THE ANNUAL

ASSEMBLY

HOSPICE & PALLIATIVE CARE

ORLANDO, FL | MARCH 13–16, 2019

EXHIBITOR PROSPECTUS

PRESENTED BY

aahpm
AMERICAN ACADEMY OF HOSPICE AND PALLIATIVE MEDICINE

HPNA
Hospice & Palliative Nurses Association
Advancing Expert Care in Serious Illness

We invite you to join us as an exhibitor at the 2019 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 Hyatt Regency Orlando in Orlando, FL, and is expected to draw more than 3,200 attendees.

The Annual Assembly offers the most current information about the treatment of patients experiencing serious or life-threatening conditions, including pain management for this population.

AAHPM's 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's 11,000 members are nurses who specialize in the practice of hospice and palliative nursing, promoting excellence across the life-span continuum. Its mission is to promote the recognition of hospice and palliative care as essential components throughout the healthcare system.

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EXHIBIT PURPOSE

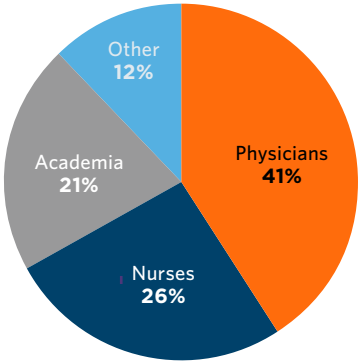
The exhibit program gives Annual Assembly attendees an opportunity to learn about the latest developments in medical supplies and equipment, career opportunities, software, facilities, pharmaceuticals, and medical publishing. By exhibiting at the Annual Assembly, you will have the opportunity to connect 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 3,200 qualified attendees, including physicians, medical directors, nurse leaders, pharmacists, and others involved in hospice and palliative care.
- Exhibit hours are scheduled to give you maximum visibility and exposure to this target market.
- Coffee and lunch breaks, 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.
- More than 240 poster presentations will be featured with the exhibit program, bringing attendees to the exhibit hall.
- The Job Fair will be held in the exhibit hall to showcase available opportunities in the field of hospice and palliative care.
- During breaks, the Showcase Theater will host career-related presentations and events that will be of interest to many attendees.

EFFECTIVELY REACH YOUR TARGET MARKET

Attendees by Discipline



Attendees by Practice Setting

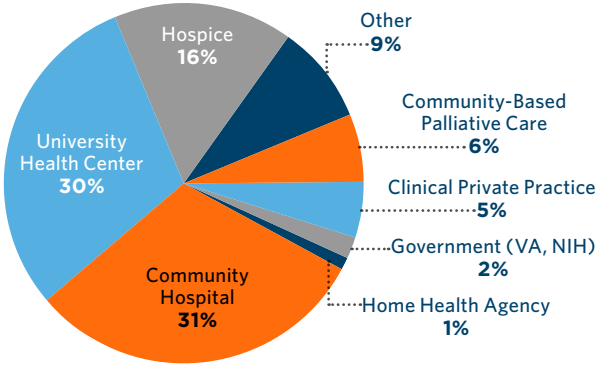


EXHIBIT SCHEDULE

Wednesday, March 13, 2019

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

Thursday, March 14, 2019

Exhibits and Posters	10 am–3 pm
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 15, 2019

Exhibits and Posters	10 am–1:30 pm
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)	$2,025	$2,225
10' x 20' (200 sq ft)	$3,825	$4,025
20' x 20' (400 sq ft)	$7,725	$8,025
10' x 10' Nonprofit (100 sq ft)	$1,300	$1,450
Job Fair Booth	$550	$650
Corner Booth	Additional $250	

**The deadline to receive the early-bird discount is August 31, 2018. 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
- 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 sponsorship options or advertising opportunities in the mobile app also are available.

Installation

All exhibits must be set up and aisles cleared by 4 pm on Wednesday, March 13, 2019, without exception.

Dismantling

The official exhibit closing time is 1:30 pm on Friday, March 15. All exhibit materials must be packed and ready for removal from the exhibit area no later than 5 pm on Friday, March 15.

ASSEMBLY APP ADVERTISING & MARKETING OPPORTUNITIES

Advertising on the mobile app offers you concentrated exposure to more than 3,200 physicians, medical directors, nurses, pharmacists, and others involved in hospice and palliative care who are expected to attend the 2019 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 details about the Assembly app or other digital/print advertising opportunities. The deadline to reserve space on the Assembly mobile app is **February 22, 2019.**

ANNUAL ASSEMBLY SPONSORSHIP OPPORTUNITIES

We invite you to become a sponsor of the Annual Assembly. It is an excellent opportunity for your organization to show your commitment to quality hospice and palliative care, enhance your visibility, and increase your impact on the hospice and palliative care community. We acknowledge our sponsors and encourage additional benefits based on the level of sponsorship. As involvement and sponsorship increases, our partners move into higher tiers with additional benefits and recognition. Annual Assembly marketing and sponsorship opportunities can be seen online at aahpm.org/commercial-support/overview. **Ask about customized packages for increased levels of sponsorship.**

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 an educational event is **November 16, 2018.**

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

JOB FAIR

Take part in our 13th Annual Job Fair in the exhibit hall. Special hours from 5 to 7 pm on Thursday, March 14, and a dedicated area in the exhibit hall 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 are available for exhibitors and attendees at:

Hyatt Regency Orlando
9201 International Drive
Orlando, FL 32189
$259 single/double

Inquiries

Address inquiries to
American Academy of Hospice and Palliative Medicine
Rob Frey, Director, Professional Relations & Development
847.375.6470
rpfrey@aahpm.org

A SPECIAL **THANK YOU** TO OUR 2018 PRIMARY SPONSORS AND INDUSTRY RELATIONS COUNCIL MEMBERS!

AstraZeneca

DELTA CARE
HOSPICE PHARMACY. INNOVATION. PARTNERSHIP.

INSYS THERAPEUTICS, INC.

MEET with more than 3,200 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.