EXHIBITOR PROSPECTUS

THE ANNUAL
ASSEMBLY
HOSPICE & PALLIATIVE CARE

FEBRUARY 17–19, 2021 | FROM ANYWHERE

PRESENTED BY

AMERICAN ACADEMY OF
HOSPICE AND PALLIATIVE MEDICINE

Hospice & Palliative Nurses Association
Advancing expert care & shared values
We invite you to join us as an exhibitor at the 2021 Annual Assembly of Hospice & Palliative Care, presented by the American Academy of Hospice and Palliative Medicine (AAHPM) and the Hospice and Palliative Nurses Association (HPNA).

This important virtual event is expected to draw more than 3,500 participants.

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 5,500 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’s 10,000 members are nurses who specialize in the practice of hospice and palliative nursing, promoting excellence across the lifespan continuum. Its mission is to advance expert care in serious illness.

Our Attendees
The Annual Assembly participants include physicians, nurses, advanced practice nurses, pharmacists, physician assistants, social workers, chaplains, and other healthcare professionals interested in acquiring, maintaining, and expanding their skills to improve the quality of life for those affected by serious illness by sharing the best available evidence.

Attendees Overall
41% Physicians
26% Nurses
21% Academia
12% Other

Work Focus
40% Palliative Care
28% Hospice
21% Both
11% Other

Primary Work Setting
28% Hospice Organization
25% Academic Medical Center
21% Hospital
6% Home-Based Care
4% Military/Government
3% Private or Public Practice
2% Long-Term Care Facility
11% Other

Assembly by the Numbers
3,500 attendees, including physicians, nurses, advanced practice nurses, pharmacists, physician assistants, social workers, chaplains, and other healthcare professionals

22 million impressions, resulting from 10,000+ tweets, providing education and information to the broader #hpm and #hapc community

Exhibit Rates Start as Low as $1,500
AAHPM and HPNA will be offering new virtual opportunities at the 2021 Annual Assembly on February 17-19 that are specifically designed to allow you to network, promote, and highlight your organization to more than 3,500 virtual participants. Take advantage of this rare opportunity to engage with Assembly participants and extend your typical assembly reach!

This year, your virtual opportunities will be structured to reach your engagement goals and help encourage active engagement between your representatives and virtual Assembly participants online. These opportunities are offered separately; we recommend layering your approach to Assembly this year by adopting a listing from step 1 and at least one or more opportunities from step 2 or step 3.

**STEP 1. BASE LISTING AND ACTIVITY**
- Virtual assembly listing
- Virtual networking sponsorship—three levels

**STEP 2. CHOOSE YOUR ENGAGEMENT ACTIVITY**
- Networking session or special virtual event sponsorship from your support
- Assembly game
- Daily show special
- Push notification

**STEP 3. HIGHLIGHT YOUR ORGANIZATION**
- Pre- or post-show mailing list
- Virtual billboard advertisement
- Industry poster presentation
- Innovation demos

**NEW!** These opportunities are available this year virtually only! Take part of Assembly history by participating in these unique opportunities!
PREMIER EDUCATION AT THE ANNUAL ASSEMBLY

The Annual Assembly of Hospice & Palliative Care is the preeminent intraprofessional gathering of the field where physicians, advanced practice nurses, registered nurses, pharmacists, researchers, physician assistants, social workers, chaplains, and others acquire, maintain, and expand the skills needed for practice.

Learners will be attending virtually to network and engage in topics that include simulation and communication skills; pharmacopalliation; leadership and mentoring; telehealth; disease management and prognostication; value-based payment; addiction; advocacy; advanced treatments and technology in cancer, heart disease, liver disease, and kidney disease; and more.

The Assembly also addresses healthcare disparities, implicit bias, payer-provider relationships, pediatrics from neonates to young adult care, resilience strategies at personal and systemic levels, opioid prescribing and management, hospice regulatory updates, education and workforce strategies, quality measures and QI outcomes, research and advancing the evidence base of the field, cannabis, and nonpharmacologic interventions. The content is cross-cutting and seeks to support those caring for the seriously ill across disciplines; domains of care; geographic, economic, and cultural diversities; and settings.

By participating as a supporter, your organization can actively be a part of the conversation and education at Annual Assembly through presenting your solutions and service.

VIRTUAL EXHIBIT HALL AND NETWORKING SCHEDULE

At the Annual Assembly, there will be dedicated hours for the virtual sponsorship and networking activities. The optimal times to have your representatives online to network with attendees virtually are below. (All times are in Central Standard Time.)

**WEDNESDAY, FEBRUARY 17, 2021**

Virtual Exhibit Hall, Networking Sessions, and Virtual Posters ............... 12:15–1:15 pm
Virtual Exhibit Hall, Networking Sessions, and Virtual Posters ............... 2:15–3 pm

**THURSDAY, FEBRUARY 18, 2021**

Virtual Exhibit Hall and Networking Session .................. 11:30 am–12:30 pm
Virtual Exhibit Hall, Networking Sessions, and Virtual Posters ........... 2:30–4:30 pm
Virtual Job Fair  ................................................... 2:30–4:40 pm

**FRIDAY FEBRUARY 19, 2021**

Virtual Exhibit Hall, Networking Session, and Virtual Posters ............. 10:45–11 am
Virtual Exhibit Hall, Networking Session, and Virtual Posters .......... Noon–1 pm
Virtual Exhibit Hall Last Call and Virtual Posters .......................... 2–2:15 pm

Times subject to change.

Download the Exhibitor Application to view a complete list of virtual opportunities at Annual Assembly!