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LOUISIANA ACADEMY
OF
PHYSICIAN ASSISTANTS

ANNUAL CME CONFERENCE

New Orleans, LA - Crown Plaza French Quarter

March 16th - 18th 2022

EXHIBITOR PROSPECTUS

THE CONFERENCE



WHO ATTENDS

With our 2021 symposium taking a different style of a virtual conference, LAPA still had a great turn out of 85 attendees. The 2019 year, which was our last in-person conference, LAPA 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!



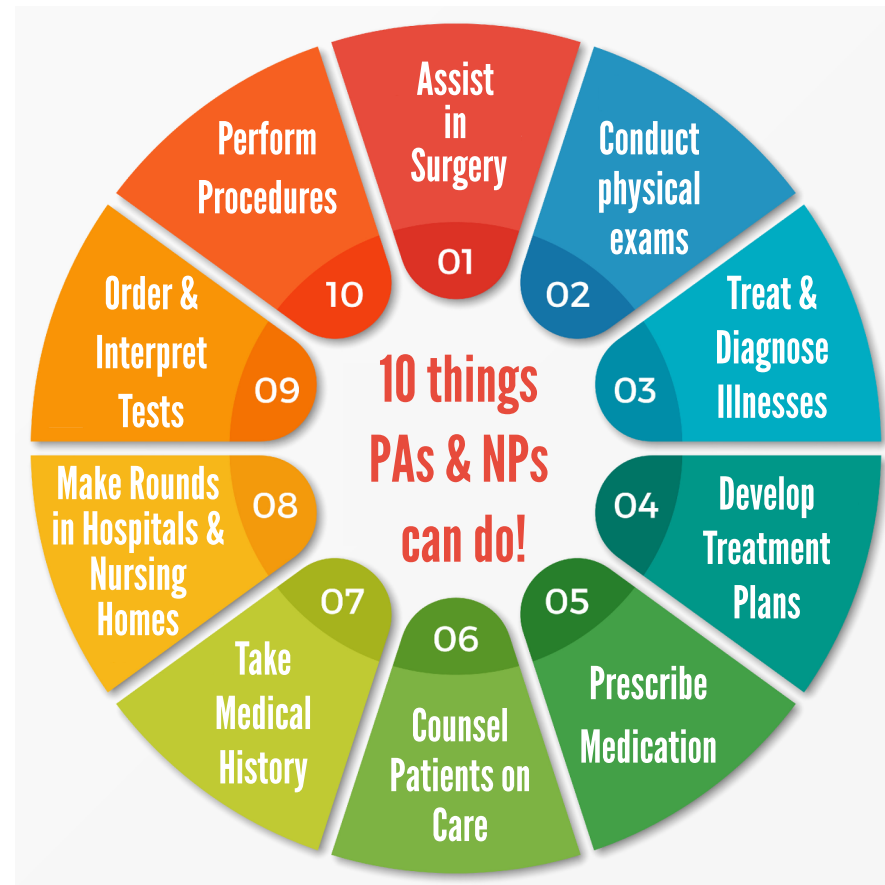
PA FACTS

PAs have more than 400 MILLION patient interactions per year.

131,000 PAs currently reside and work in the U.S. 36% in hospitals; 5.9% in urgent care; 53.3% in outpatient office or clinic; 4.3% 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 16th - 18th, 2022

Exhibit Dates: March 16th - 18th, 2022

EXHIBIT HALL TIMES

Exhibitor Registration & Move-In:

Wednesday, March 16th: 7:00 am - 10:00 am

Exhibit Area Open:

Wednesday, March 16th: 10am - 3pm

Breakfast & Refreshment Breaks

Thursday, March 17th - 3pm

Breakfast & Refreshment Breaks

Friday, March 18th: 7am-12pm

Morning exhibit hours

Tear Down:

Friday, March 18th at 12pm

*all times are subject to change

LOCATION

Crown Plaza French Quarter

739 Canal Street at Bourbon - New Orleans, LA 70130

tel. 504-962-0500

EXHIBITORS FEES: \$1,250

EXHIBIT SPACE

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

EXHIBITOR BONUS

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

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR- \$25,000

- 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 conference.
- Premier recognition on LAPA website & mobile app
- Premium exhibit space
- Attendee contact list

GOLD SPONSOR- \$15,000

- Napkins and coasters at breaks with company logo outside education 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 APA website & mobile app
- Premium exhibit space
- Attendee contact list

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR- \$10,000

- Logo Note Pads & Pens in registration bags
- Email blast to attendees prior to event.
- Recognition on LAPA 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

Conference Registration Bag Sponsor

\$3,000

All attendees receive a tote bag at registration.

- Company logo and name on the conference bag distributed to all attendees.
- Cost includes tote bag production
- Company brochures and promotional material in the tote bag.
- Complimentary table-top exhibitor booth and sponsorship signage at the booth.

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.
- Food 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.

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

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

\$8,500 / \$8,000*

- logo displayed onscreen pre & post presentation, & signage at door
- post-conference attendee mailing list
- recognition on LAPA website, mobile app & listed on agenda
- standard AV included
- Note: food cost is NOT included

LUNCH PRODUCT THEATER

\$13,000 / \$14,500*

- logo displayed onscreen pre & post presentation, signage at door
- post-conference attendee mailing list
- recognition on LAPA website, mobile app, and listed on agenda
- standard AV included
- Note: food costs is NOT included

Louisiana Society of PAs 2022 Annual CME Conference

March 16-18th, 2022

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Set Up: March 16th (7am-10pm)

Exhibit Dates: March 16-18th (W/Th 7am-6pm & F 7am-12pm)

Crown Plaza French Quarters / 739 Canal St. @ Bourbon New Orleans, LA 70130



Exhibitor/Sponsorship Application & Contract

Contact Information

Company

Contact Name/Title

Email

Phone

Address

Exhibit & Sponsorship Opportunities

Exhibit Opportunities:

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

____ VISA ____ MasterCard ____ American Express
____ Discover ____ Check (payable to LAPA)

Premium Sponsorship:

- ☐ Platinum \$25,000
- ☐ Gold \$15,000
- ☐ Silver \$10,000
- ☐ Podcast Booth \$25,000
- ☐ Audio Visual \$10,000
- ☐ Conference Registration Bag \$3,000
- ☐ Conference Lanyard \$2,500
- ☐ Mobile App \$2,000
- ☐ Coffee Break \$3,000 each
- ☐ Session \$1,000 (per session)

Card #

Name as it appears on card

Expiration Date

Security Code

Authorized Signature

Product Theaters:

- ☐ Wednesday Breakfast \$8,500*
- ☐ Thursday Breakfast \$8,500*
- ☐ Friday Breakfast \$8,000*
- ☐ Wednesday Lunch \$14,500*
- ☐ Thursday Lunch \$14,500*
- ☐ Friday Lunch \$13,000*

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 LAPA. This contract is binding once signed.

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

Add Ons: *food costs are NOT included in fee

- ☐ 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

Signature

Date

LAPATax ID: 72-0863754

Disclaimer:

Exhibitor assumes responsibility and agrees to indemnify and defend LAPA and the Crown Plaza 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 LAPA nor the Crown Plaza insurance covers the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Total: _____

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tel.(504) 962-0500



Exhibitor Terms & Conditions

If, after the contract is entered into, Louisiana Academy of Physician Assistants ("LAPA") fails or is unable to provide an Exhibitor with the opportunity to exhibit at the LAPA 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, LAPA 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 LAPA 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 LAPA 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 LAPA will occur only when an official confirmation packet has been sent by LAPA 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 LAPA (available upon request) which are considered to be part of this agreement between the Exhibitor and the LAPA.

Cancellation Policy: The undersigned acknowledges understanding of LAPA 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:

Monique Ochoa

P. O. Box 90434

San Antonio, Texas 78209

monique@ourlapa.org

P: 210-722-7622 F: 210-568-6375