

# Pennsylvania Society of Physician Assistants Sponsorship and Exhibiting Prospectus for 46<sup>th</sup> CME Conference



# WELCOME TO KALAHARI

The Pennsylvania Society of Physician Assistants (PSPA) invites you to participate in the 46th Annual CME Conference as a sponsor and/or exhibitor to meet physician assistants and other medical personnel at the Kalahari Resorts and Conventions in Pocono Manor, PA. The event will include in-person and virtual attendees.

**October 27-30, 2021**  
Exhibit Dates: Oct. 28-29



This annual event brings PA professionals and students from across the state of Pennsylvania and surrounding states to gather for current CME education, networking, and information about new and upcoming products and services that will help them in their daily work. Take this opportunity to reach these medical professionals and students by showcasing your products and services both in-person and online.

***Deadline for Sponsorship, Exhibiting and Advertising Opportunities is October 1 or until all items are sold. Availability is on a first come, first serve basis.***

Contact Natalie Norris at [nataliecmp@pspa.net](mailto:nataliecmp@pspa.net) with any questions.



# SPONSORSHIPS

**Increase the exposure of your brand with a sponsorship that gets your company noticed Before, During, and After the conference.**

## PRODUCT THEATER OPPORTUNITIES

**1 In-person and 2 Virtual Opportunities Available**

### In-Person Product Theater Presentation

Meet and greet the physician assistants and other medical personnel through an in-person Product Theater event. Product Theaters provide a live marketing opportunity to reach not only those who attend your event, but also those who read about your product through advertisements prior to and after the conference.

Product Theaters are unopposed presentations with an average attendance of 75-100 attendees for an in-person presentation. Product Theaters are promotional in nature (not accredited and do not provide CME).

Attendance numbers may be determined by any social distancing policy that the hotel has in place on day of event.



One in-person dinner opportunity is available on Wednesday evening, October 27th from 6:15 pm – 7:30 pm. The opportunity is offered for 75 minutes including time for Q&A with the attendees. Company may provide flyers to be distributed at the conference.

#### **PSPA provides the following for in-person event:**

- meeting room
- audio-visual
- advertising of the Product Theater
- pre-registration (if reserved by May 1<sup>st</sup>)
- onsite registration

#### **The sponsor provides the following for in-person event:**

- speaker and speaker expenses
- selection of menu and cost of meal for attendees
- company may provide flyers to be distributed at the conference
- onsite signage for product theater
- product video

#### **Benefits:**

- Exhibit booths (in-person and virtual)
- Opportunity for posting product video in the virtual platform during the Thursday afternoon coffee break, including analytics report of attendance
- Half-page advertisement in the preliminary and onsite program based on date of submission
- Logo placement in banner locations throughout the virtual platform and app
- Company information including representative, logo, web link, product description, product video link on PSPA sponsor conference page from submission of sponsorship until December 31<sup>st</sup>
- Company information including representative, logo, web link, product description, product video link in PSPA quarterly newsletter mailed to all PSPA members after the conference
- Listing in preliminary and onsite program depending on date of submission

**Option 1 Fee:** \$12,500 – includes all benefits above

**Option 2 Fee:** \$15,000 – includes all benefits above plus logo included on opening page of the conference app with a link to product video

Payment is required before advertising begins.



**Virtual Product Theater Presentation**

Virtual opportunities are available during coffee break hours on Thursday mid-morning and Friday mid-morning. The presentation will be available for both in-person and online attendees. The presentation can be pre-recorded or live-streamed.

**PSPA provides the following for virtual event:**

- Virtual platform
- Advertising of the Product Theater in preliminary and onsite program based on date of submission
- Analytics report of attendance

**The sponsor company provides for virtual event:**

- Speaker and speaker expenses
- Product video up to 15 minutes

**Benefits:**

- Quarter-page ad in preliminary program and onsite program based on date of submission
- Logo placement in banner locations throughout the virtual platform and app
- Company information including representative, logo, web link, product description, product video link on PSPA sponsor conference page from submission of sponsorship until December 31<sup>st</sup>
- Company information including representative, logo, web link, product description, product video link in PSPA quarterly newsletter mailed to all PSPA members after the conference
- Listing in preliminary and onsite program depending on date of submission

**Fee:** \$4,500 – Payment is required before advertising begins

Advertisement Specification for Sponsorships	
Size	Dimensions (Inches)
¼ page vertical	3 ½" (w) x 4 ¾" (h)
½ page horizontal	8 ½" (w) x 5 ½" (h)
Artwork to be provided in one of the following formats with a minimum DPI of 300. Formats: jpg, eps, pdf. Artwork to be e-mailed to nataliecmp@pspa.net	

**General Membership Luncheon Sponsor - \$2,500**

- Representative to be recognized by the PSPA President at the beginning of the luncheon
- Company video of 2-3 minutes in length to be played as attendees enter the luncheon
- Quarter-page vertical advertisement in onsite program based on date of submission
- Logo placement in banner locations throughout the virtual platform and app
- Company information including representative, logo, web link, product description, product video link on PSPA sponsor conference page from submission of sponsorship until December 31<sup>st</sup>
- Company information including representative, logo, web link, product description, product video link in PSPA quarterly newsletter mailed to all PSPA members after the conference
- Listing in preliminary and onsite program depending on date of submission

**Tote Bag Sponsor - \$2,000**

- Tote bag provided by sponsor for in-person attendees (PSPA can assist sponsor in obtaining tote bags)
- One tote bag insert provided by company
- Logo placement in banner locations throughout the virtual platform and app
- Company information including representative, logo, web link, product description, product video link on PSPA sponsor conference page from submission of sponsorship until December 31<sup>st</sup>
- Company information including representative, logo, web link, product description, product video link in PSPA quarterly newsletter mailed to all PSPA members after the conference
- Listing in preliminary and onsite program depending on date of submission





### Registration Sponsor - \$2,000

- Logo and 2–3-minute video about product included on Registration web site page
- Signage on-site at Registration
- Logo placement in banner locations throughout the virtual platform and app
- A Kalahari Resort and Convention Center gift basket including items for the Waterpark to be contributed as a raffle prize in the exhibit hall from your company
- Logo placed on Kalahari gift card with a value of \$10 to the first 50 in-person attendees that register for the conference. Attendees will be able to use the gift card at any of the food and beverage outlets (including Starbucks, Pastry shoppe or any restaurant) at the Kalahari Resort and Convention Center. A quantity of 75 gift cards will be purchased so your organization will have 25 gift cards to distribute on-site.
- Company information including representative, logo, web link, product description, product video link on PSPA sponsor conference page from submission of sponsorship until December 31<sup>st</sup>
- Company information including representative, logo, web link, product description, product video link in PSPA quarterly newsletter mailed to all PSPA members after the conference
- Listing in preliminary and onsite program depending on date of submission

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Continental Breakfast in Exhibit Hall - \$1,500</li> <li><input type="checkbox"/> Badge Holders with company logo - \$1,250</li> <li><input type="checkbox"/> AM or PM Break in Exhibit Hall - \$1,000</li> <li><input type="checkbox"/> Personalized Hand Sanitizers - \$750 if provided by the PSPA with sponsor logo or \$250 if provided by sponsor</li> <li><input type="checkbox"/> Education Forum - \$250</li> <li><input type="checkbox"/> Student Forum - \$250</li> <li><input type="checkbox"/> Slide Show Ad viewed between sessions - \$250</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Notepads with company logo or statement - Minimum size 8.5" x 5.5" Company provides the notepads to be inserted into tote bags. - \$250.</li> <li><input type="checkbox"/> Pens with company logo. Company provides pens for attendees to be inserted into tote bags. - \$250.</li> </ul> <p><b>Benefits include:</b></p> <ul style="list-style-type: none"> <li>• Listing in preliminary and onsite program based on date of submission</li> <li>• Listing in PSPA quarterly newsletter mailed to all PSPA members after the conference</li> </ul> |
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## ADVERTISING: TOTE BAG INSERTS

Don't miss an opportunity to insert your company's literature or item into every attendee tote bag. Limited availability. Company will also be recognized in the virtual platform.

- Cost: \$350
- Reservation Deadline: October 1, 2021
- Size: 8.5 x 11 inches or smaller
- **Company provides tote bag insert. Quantity will be provided to company 5 weeks prior to conference.**



Do You Have a Sponsorship Idea in Mind?

Let's Talk!

Contact Natalie Norris at [nataliecmp@pspa.net](mailto:nataliecmp@pspa.net) with your idea and we can create a sponsorship package that meets your specific marketing need.

# EXHIBITING

Showcase your products, services, and expertise at the in-person and virtual exhibits. Exhibiting allows your company to meet and speak one-on-one with physician assistants and other medical personnel. The exhibit booth fee includes both an in-person and virtual booth.

Door prize drawings, food, and beverage events (including one breakfast and 3 breaks), will be held in the exhibit hall to encourage attendee traffic to your booth. Gamification will be in the virtual platform to encourage online visits.

***Companies will be able to select their booth location for the in-person exhibits and have a digital presence in the virtual exhibits by adding a company description, registering booth personnel with contact information, and uploading video and marketing documents. Virtual exhibits will remain online until June 30, 2022.***

## IMPORTANT 2021 DATES

- Conference Dates: October 27-30
- Exhibit Hall Dates: October 28-29
- Early Bird Booth Rate Deadline: July 1<sup>st</sup> or when booth space is sold out

Sponsorship opportunities and exhibit booths are confirmed upon receipt of payment. Availability is on a first come, first serve basis.

## Exhibiting Benefits:

- Analytics report of virtual booth visitors
- 8 x 10 tabletop space, 6 ft. skirted table, two chairs, ID sign, draped booth
- Two (2) complimentary registrations for exhibit booth. Additional staff are \$75 each  
**Note: Any company providing a door prize for the exhibit hall drawings may have one additional complimentary staff member in their booth.**
- Company name listed in the onsite program
- Attendee list with name, company, and city.

Company Type	Early Bird Rate until June 30th	Standard Rate begins July 1st
Pharmaceuticals/For-Profit Companies	\$1,000	\$1,300
Non-Profit and Non-Pharmaceutical Companies	\$500	\$800
PA Schools or PA Associations	\$250	\$350
PA Marketplace <i>The PA Marketplace is intended to be a showcase for PAs that have a side-business, hobby, or handmade product.</i>	\$100 plus a donated item for the exhibit hall prize drawing	\$100 plus a donated item for the exhibit hall prize drawing

**Booth assignments are first come, first serve once payment has been received.**

### Installation

**Wednesday**, October 27, Noon-6:00 pm

### Dismantle

**Friday**, October 29, Noon – 4 pm

### Exhibit Hall Extended Hours

**Thursday**, October 28

10:00 am – Exhibit Hall Opens

12:00 pm – Lunch provided for exhibitors

4:30 pm – Exhibit Hall Closes

**Friday**, October 29

6:45 am – Exhibit Hall Opens for Continental Breakfast with attendees

12:00 pm – Exhibit Hall Closes

## 2021 Annual PSPA CME Conference Sponsorship & Exhibitor Contract

Questions?? Please reach out to Natalie Norris at [nataliecmp@pspa.net](mailto:nataliecmp@pspa.net) or (615) 599-5599.

CONTACT						
Company Name						
Your Name						
Signature (by signing you agree to the exhibitor terms, conditions, and cancellation policy)						
Address						
City				State	Zip	
Email						
Phone						
ITEM						PRICE
Booth Request						
Booth Location:	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	\$
Do not place me next to:						
Fee	Before June 30th See rates above		Starting July 1st See rates above		Quantity:	
Product Theater						
Topic of interest						\$
Sponsorship Request						
Name of Sponsorship:						\$
Tote Bag Insert						
Insert Fee	\$350					\$
<b>Authorized Total</b>						
<input type="checkbox"/> If exhibiting, check here that you have read and will abide by the Exhibitor Terms and Conditions of this contract.						
PAYMENT METHOD						
<b>Make Checks payable to: PSPA and mail with contract to address below.</b>				<b>Credit Card Payments may be faxed to (724) 836-4449.</b>		
Attn: 2021 CME Conference Pennsylvania Society of Physician Assistants PO Box 128 Greensburg, PA 15601  PSPA Tax ID: 251405655				Card #:		
				Security Code:		Exp Date:
				Billing Zip code		
				Signature		

***Sponsorship or booth registrations will only be refunded if the conference is cancelled. Substitutions of company personnel are allowed.***

**Credit Card Billing Address**

*Note: If the address of the billing credit card does not match cardholder above, please provide address of credit card.*

Name of card holder (please print) \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

## PSPA Exhibitor Terms and Conditions

1. **CHARACTER OF THE EXHIBIT.** PSPA reserves the right to determine the eligibility of any company and the right to restrict, prohibit, or evict any exhibitor or product which, in the opinion of Show Management, detracts from the character of the exposition or for any violation of the following Terms & Conditions. In the event of such restriction or eviction, PSPA is not liable for refunding exhibit fees or any other cost incurred by the exhibitor. Violations of the Terms & Conditions may also result in loss of exhibitor priority.

2. **TERMS OF PAYMENT.** All applications for exhibit space must be paid by exhibit dates.

3. **FAILURE TO MAKE PAYMENT AND SUBSTITUTIONS.** For failure to make full payments, PSPA reserves the right to charge the amount due on your credit card and resell your exhibit space without a notice or refund after September 1, 2021. Should staff change, exhibitors may send another staff member. New staff member will need to notify the PSPA in advance.

4. **SUBLEASING/SHARING of Exhibit Space** is not allowed. All signs, displays, and products in a booth must be related to the exhibitor's company.

5. **EXHIBIT SPACE ASSIGNMENTS** are made based on priority, availability, and need, with all assignments made in the best interest of the exposition. Show Management reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the exposition. Before exercising its discretion, Show Management will consult with the exhibitor.

6. **DISPLAYS AND EXHIBITS in Public View** are required to be appropriately finished on all sides and surfaces. If such surfaces remain unfinished at the start of the exposition, Show Management may request the vendor to affect the necessary finishing and the exhibitor will be required to pay all costs involved (if any).

7. **DAMAGE TO PROPERTY** caused by an exhibitor will be paid for by that exhibitor. Do not paint, tape, nail, screw, drill, or tack anything to the walls, columns, floor, or ceiling of the building, adjoining displays or the official contractor's display material.

8. **FIRE DEPARTMENT REGULATIONS** must be observed. Display and packing material must be flame-retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician.

9. **INSURANCE.** All Exhibitors, their contractors, and suppliers are required to carry liability and property insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Hazardous and nuisance-causing giveaways are prohibited. No helium balloons may be given away. All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition.

10. **EACH EXHIBITOR** shall indemnify and hold harmless PSPA and the exposition location for all liability in any act

or omission related to Exhibitor's exhibit or any act or omission of exhibitor or any of its employees or agents; including accident or injury to invitees, guests, exhibitor, their agents, and employees and including loss or damage to personal property.

11. **THE EXHIBITOR ASSUMES** the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Convention Center premises and will indemnify, defend, and hold harmless the Convention Center, its agents, servants, and employees from any and all such losses, damages, and claims.

12. **COMPLIANCE WITH LAWS.** Exhibitor shall not cause any violation of Federal, State, County, or City Laws, or the rules of the exposition location.

13. **LABOR AND CONTRACTORS.** Exhibitors that plan to use outside contractors must notify Show Management in writing 60 days prior to the exposition. Outside contractors are required to supply verification of liability insurance coverage. All labor must have local union clearance if unions are in place in the facility.

14. **COMPETITIVE meetings, sessions, or events** which conflict with the conference are prohibited and holding such events may prevent your organization from exhibiting in the future.

15. **INSTALLATION, SHOW, AND DISMANTLING hours and dates** shall be those specified by PSPA. Packing of exhibits prior to the close of the exposition is specifically prohibited. Any Exhibitor dismantling prior to close of exposition may be liable for the Early Dismantle Fee and signing this form indicates you agree to pay the Early Dismantle Fee of \$250. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date. Exhibitors are required to have minimum of one person present at booth during Exhibition Hall Hours.

16. **AMENDMENTS TO RULES AND REGULATIONS.** Show Management, at its discretion, may make reasonable changes, amendments, or additions to these Terms and Conditions. Any changes, amendments, or additions shall be binding on the exhibitor. The ruling of Show Management shall be final in all instances regarding use of any exhibit space.

17. **NOT ASSIGNABLE BY EXHIBITOR.** This Agreement may not be assigned by the Exhibitor absent the written consent of the PSPA.

18. **FREIGHT HANDLING.** An exhibitor may carry their own materials into the exhibit hall provided they do not use material-handling equipment to assist them. When exhibitors choose to carry their own material, they may not be permitted access to the loading dock/freight door areas.





Bring Your Family to the  
46th Annual PSPA CME Conference  
October 27-30, 2021

Kalahari Resort and Convention Center  
250 Kalahari Boulevard  
Pocono Manor, PA

Room rate \$149 plus local taxes of 9% per night

Room reservation link: <https://book.passkey.com/e/49871040>

Room rate includes:

- Up to 4 complimentary park passes – valid on dates of stay
- Complimentary wi-fi
- Complimentary parking

And Enjoy Some Family Fun

With 220,000 sq. ft. of indoor waterpark space, Kalahari Resorts and Conventions features water fun for kids of all ages – from toddlers to grandparents.

