EXHIBITOR PROSPECTUS

GEORGIA ASSOCIATION OF PAs
GAPA

JULY 10-14, 2023 | MARRIOTT HILTON HEAD RESORT

Start planning today! www.gapa.net

THE CONFERENCE

GAPA 2023 Annual Meeting offers exciting and productive opportunities to showcase your products and services to the most influential decision-makers in the Nation. Spend face-to-face time with current customers and meet prospective ones. GAPA provides the perfect venue to launch new products and gain real visibility. Our annual meeting is the perfect size for attendees to spend quality time with exhibitors, and we go the extra mile to ensure attendees come into the exhibit hall by providing breakfasts, breaks, and lunches in or around the exhibitor areas each day, as well as engage attendees with raffles and other incentives to ensure that you have the best opportunity to connect. For even more visibility, check out GAPA's sponsorship opportunities or product theaters.

WHO ATTENDS

Our 2022 live summer conference, GAPA had a great turn out of over 500 attendees including students. The year prior, our conference brought in a healthy number of attendees even with the pandemic. GAPA anticipates a higher volume for 2023 with in-person events being held.

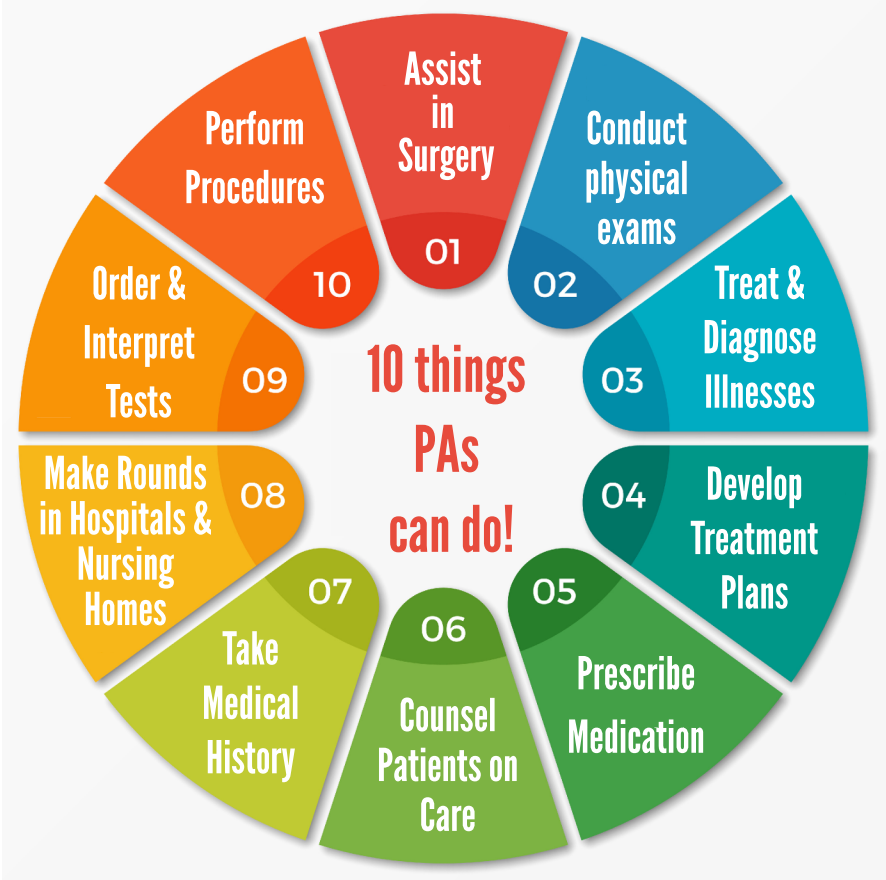
PA FACTS

PAs have more than 400 MILLION patient interactions per year.

95.7% of PAs prescribe medications, & those in full-time practice write an average of 20 prescriptions per day.

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.

The majority of PAs (57.4%) see three or more patients per day.



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: July 10th - 14th, 2023

Exhibit Dates: July 11th - 13th, 2023

EXHIBIT HALL TIMES

Exhibitor Registration & Move-In:

Monday, July 10, 2022. Please view event page. *Times subject to change.*

Exhibit Area Open:

Tuesday, July 11th:

Exhibit Break specified in agenda

Wednesday, July 12th:

Exhibit Break specified in agenda

Thursday, July 13th:

Exhibit Break specified in agenda

Morning exhibit hours only

Tear Down:

Thursday, July 13th after 11 am. Please view event page. *Times subject to change*

LOCATION

Marriott Hilton Head Resort & Spa

One Hotel Circle, Hilton Head Island, SC 29928

EXHIBITORS FEES: $1,500

EXHIBIT SPACE

All exhibits are one(1) 6-foot skirted traditional tabletop exhibits. One complimentary exhibit hall pass.

Recognition as an exhibitor on GAPA's website & mobile app.

Post-conference attendee list.

Post-conference attendee email blast.

(First come first serve) - Logo on website

***Exhibitor times are subject to change.**

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR- $30,000

- First choice of product theater lunch spot. Includes spot, standard audio visual and food for 100 people.
- 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.
- Lanyard sponsor. Your company will be on all the attendee lanyards.
- Premium placement signage recognition as Platinum Sponsor
- Premier recognition on GAPA website & mobile app
- Premium exhibit space
- Attendee contact list
- Branding decal on floor near registration
- Flyer insert in attendee bags
- Two social media posts on GAPA Social Media
- One email push to all attendees

Includes projector, microphone, screen, laptop and laser pointer. Plated lunch for 100 guests provided by GAPA. Marketing to attendees is included in fee. Product theater spot based on availability at time of purchase.

GOLD SPONSOR- $25,000

- Includes second choice of lunch product theater spot. Spot includes basic AV, food for 100, marketing to attendees.
- Phone & laptop recharging table sponsor with company logo on signage
- Coasters and napkins with sponsor logo to be placed at breaks and social events for attendees.
- Signage recognition as Gold Sponsor, product theater listed on agenda, 1 social media post, 1 push email to attendees
- Flier insert in attendee bags
- Recognition on GAPA's website & mobile app
- Premium exhibit space
- Attendee contact list

Spot based on availability at time of purchase. AV includes projector, screen, microphone, laser pointer and laptop. Lunch is included by GAPA for 100 attendees.

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR- $17,500

- Third choice of lunch product theater. Includes spot, food for 100, basic audio visual and marketing of event.
- Banner sign, Floor or window decal with logo near registration.
- Session sponsor of your choice on the agenda
- Flyer insert in attendee bags
- Recognition on GAPA website and mobile app
- Premium exhibit space
- Attendee contact list
- Disposable coffee cup sponsor at breaks

Spot based on availability at time of purchase. AV includes projector screen, microphone, laser pointer and laptop. Lunch is included by GAPA for 100 attendees.

WELCOME RECEPTION SPONSOR- $3,500

- Signage recognition at registration
- One welcome drink per attendee
- Table for sponsor at event for one hour
- Flier insert in attendee bags
- Event and sponsor recognition as Agenda, mobile app and on the website
- Event sponsorship emailed to attendees with logo included in email.

Includes a 6 foot table and one chair for sponsor to display materials, signage at event for sponsor and one drink per person at event.

SPONSORSHIP OPPORTUNITIES

Audio Visual Sponsor

$5,000 (4 offered)

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

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

Event Floor Decal

$1,500

- Company logo on event floor at registration.
- Company logo and name on a floor or wall decal for all attendees to view.
- Cost includes decal production.

Session Sponsor

$1,000 per session

This sponsorship helps provide 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

Registration Sponsor

$3,500

- Logo on registration confirmations after attendee registers.
- Logo and banner at registration check in desk
- Company name and logo prominently displayed on a flyer in attendee bags.
- Complimentary table-top exhibitor booth and sponsorship signage at the booth.

MOBILE APP SPONSORSHIP ADD-ONS

Lead Retrieval for Scannable Badges

$250

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

Mobile App Access- Connective way to virtually meet with attendees & share information

$199

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Hotel Room Door Drop - $750

Insert in attendee bag - cost covers the distribution of company-printed flyer into attendee bags. - $250

Email Blast to attendees. - $500

PRODUCT THEATERS

Product theaters are 50 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. Please provide your topic or title of the lecture on the registration form.

BREAKFAST PRODUCT THEATER

$7,500 includes breakfast

- logo displayed onscreen pre & post presentation, & signage at door
- post-conference attendee mailing list
- recognition on GAPA website, mobile app & listed on agenda
- standard AV included

Food cost is included. Menu selected will be GAPA's choice.

LUNCH PRODUCT THEATER

$15,000 includes food for 100

- logo displayed onscreen pre & post presentation, signage at door
- post-conference attendee mailing list
- recognition on GAPA website, mobile app, and listed on agenda
- standard AV included

Food costs is included for 100. Menu selected will be GAPA's choice.

GAPA Annual Summer CME Symposium

July 10th - 14th, 2023

*times are subject to change

Exhibit Dates: July 11th - 13th (Tues/Wed/Thur time TBD AM)

Exhibitor/Sponsorship Application & Contract

Contact Information

Company | Contact Name & Title

Company Contact Phone Number | Email

Onsite Contact Name & Title | Onsite Contact Phone | Email

Billing Address

Exhibit & Sponsorship Opportunities

Exhibit Opportunities:

- ☐ One six-foot table $1,500
- ☐ Additional Exhibit Badge $250

Premium Sponsorship:

- ☐ Platinum $30,000
- ☐ Gold $25,000
- ☐ Silver $17,500
- ☐ Audio Visual $5,000
- ☐ Reception $3,500
- ☐ Registration $3,000
- ☐ Session $1,000 (per session)

_____VISA ____MasterCard ____American Express

____Discover ____Check (payable to GAPA)

Card #

Name as it appears on card

Expiration Date | Security Code

Authorized Signature

Product Theaters: ***PLEASE CIRCLE THE DAY WANTED. *FOOD COST INCLUDED.***

- ☐ Tues, Wed, Thurs, Friday Breakfast $7,500*
- ☐ Tues, Wed, Thur, Friday Lunch $15,000*
  - ☐ Student Lunch $3,000*

*food costs are included in fee

Add Ons:

- ☐ Rotating Home Page Image $1,000
- ☐ Social Wall $1,000
- ☐ Hotel Room Door Drop $1,500
- ☐ Session Banner Ad $750
- ☐ One Page Flyer in Bags $250
- ☐ Email Blast to Attendess $500
- ☐ Lead Retrieval w/Mobile App Access $250

Total: _____

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 GAPA. This contract is binding once signed.

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

Signature | Date

GAPA Tax ID: 58-1296375

Disclaimer:
Exhibitor assumes responsibility and agrees to indemnify and defend GAPA and the Sandestin Golf & Beach Resort 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 GAPA nor the Sandestin Resort insurance covers the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

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Marriott Hilton Head Resort & Spa

One Hotel Circle, Hilton Head Island, SC 29928

Exhibitor Terms & Conditions

If, after the contract is entered into, the Georgia Association PAs ("GAPA") fails or is unable to provide a Sponsor with the opportunity to sponsor at the GAPA Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Sponsor is not responsible for such failure, the Sponsor'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, GAPA shall bear no further liability or responsibility under such agreement.

SPONSOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. SPONSOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY AFPPANP 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 SPONSOR OR AFPPANP OR THIRD PARTIES IN THE USE OF THE SPONSOR SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF SPONSOR SPACE.

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

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

Title _____ Date _____

Signature _____ Company _____

Please return these forms with payment to:
Monique Ochoa
P. O. Box 12554
San Antonio, Texas 78212
monique@gapa.net
P: 210-722-7622 F: 210-568-6375