

PRESENTED BY



**EXHIBITOR  
PROSPECTUS**

THE ANNUAL  
**ASSEMBLY**  
HOSPICE & PALLIATIVE CARE

BOSTON, MA

MARCH 14-17, 2018



## EXHIBIT PURPOSE

The exhibit program gives Annual Assembly attendees an opportunity to learn about the latest developments in medical supplies and equipment, career opportunities, software, facilities, pharmaceuticals, and medical publishing. By exhibiting at the Annual Assembly, you will have the opportunity to connect with the leaders of the hospice and palliative care community.

AAHPM and HPNA support your exhibit investment in a variety of ways:

- Innovative programming will draw more than 3,000 qualified attendees, including physicians, nurses, pharmacists, and others involved in hospice and palliative care.
- Exhibit hours are scheduled to give you maximum visibility and exposure to this target market.
- Continental breakfasts, coffee breaks, a lunch break, receptions, and other informative presentations located in the exhibit hall will ensure quality traffic.
- A welcome reception sponsored by AAHPM and HPNA will be held in the exhibit hall.
- 200 poster presentations will be featured with the exhibit program.
- The Job Fair will be held in the exhibit hall to showcase available opportunities in the field of hospice and palliative care.
- The new Career Development Showcase will host presentations and events during breaks that will be of interest to many attendees regarding career enhancements.



**We invite you to join us  
as an exhibitor at the  
2018 Annual Assembly of  
Hospice and Palliative Care,  
presented by the American  
Academy of Hospice  
and Palliative Medicine  
(AAHPM) and the Hospice  
and Palliative Nurses  
Association (HPNA).**

This important event will be held at the Hynes Convention Center in Boston, MA, and is expected to draw more than 3,000 attendees.

The Annual Assembly will offer the most current information about the treatment of patients experiencing serious or life-threatening conditions, including pain management.

AAHPM's more than 5,100 members are physicians from many medical specialties who are committed to enhancing the practice of high-quality hospice and palliative medicine, recognized as a subspecialty of medicine since 2008.

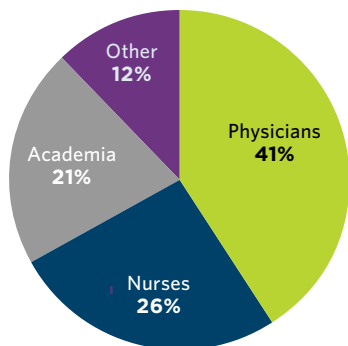
HPNA members are nurses who specialize in the practice of hospice and palliative nursing, promoting excellence across the life-span continuum. HPNA was founded in 1986, and membership has grown to more than 11,000 nurses throughout the United States. A key component of HPNA's mission is to promote the recognition of hospice and palliative care as essential components throughout the healthcare system.

THE ANNUAL

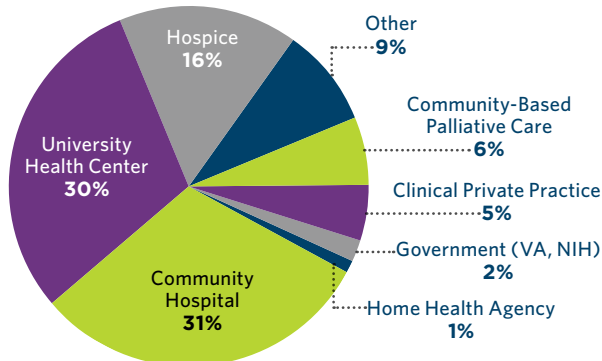
ASSEMBLY

## EFFECTIVELY REACH YOUR TARGET MARKET

### Attendees by Discipline



### Attendees by Practice Setting



## EXHIBIT SCHEDULE

### Wednesday, March 14, 2018

Exhibit Setup/Registration	8 am–4 pm
Opening Reception with Exhibits and Posters	5:30–7:30 pm

### Thursday, March 15, 2018

Break with Exhibits and Posters	10–10:45 am
Lunch with Exhibits and Posters	11:45 am–1:15 pm
Break with Exhibits and Posters	2:30–3 pm
Job Fair with Exhibits and Posters	5–7 pm

### Friday, March 16, 2018

Break with Exhibits and Posters	10–11 am
Break with Exhibits and Posters	11:45 am–1:30 pm
Exhibit Teardown	1:30 pm

*Note: Schedule is subject to change.*



## EXHIBIT INFORMATION

### Space Assignment

Space will be assigned according to the date on which the contract and deposit are received, availability of the requested area, amount of requested space, sponsorship involvement, special needs, and compatibility of exhibitors' products.

### Fees

Size	Early-Bird Rate*	Regular Rate
10' x 10' (100 sq ft)	\$1,975	\$2,175
10' x 20' (200 sq ft)	\$3,775	\$3,975
20' x 20' (400 sq ft)	\$7,675	\$7,975
10' x 10' Nonprofit (100 sq ft)	\$1,250	\$1,400
Job Fair Booth	\$550	\$650
Corner Booth	Additional \$250	

*\*The deadline to receive the early-bird discount is August 1, 2017.*

*After this date, regular rates will apply.*

**Please refer to the Exhibit Hall Floor Plan at [aahpm.org/commercial-support/exhibits-advertising](http://aahpm.org/commercial-support/exhibits-advertising).**

The following services will be provided to exhibitors at no additional charge:

- standard identification sign showing the exhibitor's name, city, and state (one sign per booth)
- 8-ft-high back wall and 33-in.-high divider rails of quality fabric
- general overhead lighting
- security guard service
- exhibitor listing on the Assembly mobile app and on signage in the Exhibit Hall
- attendee list
- access to attendee mailing list (postal names and addresses only) at a discounted rate
- discounted advertising opportunities on the Assembly mobile app or sponsorship options.

### Installation

All exhibits must be set up and aisles cleared by 4 pm on Wednesday, March 14, 2018, without exception.

### Dismantling

The official exhibit closing time is 1:30 pm on Friday, March 16, 2018. All exhibit materials must be packed and ready for removal from the exhibit area no later than 5 pm on Friday, March 16, 2018.



## ASSEMBLY GUIDE ADVERTISING & MARKETING OPPORTUNITIES

Advertising on the mobile app offers you concentrated exposure to more than 3,000 physicians, nurses, pharmacists, and others involved in hospice and palliative care who are expected to attend the 2018 Annual Assembly. Take advantage of this opportunity to place your message in the hands of these decision makers. Visit [aahpm.org](http://aahpm.org) for more details about the Assembly app or other digital/print advertising opportunities. The deadline to reserve space on the Assembly mobile app is **January 31, 2018.**

## ANNUAL ASSEMBLY SUPPORT OPPORTUNITIES

We invite you to become a supporter of the Annual Assembly. It is an excellent opportunity for your organization to show its commitment to quality hospice and palliative care, enhance your visibility, and increase your impact on the hospice and palliative care community. We would like to acknowledge our supporters and encourage additional benefits based on the level of support. As involvement and support increases, our partners move into higher tiers with additional benefits and recognition. Annual Assembly marketing and support opportunities can be seen online at [aahpm.org/commercial-support/exhibits-advertising](http://aahpm.org/commercial-support/exhibits-advertising). **Ask us about customized packages for increased levels of support.**

Satellite symposia are a great opportunity to become involved in an educational element of the Annual Assembly with exposure to hundreds of dedicated attendees. The application deadline for securing support for an educational event is **September 1, 2017.**

If you would like to reserve space on the Annual Assembly mobile app, need additional details and guidelines about commercially supported satellite symposia, are interested in supporting an event or activity not listed here, or require more information, please contact Rob Frey at 847.375.6470 or [rpfrey@aahpm.org](mailto:rpfrey@aahpm.org).

## JOB FAIR

Take part in our 12th Annual Job Fair located in the Exhibit Hall. Special hours from 5 to 7 pm on Thursday, March 15, and a dedicated area are reserved for this event. The Job Fair is a prime venue to promote your organization's available opportunities in the field of hospice and palliative care and to meet potential candidates for these positions. Job Fair and digital/print advertising packages are available.



### Housing

Hotel rooms have been secured at the following nearby hotels for exhibitors and attendees:

#### **Marriott Copley**

110 Huntington Ave  
Boston, MA 02116  
\$254 single/double

#### **Sheraton Boston**

39 Dalton St  
Boston, MA 02199  
\$269 single/double

#### **Hilton Back Bay**

40 Dalton St  
Boston, MA 02115  
\$245

### Inquiries

Address inquiries to  
**American Academy of Hospice  
and Palliative Medicine**  
Rob Frey, Director, Professional  
Relations & Development  
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Fax: 888.374.7259  
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# A SPECIAL THANK YOU TO OUR 2017 PRIMARY SPONSORS!



**MEET** with more than 3,000 hospice and palliative care leaders interested in learning about new research and treatments for seriously ill patients.



**REACH** your target audience of hospice and palliative care physicians, nurses, social workers, pharmacists, chaplains, and students.



**NETWORK** with attendees who work in hospices, community hospitals, home health agencies, long-term care facilities, university health centers, and private practice.



**ENHANCE** your visibility within this growing medical subspecialty.