EXHIBITOR PROSPECTUS

We invite you to join us as an exhibitor at the 2020 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 San Diego Convention Center in San Diego, CA, and is expected to draw more than 3,500 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 5,200 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 lifespan continuum. HPNA was founded in 1986, and membership has grown to more than 11,000 nurses throughout the United States.

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 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. Ask 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 November 15, 2019.

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 Allison Whitley at 847.375.3673 or awhitley@aahpm.org.
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/services.

FEES

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<thead>
<tr>
<th>Size</th>
<th>Early-Bird Rate</th>
<th>Regular Rate</th>
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<tbody>
<tr>
<td>10’ x 10’ (100 sq ft)</td>
<td>$2,050</td>
<td>$2,250</td>
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<tr>
<td>10’ x 20’ (200 sq ft)</td>
<td>$3,850</td>
<td>$4,050</td>
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<tr>
<td>20’ x 20’ (400 sq ft)</td>
<td>$7,775</td>
<td>$8,075</td>
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<tr>
<td>10’ x 10’ Nonprofit (100 sq ft)</td>
<td>$1,300</td>
<td>$1,450</td>
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<tr>
<td>Job Fair Booth</td>
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<td>$650</td>
</tr>
<tr>
<td>Corner Booth</td>
<td>Additional $250</td>
<td>$250</td>
</tr>
<tr>
<td>Bronze Package</td>
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*Includes a 10’ x 10’ booth, furniture package, Bronze Level acknowledgements, and a pre- or postconference postal mailing list.

The deadline to receive the early-bird discount is September 27, 2019. After this date, regular rates will apply.

Please refer to the Exhibit Hall Floor Plan at 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
- general security guard service
- exhibitor listing on the Annual 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 Annual Assembly mobile app or sponsorship options.

ASSEMBLY MOBILE APP AND OTHER ADVERTISING & MARKETING OPPORTUNITIES

Advertising on the mobile app offers you concentrated exposure to more than 3,500 physicians, nurses, pharmacists, and others involved in serious illness and end-of-life care who are expected to attend the 2020 Annual Assembly. Take advantage of this opportunity to place your message in the hands of these decision makers.

Visit aahpm.org/commercial-support/exhibits-advertising for more information.

Digital ads in the app average more than 100,000 impressions during the life of the ad. Visit aahpm.org for more details about the Annual Assembly mobile app or other digital/print advertising opportunities.

JOB FAIR

Take part in the 14th Annual Job Fair located in the Exhibit Hall. Special hours from 5 to 7 pm on March 19, 2020, in 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 Mart and digital print advertising packages are available.

MEET WITH MORE THAN 3,500 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 other related thought leaders.

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

ENHANCE your visibility within this growing medical subspecialty.

INQUIRIES
Address inquiries to
American Academy of Hospice and Palliative Medicine
Alison Whitley, Manager, Professional Relations & Development
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Chicago, IL 60631
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