better exhibit hall location. (First come first serve)

# SPONSORSHIP OPPORTUNITIES

## **PLATINUM SPONSOR- \$15,000**

- Wi-fi Sponsor for all attendees with logo on business size card at registration with wifi code.
- Conference Hotel Key Card Sponsor. All hotel key cards will have sponsor logo on them.
- Welcome Reception:
  - brief presentation
  - logo on screen
  - open bar for participants for one hour (food not included)
- Premium placement signage recognition as Platinum Sponsor
- Email blast to attendees prior to event.
- Premier recognition on CAPA website & mobile app
- Premium exhibit space
- Attendee contact list

## **GOLD SPONSOR- \$10,000**

- Napkins and coasters at breaks with company logo outside conf. room.
- Phone & laptop recharging table sponsor with company logo on signage
- Signage recognition as Gold Sponsor
- Email blast to attendees prior to event
- Recognition on CAPA website & mobile app
- Premium exhibit space
- Attendee contact list



# SPONSORSHIP OPPORTUNITIES

## **SILVER SPONSOR- \$5,000**

- Logo Note Pads & Pens in registration bags
- Email blast to attendees prior to event.
- Recognition on CAPA website
- Premium exhibit space
- Attendee contact list

## **MOBILE APP SPONSOR- \$2,500**

- Signage recognition w/instructions at registration
- Recognition as Mobile App Sponsor on the website/app
- All instructions will be emailed to attendees with logo included in email.

# SPONSORSHIP OPPORTUNITIES

## Audio Visual Sponsor

**\$10,000**

This sponsorship helps provided the technology needed to deliver a dynamic conference.

- Complimentary table-top exhibitor booth and sponsorship signage at the booth.
- Signage recognition at registration and in the conference space.
- Logo and company name highlighted on the mobile app & website
- Attendee contact list

## Session Sponsor

**\$1,000 per session**

This sponsorship helps provided the speakers needed to deliver a dynamic conference.

- Recognition on mobile app & website for the session
- Logo on conference agenda for session
- Option for sponsor representative to introduce session speaker

## Coffee Break Sponsor

**\$3,000 each opportunity\***

Attendees have the opportunity to network with the exhibitors in-between sessions .

- Choice of coffee tumbler design and color
- Cost includes the tumbler production (additional tumblers can be purchased for future use.)
- Company name and logo prominently displayed on all tumblers.
- Complimentary table-top exhibitor booth and sponsorship signage at the booth.
- Coffee price included.

## Conference Lanyard Sponsor

**\$2,500**

All participants receive a lanyard to securely keep their name-tags & other important information for easy access at registration.

- Choice of lanyard design and color
- The cost of lanyards are in addition to the sponsorship cost.
- Company name and logo prominently displayed on all lanyards
- Complimentary table-top exhibitor booth and sponsorship signage at the booth.

# MOBILE APP SPONSORSHIP ADD-ONS

**Rotating Home Page Images**- One slot on a 4-5 sponsor rotating images on home page of mobile app.

\$1,000

**Social Wall** - Place your logo on the social wall of the mobile app.

\$1,000

**Session Banner Ad** - Place your logo under a specific session on the mobile app.

\$750

**Lead Retrieval for Scannable Badges**

\$150

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Reception Sponsor** - Brief Presentation with logo onscreen. Does not include one hour open bar.

\$2,000

**Insert in attendee bag** - Flyer insert into attendee bags.

\$250

**Email Blast to attendees.**

\$200

# PRODUCT THEATERS

Product theaters are 60 minute sessions that provide the sponsor with a live marketing opportunity. Product theaters may be scheduled at any of our breakfast or lunch times. These product theaters are promotional and usually concentrate on a specific product or medication. No CME credit is provided for these sessions.

## BREAKFAST PRODUCT THEATER

**\$2,500**

- logo displayed onscreen pre & post presentation, & signage at door
- post-conference attendee mailing list.
- recognition on CAPA website, mobile app & listed on agenda
- email blast advertising product theater.
- exhibit space.
- standard AV included
- **Note: food cost is NOT included**

## LUNCH PRODUCT THEATER

**\$3,000**

- logo displayed onscreen pre & post presentation, signage at door
- post-conference attendee mailing list
- recognition on CAPA website, mobile app, and listed on agenda
- email blast advertising product theater.
- exhibit space.
- standard AV included
- **Note: food costs is NOT included**

# Colorado Academy of PAs - 2022 Annual CME Conference

March 4-6th, 2022

Set Up: March 4th

Exhibit Dates: March 4-5th

The Ridgeline Hotel - 101 S. St. Vrain Ave - Estes Park, CO 80517

tel.(970) 480-0110



## Exhibitor/Sponsorship Application & Contract

### Contact Information

Company

Contact Name/Title

Email

Phone

Address

### Exhibit & Sponsorship Opportunities

#### Exhibit Opportunities:

- ☐ one six-foot table \$1,000
- ☐ Additional Exhibit Badge \$250

#### Premium Sponsorship:

- ☐ Platinum \$15,000
- ☐ Gold \$10,000
- ☐ Silver \$5,000
- ☐ Audio Visual \$10,000
- ☐ Conference Lanyard \$2,500
- ☐ Mobile App \$2,500
- ☐ Coffee Break \$3,000 each
- ☐ Session \$1,000 (per session)

\_\_\_ VISA \_\_\_ MasterCard \_\_\_ American Express  
\_\_\_ Discover \_\_\_ Check (payable to CAPA)

Card #

Name as it appears on card

Expiration Date

Security Code

Authorized Signature

#### Product Theaters:

- ☐ Friday Breakfast \$2,500\*
- ☐ Saturday Breakfast \$2,500\*
- ☐ Sunday Breakfast \$2,000\*
- ☐ Friday Lunch \$3,000\*
- ☐ Saturday Lunch \$3,000\*

**\*food costs are NOT included in fee**

By signing this contract we (the sponsor) agree to support the opportunity or opportunities listed above. Furthermore, a signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of CAPA. This contract is binding once signed.

\_\_\_ I have read and understood this agreement, and serve as an authorized agent for the applicant.

#### Add Ons:

- ☐ Rotating Home Page Image \$1,000
- ☐ Social Wall \$1,000
- ☐ Lead Retrieval for Scannable Badges \$1,000
- ☐ Hotel Room Door Drop \$1,500
- ☐ Session Banner Ad \$750
- ☐ One Page Flyer in Bags \$250
- ☐ Lead Retrieval w Mobile App Access \$150

**Total:**

Signature

Date

**CAPATax ID: 74-2559844**

#### Disclaimer:

Exhibitor assumes responsibility and agrees to indemnify and defend CAPA and the Ridgeline Hotel in Estes Park, CO and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither CAPA and the Ridgeline Hotel in Estes Park, CO insurance covers the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

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### Exhibitor Terms & Conditions

If, after the contract is entered into, Colorado Academy of Physician Assistants ("CAPA") fails or is unable to provide an Exhibitor with the opportunity to exhibit at the CAPA Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Exhibitor is not responsible for such failure, the Exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in the connection with the Application/Contract. In such case, CAPA shall bear no further liability or responsibility under such agreement.

EXHIBITOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY CAPA FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES, AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR CAPA OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF EXHIBIT SPACE.

**Acceptance of Application:** Acceptance of this application as an agreement between the Exhibitor and CAPA will occur only when an official confirmation packet has been sent by CAPA via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

**Exhibitor Regulations Agreement:** The undersigned acknowledges and agrees to the Exhibitor Regulations as published by CAPA (available upon request) which are considered to be part of this agreement between the Exhibitor and the CAPA.

**Cancellation Policy:** The undersigned acknowledges understanding of CAPA Exhibitor Cancellation Schedule: 60 or more days prior to the conference - full refund. 30-60 days prior to the conference - 50% refund. 30 days or less prior to the conference - no refund.

**Warranty of Authority:** The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is a duly authorized and appointed agent of the Exhibitor and is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company

**Please return these forms with payment to:**

**Dane Pratt**

**P. O. Box 12554**

**San Antonio, Texas 78212**

**dane@planitsat.com**

**P: 210-488-3193 F: 210-568-6375**