

INDUSTRY PROSPECTUS

2024 AANP NATIONAL CONFERENCE NASHVILLE | JUNE 25-30



THREE EXHIBIT DAYS
THOUSANDS OF
DECISION MAKERS
ALL FOCUSED ON
HEALTH CARE



aanp.org/national24



AANP | American Association of
NURSE PRACTITIONERS®

AANP NATIONAL CONFERENCE



SHOW SUPPORT. BUILD AWARENESS. MAKE CONTACTS.

The American Association of Nurse Practitioners® (AANP), the national organization representing the interest of more than **385,000** licensed nurse practitioners (NPs) in the U.S., advocates for the active role of NPs as providers of high-quality, cost-effective, comprehensive, patient-centered health care.

The 2024 National Conference Exhibit Hall is where you can find your loyal customers and meet new prospects. More than 4,500 NPs from around the country converge at the AANP national conference to find strategies, resources and solutions for patient care.

Being an exhibitor and sponsor at the AANP national conference positions your company as a leading supplier in health care and a partner for the future. It's your biggest opportunity this year to put your brand in front of a highly qualified and targeted audience.

- **Showcase your brand, product and services.**
- **Interact with NPs from multiple specialties.**
- **Connect with your existing customers.**
- **Generate valuable sales leads.**
- **Network with NP decision-makers.**



"2023 was the first time exhibiting at AANP's national conference and our expectations were truly exceeded. Exhibit hall organization was spot on, and we had a huge amount of traffic by our booth. The ROI well surpassed costs! Already registered for next year as we will now be an annual participant!"

HIGHLY ENGAGED AND ENERGIZED ATTENDEES

2023 AANP National Conference Demographics

ATTENDEE SNAPSHOT

35% of attendees self-identify as clinical practice owners.

47% of attendees have an electronic health record (EHR) system installed in all areas of their work setting.

37% of attendees self-identify as telehealth providers.

TOP 10 CERTIFICATIONS

- Family 75%
- Adult 19%
- Acute Care 12%
- Gerontology 6%
- Adult-Gerontology 5%
- Pediatrics 5%
- Women's Health 5%
- Psych/Mental Health 3%
- Emergency 1%
- Oncology 1%

TOP 10 THERAPEUTIC AREAS

- Primary Care 44%
- Health Promotion 26%
- Cardiology 21%
- Emergency 16%
- Endocrinology 15%
- Respiratory 13%
- Neurology 13%
- OB/GYN 13%
- Psych/Mental Health 12%
- Pain Management 11%

CONNECT WITH DECISION-MAKERS. TOGETHER, IN ONE PLACE

EXHIBIT SPACE RATES

RESERVE EXHIBIT SPACE

Booth Rates*

10'x10' Inline — \$33.00 per sq. ft.

10'x10' With a Corner* — \$34.00 per sq. ft.

Island Configuration — \$34.00 per sq. ft.

Government/Non-Profit 10'x10' — \$26.00 per sq. ft.

*The price for the entire booth is \$34.00 per sq. ft. for any booth with a corner.

Discounted rates are available to government agencies and non-profit organizations. Documentation will be required.

YOUR BOOTH INCLUDES:

- Company listing in the conference program (conference program deadline April 1, 2024).
- Online company listing.
- Mobile app company listing.
- Four (4) complimentary exhibitor badges per 100 sq. ft.
- 8' high back drape and 3' high side drape (inline booths).
- Black and white identification sign for in-line booths.
- Dedicated exhibit hall hours.
- Priority sign-up for the 2025 AANP National Conference in San Diego, CA.

* The following are **NOT** included in the exhibit booth fee: carpet (mandatory), furnishings, electricity, audiovisual equipment, shipping, drayage and individual booth security. Please note that carpet is required for all booths. The official general service contractor is Freeman. The Exhibitor Services Kit will be emailed once it is available.

The 2024 AANP National Conference Exhibit Hall is intended to further educate NPs through the display and demonstration of products and services. Exhibits should appeal to the professional interests of NPs, focusing on products and services that are used in patient care and education or to operate a professional health care practice.

Companies whose focus is TENS Units, LED Skincare (Facial and Body), cosmetic products, CBD, handheld massagers and any others with aggressive sales tactics are not allowed to exhibit under any circumstance. Should an exhibitor representing any of these categories be found on the exhibit floor, they will be removed immediately with no refund of fees paid.

AANP is not accepting exhibit or sponsorship applications from insurance companies that offer liability insurance. This includes insurance companies that have multiple product lines, and liability insurance is part of that offering. Insurance companies that offer other insurance products cannot include liability insurance on their website or in marketing materials used to promote their organization at AANP Conferences.

Exhibit Hall Hours

*Hours subject to change

Thursday, June 27	1–6 p.m.
Unopposed Hours	2:30–4:30 p.m.
Friday, June 28	10:15 a.m.–4:30 p.m.
Unopposed Hours	1–2:30 p.m.
Saturday, June 29	9 a.m.–12 p.m.
Unopposed Hours	10:15–11:45 a.m.

Enhanced Exhibitor Listing — \$575

Add an enhanced listing to your booth reservation! Take advantage of the opportunity for strategic visibility. Stand out among the other exhibitors by enhancing your company description listed in the conference guide and on the mobile app. enhanced listing includes Company description with an increase to 600 characters and a company logo.

Exhibit Hall Poster | Industry Scientific Poster — \$200

Highlight your research through an industry poster to be viewed during exhibit hours! Please contact Anna Johnson at anna@corcexpo.com for more information. Organization must be an exhibiting company to submit an abstract. Abstracts are due by March 1, 2024.

Conference Registrant Mailing List — \$4,000

Send a mail piece to registered conference attendees pre- or post-conference by renting the 2024 AANP National Conference attendee mailing list. The mailing list is available May 27–July 14, 2024. Please contact Blanca Gonzales at bgonzales@aanp.org for more information.

For exhibit opportunities and general questions, please contact:

LAURA DANN
Exhibit Manager
laura@corcexpo.com
312.265.9646

SCOTT BREWSTER
Exhibit Sales
scott@corcexpo.com
847.702.2742

“OUT OF THE THREE MAJOR CONFERENCES AT WHICH WE EXHIBIT, AANP ALWAYS GIVES US THE MOST AND BEST QUALIFIED LEADS.”

CREATE AN OUTREACH PACKAGE THAT FITS YOUR MARKETING GOALS AND BUDGET

Get your message in front of AANP members in multiple ways while in Nashville — from targeted branding opportunities, to the 100-square-foot media wall, to the conference guide that every attendee receives.

Receive extra benefits based on your total expenditures! Qualifying expenditures from Sponsorship, Advertising and Product Theaters provide tier benefits of conference guide and mobile app recognition and on-site signage.

Sponsorship Tiers:

- Diamond - \$125,000+
- Emerald - \$124,999-\$75,000
- Sapphire - \$74,999-\$50,000
- Ruby \$49,999 - \$25,000
- Pearl \$24,999 - \$10,000

Welcome Reception — Dessert Sponsor — \$25,000

Sponsoring this event will give you the advantage of being one of the first voices heard. Sponsorship includes signage, napkins with logo and the opportunity to speak to attendees.

Conference Bag — \$24,000

This “walking advertisement” for ultimate brand awareness provides a highly visible and lasting medium to all attendees. Sponsorship fee includes production of bags coordinated by AANP.

Conference Bag Inserts — \$5,800

Put your message in the hands of every conference registrant by placing a literature piece or promotional item in the official conference bag given to each attendee at conference check-in. PLEASE NOTE: All materials must be reviewed and approved by AANP. Magazines, newspapers and other bulky publications are subject to approval and pricing must be confirmed by contacting AANP Sponsorship Management.

Lanyards — \$20,000

Put your company name and/or brand message in front of every conference attendee — literally!

NEW! AANP WiFi — \$25,000

Make sure all the attendees can stay connected by providing WiFi. WiFi will be included in all meeting spaces, public space, ballrooms and exhibit hall. Your logo will appear on signage throughout the conference and on the splash page each time attendee connects to WiFi.

Mobile App Advertisements

CONFERENCE FEED BANNER AD — \$5,500

AANP’s conference mobile app is a favorite among attendees. The “all-in-one-location” app accommodates personalized schedules, includes the conference agenda and offers an easy way to collect CE credit. Plan to participate in this essential tool for conference attendees. Make sure your company participates!

CONFERENCE FEED MESSAGE — \$5,500

Your message can be accompanied with an image (jpg or png) or a video (YouTube or Vimeo file) and will appear on the home screen. Each message will appear for a one-hour duration.

NEW! Relaxation Lounge — \$18,000

Sponsor the lounge that will offer attendees a place to unwind, recharge and network within the exhibit hall—a moment of zen during a busy day! Professional massage therapists will provide complimentary chair massages to help attendees feel rejuvenated. Gain logo recognition on signage at the Relaxation Lounge. Custom options are available, such as providing branded shirts to be worn by massage therapists.

NEW! Hand Sanitizer Stations in Exhibit Hall — \$15,000

Put your company message on the hand sanitizer stations that all attendees will be using. Several stations will be placed throughout the exhibit hall. Your sponsorship includes five hand sanitizer stations per sponsorship.

Conference Notepads — \$10,000

Designed for use during national conference sessions, each notepad will be watermarked with your company logo. Notepads will be distributed inside the conference tote bags at registration and available to attendees within the session rooms.

NEW! Know Before You Go Email Confirmation — \$10,000

This important newsletter sent days before the conference will provide information to help attendees navigate the conference. Sponsorship includes one banner ad with a link to your preferred URL.

Conference Pens — \$8,000

Your company branded pens will be distributed at registration and put to good use during sessions. Always a popular promotional item, a great pen ensures your brand makes it home with attendees!

Promotional Attendee Mailing — \$6,000

Reach out to the attendees with your PRINTED message before they arrive at AANP! Your literature piece will be included in a bulk distribution mailed by AANP and delivered to attendees’ home or office approximately two weeks pre-conference. Multiple sponsors inserts mailed in an attractive envelope printed with our AANP conference design on the outside for easy recognition.

SPONSORSHIP AND ADVERTISING CONTINUED

Exhibit Hall Passport — \$5,500

Drive traffic to your booth by participating in the popular Exhibit Hall Passport activity. Attendees must visit 100% of the co-sponsors' booths, collect stamps supplied by AANP and return the card to be entered into a special prize drawing.

Conference Guide Advertisements

This high-quality guide used by attendees and speakers provides sponsors with repeated exposure through the duration of the national conference. This valuable reference tool contains the conference schedule, facility map, exhibit hall floorplan and exhibitor descriptions, important local information, note pages and your advertisement all at their fingertips!

STANDARD HALF PAGE AD — \$3,000

STANDARD FULL PAGE AD — \$4,500

INSIDE FRONT COVER — \$9,000

INSIDE BACK COVER — \$9,000

BACK COVER — \$11,000

GRAPHIC BRANDING

Escalator Graphics — \$15,000 (Three opportunities available)

Place your company message on the sides of the escalators going from Level 1 to Level 4. Your graphics will be placed on the outer glass sides of the escalators.

Escalator Runners — \$10,000 (Three opportunities available)

Elevate your conference presence, capture attention with your branded message and spark conversation while NPs ride! Attendees will ride the escalators several times each day giving you thousands of impressions.

Escalator Floor Cling — \$8,000 (Four opportunities available)

Place your company designed artwork on a 16'x10' floor cling. Attendees will walk through and past your space several times a day, giving you thousands of impressions.

Exhibit Hall Aisle Banners — \$13,000

Increase awareness of your company in the AANP exhibit hall. Your logo will be added to the AANP aisle signs in the exhibit hall. Sponsorship includes 12 aisles.

Graphic Wall Clings — \$12,000 (Three available)

Place your company message on a 30'x10' banner outside the exhibit hall. As attendees walk in from the 8th Avenue entrance toward the AANP registration and store.

For sponsorship opportunities, please contact:

MARY MICHALIK
Sponsorship Director
mary@corcexpo.com
312-265-9650

MATT MCLAUGHLIN
Sponsorship Sales
matt@corcexpo.com
312-265-9655

Freestanding Column Wraps — \$8,000

Catch the attention of attendees in high-traffic areas with a four-sided column wrap. Multiple locations available.

Table Clings — \$7,000

Put your company's graphics on the round tables located outside the exhibit hall. As attendees recharge and regroup at the seating area outside the exhibit hall let them see your company message. This will be a high-traffic area. Includes 12 tables.

Glass Clings — \$5,000 for a set of four glass clings

As you head up to the Grand Ballroom and Product Theater rooms on Levels 3 and 4, there are several options for your company's graphics to be displayed using glass clings. Attendees will have to pass through these areas daily. Each cling is 45"x25".

Standing Sign — \$5,000

Promote your company or product and drive traffic to your booth with a meter board (3'x8') double-sided sign displayed in the AANP registration area.

Exhibit Hall Floor Clings — \$800 each, four or more \$600 each

Bring awareness to your company by guiding attendees right to your booth! Floor cling placement will be in high-traffic areas for maximum effectiveness. Each floor cling is a 36"x36" rectangle, or a pair of footprints measuring 9"x19.5" each.

DIGITAL BRANDING

Music City Center has highly visible digital signs located throughout the center! All options can display static or video advertisements.

LED Wall A — \$4,000 per 30-second ad

Located outside of the UPS Store on the First Level this digital wall measures 16'x9'. Your ad will rotate with up to five additional ads.

LED Wall B — \$3,500 per 30-second ad

Located outside the ballroom and product theater rooms this digital wall measure 16'x4'6". Your ad will rotate with up to five additional ads.

Corner Wrap Screens — \$7,500 each screen

Located outside of the exhibit hall these screens are visible from both directions of the concourse and as you walk down the aisle from the 8th Avenue entrance.

NEW! Touch Screen Kiosks — \$4,000 per ad (additional \$3,500 to brand Kiosk) Up to five ads will be sold.

Attendees will love using this resource to get information on the exhibit hall, product theaters and conference agenda. Kiosks will be placed in high traffic areas.

RULES AND REGULATIONS



OFFICIAL 2024 AANP NATIONAL CONFERENCE CONTRACTORS

As you plan for the 2024 AANP National Conference, you may receive solicitations from vendors who are not affiliated with the conference, AANP, Corcoran Expositions, Inc. or any contracted organization therein. This includes companies that may contact you via email and phone trying to sell attendee lists and hotel blocks. **Please be advised that AANP does not sell exhibitor lists or contact information to anyone.** This information is securely provided to official AANP contractors to inform exhibitors of show-related services. Solicitations from unofficial vendors are often the result of obtaining public information from the internet. AANP partners with select vendors to produce its conference and can intervene on your behalf if any customer service issues arise.

List of Official 2024 AANP National Conference Contractors:

- **Corcoran Expositions, Inc.**
(Exhibit and Sponsorship Sales, Exhibit Management).
- **Maritz Global Events**
(Conference Management, Housing, Registration, Lead Retrieval).
- **Freeman** (General Service Contractor).
- **Encore** (Audio Visual).
- **Music City Center**
(Catering, Electric, Internet, Rigging).

Install*

Monday, June 24	12–5 p.m.
Tuesday, June 25	8 a.m.–5 p.m.
Wednesday, June 26	8 a.m.–5 p.m.
Thursday, June 27	8–11 a.m.

Exhibit Dates and Hours*

Thursday, June 27	1–6 p.m.
<i>Unopposed Hours</i>	2:30–4:30 p.m.
Friday, June 28	10:15 a.m.–4:30 p.m.
<i>Unopposed Hours</i>	1–2:30 p.m.
Saturday, June 29	9–12 p.m.
<i>Unopposed Hours</i>	10:15–11:45 a.m.

Dismantle*

Saturday, June 24	12–8 p.m.
Sunday, June 25	7–10 a.m.

*NOTE: Install, exhibit and dismantle hours are subject to change.

Reserving Exhibit Space

All exhibit space applications are required to read the 2024 AANP National Conference Rules and Regulations and complete the formal booth application and contract through the online portal.

All applications are subject to review, and AANP reserves the right in its sole discretion to accept or reject any application for space. Companies whose focus is TENS Units, LED Skincare (Facial and Body), cosmetic products, CBD, handheld massagers and any others with aggressive sales tactics are not allowed to exhibit under any circumstance. Should an exhibitor representing any of these categories be found on the exhibit floor, they will be removed immediately with no refund of fees paid. AANP is not accepting

exhibit or sponsorship applications from insurance companies that offer liability insurance. This includes insurance companies that have multiple product lines, and liability insurance is part of that offering. Insurance companies that offer other insurance products cannot include liability insurance on their website or in marketing materials used to promote their organization at AANP conferences.

Contract for Space

By completing an exhibit space or sponsorship application for the 2024 AANP National Conference, the company, organization, association and management company (collectively referred to as “exhibitor” or “exhibit”) acknowledge they have fully read and agree to comply with all rules and requirements provided in this Exhibitor Prospectus, as well as related procedures, forms, Exhibitor Service Kit and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of AANP and the conference venue. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due to AANP under terms of this agreement.

No carpeting, furnishings, electrical service, internet or other amenities are included. Floor covering is mandatory.

Cancellations and Reductions

Cancellation of space must be received in writing to aanp@corcexpo.com. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space on or before March 1, 2024, the exhibitor will be liable for 50% of the total cost of space canceled. There are no refunds for cancellations received after Friday, March 1, 2024, and companies are liable for 100% of the total booth cost after this date.

For the cancellation to be complete, exhibitors canceling exhibit space must also cancel conference hotel block reservations, as well as other arrangements made in connection with exhibiting at the 2024 AANP National Conference.

All dates and times referenced are listed in CT.

RULES AND REGULATIONS, CONTINUED

No Shows

Exhibitors with reserved exhibit space who do not inform AANP in writing of their inability to exhibit prior to the exhibit hall opening may lose up to 50% of accumulated priority points, forfeit all payments for booth rental and may be ineligible to exhibit at future AANP conferences.

Relocation of Exhibits and Floor Plan Revisions

AANP reserves the exclusive right to revise the exhibit hall floor plans and relocate any assigned exhibitors as necessary for the betterment of the event, as determined solely by AANP. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and will be subject to relocation.

Payment Policy

Applications submitted prior to March 1, 2024, must be accompanied by a nonrefundable deposit equaling 50% of the total cost of space. Applications submitted after March 1, 2024, must be accompanied by payment in FULL. Exhibitors are not confirmed until payment is received and the application is approved. Credit card payments will be processed directly through the secure Paytrace portal that will be provided in the application confirmation. Payments by check must be made payable to the American Association of Nurse Practitioners (Federal Tax ID #22-2547543) and sent to AANP, Box 485, La Grange, IL 60525-0485.

Fees associated with an exhibitor using a third-party payor (i.e., ACH payments, management companies, etc.) are the responsibility of the exhibitor. AANP is not responsible to absorb these fees, and all rates will be adjusted accordingly.

Hotel Reservations

The official registration and housing company is Maritz Global Events. Hotel reservation information will be available in February for confirmed exhibitors. Exhibitors reserving hotel rooms outside the official 2024 AANP National Conference Housing Block will be penalized.

BOOTH CONSTRUCTION

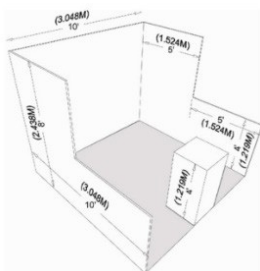
Presentation

All exposed parts of displays must present an attractive appearance when viewed from the aisles or from adjoining exhibits and must not be objectionable to other exhibitors or AANP. All exhibit booths must be carpeted to hide electrical layout and avoid trip hazards. When deemed necessary, the official general contractor, with approval from AANP Exhibit Management, will install any additional drapery for aesthetic purposes. All charges are the responsibility of the exhibitor. No roofing or floor covering may be used to span an aisle without special prior permission and approval from AANP Exhibit Management.

Linear Booths

AANP does not permit peninsula or end cap Booths.

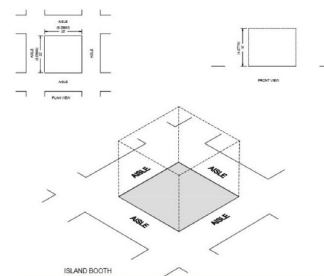
- Each 10'x10' linear booth has uniform 8' high back wall drape and 3' high side drape in the designated show colors.



- The maximum allowable height of product and display materials, inclusive of exhibitor name and logo, is 8' high.
- Display materials greater than 4' in height must be a minimum of 5' back from the front aisle. No obstructions in the front half of the booth above a height of 4' are permitted. In order to provide continuity for all exhibiting companies' sight lines, these rules will be strictly enforced.
- Exhibitors must mask all displays with unsightly back or side walls. If necessary, drape will be installed to cover any unfinished parts of a display and the exhibitor will be charged accordingly by the general service contractor.
- Carpet/floor covering of the full area of your exhibit space is mandatory and is not provided with your exhibit space purchase. If you are not providing your own booth flooring, you must rent carpet from the general service contractor. Please refer to the Exhibitor Service Kit for more information. Show management reserves the right to "force carpet" any exhibit area that is without flooring within two hours before the end time of booth move-in/setup. Exhibitor is responsible for the flooring cost.
- Absolutely no storage of any kind will be permitted behind an exhibitor's booth. If an exhibitor does not comply, AANP Exhibit Management will have the items placed in storage or removed at the exhibitor's expense.

Island Booths

An island exhibit is a display in four or more standard units with aisles on all four sides. AANP considers any 20' x 20' or larger free-form space configuration to be an island booth. Full use of the space is permitted, but the design of the booth must allow for see-through visibility and accessibility from all four aisles and adhere to the following rules:



- The design of the booth must allow accessibility from all four aisles and exhibit displays, construction and signage must be arranged to not obstruct a significant amount of the line-of-sight view or otherwise interfere with the displays of other exhibitors.
- AANP has set a maximum height limit for all island booths of 22'. All towers, hanging signs and displays will adhere to the 22' height limit from the exhibit hall floor to the top of the hanging sign. Some exhibit halls may have areas with lower height restrictions, and they will be indicated on the floor plan.
- Theater seating for presentations and demonstration areas in a booth are required to be a minimum of 5' back from the aisles, and the aisles must remain free from congestion.
- Island exhibits are subject to show site review and, where necessary, modification will be made at the Exhibitor's expense.
- Floor plans and elevation blueprints for island exhibits must be submitted to Exhibit Management for approval by Friday, April 19, 2024. If proposed plans are not submitted and/or the construction is determined to be in violation of regulations, AANP reserves the right to prohibit assembly of the booth and is under no obligation to provide a refund or other restitution.

Please contact Exhibit Management at aanp@corcexpo.com with any questions.

All dates and times referenced are listed in CT.

RULES AND REGULATIONS, CONTINUED

Signage

Exhibit signs are permitted only within the confines of the booth. The top of any hanging banners or signs must not exceed 22' from the floor. AANP strictly prohibits the display of signage of any type by exhibitors throughout the official conference hotels. No signs can be posted, nailed or attached to columns, walls, floors or other parts of the facility. The general contractor can handle advance orders of signs. Sign service will also be available on-site through the general contractor.

Decoration Restrictions

The use of latex products is restricted. Balloons and inflatables are prohibited.

Fire Regulations

All material used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances and meet regulations established by the National Association of Fire Underwriters.

Conduct

The conduct of each exhibit is subject to the approval of AANP Exhibit Management, which reserves the right to require modification and/or removal of any exhibit, which, in its opinion, is not appropriate to the 2024 AANP National Conference. This regulation also applies to displays, literature, advertising, novelties, souvenirs and the conduct of representatives, etc. All exhibitors are responsible for ensuring their representatives and/or agents adhere to all of these rules and regulations.

BOOTH ACTIVITIES

Noise

Electric or other mechanical apparatus must be muffled so any noise does not interfere with other exhibits. Exhibit representatives must keep their messaging and voice to a level that is not disruptive to neighboring exhibits and does not discourage attendees from visiting other exhibitors around their booth. If AANP Exhibit Management determines the sound is objectionable, it must be remedied immediately, or use of the sound equipment or device will be removed from the exhibit hall for the remainder of the conference.

Distribution of Materials

No canvassing or distribution of advertising materials will be allowed outside an exhibitor's own booth space without pre-approval by AANP Exhibit Management. Material found in non-approved areas will be destroyed without notice.

Exhibit and Promotional Activity

- All exhibits must be constructed or arranged so as to accommodate their visitors within the booth area. Aisles must be kept free of obstructions.
- No exhibitor may sell or recruit within the aisle space. No person, firm or agency who is not an official exhibitor may display or demonstrate products or services, solicit orders or distribute advertising material within any facility contracted by AANP for its 2024 AANP National Conference.
- Subletting, re-assignment or apportionment of the whole or any part of space by an exhibitor is prohibited. No exhibitor may permit any other party to exhibit any goods or services other than those

manufactured or handled by the contracting exhibitor in his space nor permit the solicitation of business by others within that space.

- No exhibitor may enter another exhibitor's booth without permission.
- Each exhibiting company has only a terminable license to exhibit. If AANP Exhibit Management determines that an exhibitor has failed to comply with any rule or that the exhibit is not in good taste, AANP Exhibit Management can terminate this license and close the exhibit without notice and no refund of fees will be paid.
- All applicable products must meet U.S. Food and Drug Administration (FDA) guidelines and standards or be FDA approved. All products must meet state regulatory guidelines.

Photos, Videos and Images

Exhibitor consents to AANP using any photos, other images and any results of conference related activities that occur during the 2024 AANP National Conference for media outreach efforts, promotional campaigns, various publications/communications or other business purposes, as determined by AANP, without compensation. Photographing or video recording of any AANP conference activities is prohibited without prior written approval by AANP. Photographing or video recording another exhibitor's equipment or display without that exhibitor's permission is forbidden. AANP, its agent or security will confiscate the recorded or captured images of any exhibitor who violates these rules. Photography, video and audio recordings of attendees for promotional or commercial purposes (including use in printed materials, websites or social media) must receive written permission/authorization.

Sales and Order Taking

Sales and order taking (entering into a contract of sale) are allowed, unless prohibited by law, on the exhibit floor. All transactions conducted on the exhibit floor must be consistent with the professional nature of the conference. Products or services must be exhibitor's own marketed product or service. AANP Exhibit Management reserves the right to restrict sales activities that it deems inappropriate or unprofessional. No selling of products or services is allowed outside the exhibit hall. Any exhibitor selling or taking orders during the conference must comply with all business licenses and sales and use tax requirements. Permission to sell items must be pre-approved by AANP Exhibit Management. To ensure you are in compliance with Tennessee State Laws, visit tn.gov/revenue. If you have questions, please contact:

Tennessee Comptroller of Public Accounts
State Capitol
Nashville, TN 37243-9034
615.741.2775

Staffing

Booths must be staffed at all times during exhibit hours by bona fide employees or representatives of the exhibitor. AANP Exhibit Management encourages exhibitors to have at least two personnel on-site. However, if a 10'x10' booth is manned by one person, small breaks may be taken. Booths left unmanned for an extended period of time may result in loss of accumulated priority points and may not be eligible to exhibit at future conferences. As a courtesy to the attendees and fellow exhibitors, AANP expects strict adherence to opening and closing hours. Booths found to be unmanned during the last two hours on the final day of exhibits may result in loss of accumulated priority points and may not be eligible to exhibit at future conferences.

All dates and times referenced are listed in CT.

RULES AND REGULATIONS, CONTINUED

AANP Name and Logo

The AANP name and logo are the exclusive property of AANP. They may not be used in any way (e.g., promotional literature, giveaways) by anyone else for any purpose without specific written approval from AANP Exhibit Management.

AANP Endorsement

The distribution of materials, brochures, samples or items and all related advertising and activities conducted during the conference does not constitute endorsement by AANP.

Live Presentations

Promotional or educational activities using professional speakers or celebrities within the exhibit must be pre-approved in writing by AANP Exhibit Management. This includes clinical classrooms, celebrities or gimmicks.

Distribution of Continuing Education (CE) Activities

All educational activities for CE being distributed within the exhibit hall must be submitted to AANP Exhibit Management for AANP CE approval. Contact AANP Exhibit Management at aanp@corcexpo.com for instructions on how to obtain approval of any CE activities.

Food and Beverage

Food and beverage are permitted in exhibit booths upon prior approval by AANP Exhibit Management. All applicable products must meet FDA guidelines and standards or be FDA approved. All products must meet state regulatory guidelines. Instructions on how to submit your food and beverage request for approval will be included in the Exhibitor Service Kit. Questions may be directed to AANP Exhibit Management at aanp@corcexpo.com.

Porter Service

In an effort to maintain a clean environment, exhibitors who will be distributing giveaways and providing food and beverage or hospitality service in their booth must order porter service to remove empty boxes. Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns or in trash cans throughout the exhibit hall during show hours. AANP Exhibit Management reserves the right to request the general contractor remove the boxes at the exhibitor's expense.

Firearms and Weapons

Firearms and other weapons are prohibited at the Music City Center premises.

Children

Children under the age of 16 are not allowed in the exhibit hall at any time. During move-in and move-out, no one under the age of 18 will be permitted in the exhibit hall.

Animals

No animal other than an animal that qualifies as a "service animal" or police dog, as those animals are defined by law, shall be brought onto the property without the prior approval of the Music City Center. This applies regardless of the type of animal or the length

of time the animal will be on property. A service animal is not a pet. The American With Disabilities Act (ADA) defines a service animal as any guide dog, signal dog or other animal individually trained to provide assistance to an individual with a disability. A service animal is permitted to accompany the individual with a disability to all areas of the property where guests normally are allowed to go. The care and supervision of a service animal is solely the responsibility of the owner. The facilities are not required to provide care, food or a special location for the animal.

Clinical Tests

Any exhibitor wishing to provide screenings, testing and demonstration of products or equipment must request written permission from AANP Exhibit Management. It is the responsibility of exhibitors to adhere to FDA regulations, policies, practices and guidelines concerning the use of all medical equipment and procedures that are demonstrated in the exhibit hall.

Hazardous Waste

Hazardous waste includes materials that are ignitable, corrosive, reactive, toxic or biohazards. Exhibitors who generate material fitting these criteria in their booth are responsible for appropriate handling and disposal of bio-hazardous waste in compliance with all federal, state and local regulations.

Non-Smoking Facility

To provide a safe and healthy environment, Music City Center is a non-smoking facility. All interior areas are designated as non-smoking areas.

Music Licensing

License agreements with the American Society of Composers, Authors and/or Publishers (ASCAP) and Broadcast Music, Inc. (BMI) for music covered by exhibitors are the sole responsibility of the exhibitor. Music interfering with other exhibitors or attendees is not allowed. AANP does not play music in the exhibit hall.

Wireless Internet

AANP does not provide internet access within the exhibit hall. If your booth will have WiFi or MiFi network in your booth, please adhere to the following guidelines:

- Limit the network broadcast to cover your immediate booth area only.
- No hidden SSIDs are permitted.
- Minimize the number of access points within your booth.

Security

AANP cannot guarantee against loss or damage of any kind. Exhibitors are not to place products or other items of value in their assigned booth until exhibit personnel are on-site. If any items of value are missing, please contact security immediately. All exhibitors are to take any valuable, personal and portable items out of their exhibits when the show is not open or make arrangements to provide additional security for their exhibit booth. Exhibitors must always wear the official AANP conference badge, and the badge is non-transferable. AANP Exhibit Management reserves the right to confiscate and revoke any badge and related exhibitors at any time.

Exhibit Staff Registration

All personnel affiliated with an exhibit must be pre-registered for an exhibitor staff badge. Instructions on how to submit your exhibitor staff badge registration will be emailed to confirmed exhibitors once available. Each exhibitor will receive up to four complimentary exhibitor badges per 100-square-foot (10'x10') of exhibit space. Additional exhibitor badges may be purchased for a fee of \$25 per badge. Admission to the exhibit hall and sessions will be by AANP conference badge only. AANP exhibitor badges allow admittance to the exhibit hall only.

Exhibit staff who wish to attend educational (CE and non-CE) sessions must register as a conference attendee. Badges will not be mailed in advance and, therefore, need to be picked up on-site at the exhibitor registration counter.

Exhibits must be staffed at all times during the hours the exhibit hall is open. Each representative who is issued an exhibitor badge must be employed by the exhibitor or have a direct business affiliation. Only representatives who are employed by the exhibiting company and who will be staffing the booth are to be registered for an exhibit booth staff badge. Exhibitor badges are not to be issued to registrants who should pay the attendee registration fee.

Meetings, Events, Focus Groups, Research Activities and Unofficial Functions

AANP has strict policies for interaction with conference attendees and use of meeting space at the conference venue, restaurants and area hotels for activities and events. These meetings include social functions, hospitality suites, promotional events, focus groups, research activities, educational events and exhibitor preconference meetings. Research activities include off-site meetings, market research and any other interaction with conference attendees that is not officially part of the 2024 AANP National Conference schedule and activities.

Information regarding AANP's policy and meeting or event space rental fees can be obtained by contacting AANP Sponsorship Management at aanp@corcexpo.com. Any exhibitor interested in planning these types of events must complete an ancillary meeting request form. Any company wishing to sponsor an ancillary meeting at the 2024 AANP National Conference must also be an approved exhibitor.

Surveys and Questionnaires

For exhibitors requesting to have attendees' complete surveys and questionnaires, please note the following stipulations:

- Prior written approval from AANP Exhibit Management is required if an exhibitor wishes to have meeting attendees complete any type of survey or questionnaire. Submission of the sample survey or questionnaire must be received by Friday, April 19, 2024.
- A copy of the survey/questionnaire must be submitted to aanp@corcexpo.com with a written statement of the purpose, specific identification of who will have access to the information provided by the survey and questionnaire and whether the information will be used in ads, publications or statements to any news or media source.

Giveaways, Sweepstakes, Contests and Drawings

Giveaways are permitted upon prior approval by AANP Exhibit Management. AANP encourages creative marketing strategies; however, it asks that good judgment be used so as not to jeopardize the professional atmosphere of the exhibit hall. All giveaway items other than the customary descriptive product literature must be submitted to AANP Exhibit Management for approval by Friday, May 3, 2024. Approved exhibitors will need to complete a form in their Exhibitor Console to submit details about booth activities including giveaways, sweepstakes, contest or drawings.

Plans to conduct sweepstakes, contests or drawings must comply with Tennessee State Law and must be open to all conference attendees. In addition, AANP Exhibit Management must approve the entry form or other tool attendees may be asked to complete in order to be eligible for the giveaway, sweepstakes contest or drawing. All non-approved sweepstakes, contests or drawings will be immediately discontinued during the conference.

Distribution of newspapers, brochures, magazines, advertising or any printed material within the official conference hotels is not allowed. Material found in non-approved areas will be destroyed without notice. AANP strictly prohibits the display of signage and distribution of materials of any type by exhibitors throughout the convention center and official conference hotels, except within the exhibit booth officially assigned to the exhibitor. This includes message centers, food courts, lounges, restrooms, hallways, elevators, shuttle buses, etc.

Admission to Exhibit Hall

Exhibitors wearing badges may enter the exhibit hall one hour before the opening of the exhibition each day. Exhibitors are to exit the exhibit hall after the close of the hall each day. Exhibitors needing access to the exhibit hall at times other than these must obtain approval from AANP Exhibit Management and provide ID to security upon entering the exhibit hall. Only exhibitors with badges will be permitted to enter the exhibit hall before or after exhibit hall hours.

Install

The installation of exhibits must be carried out during the times listed in the Exhibit Service Kit. All crates and packing material must be unpacked and be ready for removal from the exhibit area by 12 p.m. on Thursday, June 27, 2024. These materials should be nested as much as possible. Storage stickers must mark all containers to be stored and returned at the close of the exhibits. These stickers will be available at the General Contractor's Service Desk. Any exhibit that is not unpacked at this time will be put in storage and can be retrieved only after the exhibits close on the first day. Containers or skids without storage stickers will be considered refuse and discarded. No refuse, such as empty cartons, may be placed in the aisles after the exhibit area is swept for the final time after 12 p.m. on Thursday, June 27, 2024.

Crates, boxes and cartons may not be stored behind booth backgrounds. Nothing of value should be left in crates that are going into storage. Any space that has not been claimed and occupied or for which no special arrangements have been made prior to 12 p.m. on Thursday, June 27, 2024, may be resold or reassigned by AANP Exhibit Management, without obligation on the part of AANP or AANP Exhibit Management for any refund whatsoever.

Dismantle

Dismantling of exhibits must occur only during the times listed. Exhibits must remain intact until 1:30 p.m. on Saturday, June 29, 2024. The packing of equipment, literature, etc. or dismantling of exhibits will not be permitted until the official announcement that the exhibit hall is closed at 1:30 p.m. on Saturday, June 29, 2024.

Any exhibit found to be unmanned, packed or in the process of packing or dismantling prior to the official close of the exhibit hall may result in the loss of accumulated priority points and the eligibility to exhibit at future conferences.

At the close of the show, the general contractor will provide an Outbound Material Handling Form, shipping labels and clerical assistance in preparing your outbound shipment. If it is necessary to haul any crates to a warehouse, a trucking warehouse charge will be assessed. Further information will be included in the Exhibitor Service Kit. All exhibit fiber cases, crates and boxed material must be packed and ready for removal from the exhibit hall by 10 a.m. on Sunday, June 30, 2024.

General Service Contractor

Full contact information for the general contractor will be included with your exhibit booth assignment confirmation and in the Exhibitor Service Kit. Exhibitors are urged to order all services required in advance (See ... Exhibitor Service Kit information below). The general contractor will also have a Service Desk available during the install period and will remain in operation throughout the exhibit hall hours. Exhibitors may verify and adjust the requirements for install, furniture, audiovisual and other auxiliary services through this Service Desk. A complete list of charges will be available in the Exhibitor Service Kit.

Exhibitor Service Kit

An Exhibitor Service Kit, which includes forms for ordering furniture, electric, telephone, plants, booth cleaning, audiovisuals and labor, as well as information regarding shipping and material handling, will be sent via email to confirmed exhibitors once available.

Booth Cleaning

Booth cleaning services are the responsibility of the exhibitor; this includes vacuuming and garbage removal, which, if required, must be ordered using the form that will be provided in the Exhibitor Service Kit. AANP Exhibit Management will arrange to have aisles cleaned.

GENERAL RULES

Union Regulations and Jurisdiction

Specific rules and regulations regarding booth installation, dismantling, labor requirements and regulations will be published in the Exhibitor Service Kit. For clarification to avoid any misunderstanding regarding carpenters and labor, contact the general contractor, who will do its best to clarify, in order to make this conference run smoothly and be cost-effective for every exhibitor. Please do not wait until the conference to resolve concerns that can easily be taken care of in advance.

Material Handling

The general contractor is responsible for the delivery, unloading, reloading and processing of all exhibitors' freight shipments. Services provided by the general contractor are as follows:

- Receive and store all shipments a maximum of 30 days prior to the initial installation.
- Deliver exhibit materials to the exhibit hall and place in booths.
- Remove the empty crates, fiber cases and boxes and put them in storage.
- Return the empty crates, fiber cases and boxes to the booths when the exhibit hall closes.
- Note that loose and unpacked equipment will not be accepted at the warehouse.

All material handling rates include pick-up, storage during the 2024 AANP National Conference and return of materials to the exhibitor's booth. All shipments must be sent prepaid. All freight shipments should be made on straight bills of lading. Bills of lading should be addressed in a manner identical to exhibit material. Correct weights should be provided; otherwise, receivers' estimated weights will prevail. COD shipments will not be accepted. All material handling, forklift operations and work requiring material handling equipment is to be performed by the general contractor.

Union jurisdiction prevails over the operations of all material handling equipment, all unloading and reloading and the handling of empty containers. Space is limited at the dock sites and controlled by prevailing union or teamster jurisdiction.

Exhibitor Appointed Contractors

Exhibitors who plan to use the services of designated contractors (i.e., install and dismantle, audiovisual, floral, photography, security guards, display house, etc.) other than the Official Contractors identified in the Exhibitor Service Kit must abide by the following:

The designated contractors must furnish AANP Exhibit Management with certificates of insurance and any applicable additional insured endorsements no later than 30 days prior to the first move-in day. The certificate of insurance must state that the onsite service firm releases, and discharges, and indemnifies and agrees to keep indemnified, defend, protect and hold harmless those named additional insured's and indemnities set forth below. The insurance coverage shall include the following:

- Worker's Compensation Insurance in accordance with applicable state or local law covering the employees of on-site firm.
- Employers' Liability insurance in minimum limits of \$2 million per occurrence or accident.
- Commercial general liability insurance including blanket contractual liability and personal injury coverage with limits of liability of at least \$2 million in any one occurrence.
- Commercial automobile liability insurance insuring any owned, non-owned and hired vehicles to be used in and out of the facilities in the amount of \$2 million in any one occurrence or accident.

RULES AND REGULATIONS, CONTINUED

All required insurance policies shall provide that the insurance carrier will give written notice to AANP Exhibit Management at least 15 days prior to any cancellation or non-renewal of the policy. On-site firm's failure to provide certificate of insurance as set forth above will result in refusal to permit on-site firm (including exhibitors, authorized contractors, etc.) on the property of a Released Party for purposes of AANP's event.

Insurance policies on all personal property owned, leased or hired by, or in the care, control or custody of the on-site firm and/or exhibitor during the event dates. Such policies shall provide coverage for risks, including earthquake, flood and theft, with a deductible per loss of not more than \$1 million. All insurance coverage required shall be primary coverage regardless of any coverage maintained by AANP, Corcoran Expositions, Inc., Maritz Global Events, Freeman, Encore and Music City Center and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents and employees (individually and collectively the "Release Parties") for any qualifying incident arising hereunder and shall be issued by companies authorized to do business in the State of Tennessee. With the exception of Worker's Compensation, all insurance required to be provided must also include a waiver of subrogation in favor of the Additional Insured's and Indemnities and be primary and non-contributory with any insurance carried by the Additional Insured's and Indemnities.

The appropriate number of labor personnel must be ordered by the display house/service firm. Additional orders may be placed on-site. Upon arrival at the exposition site each day, display house/service firms must check in with exhibitor registration to receive work/labor badges, which will allow them access to the show floor. Service firms may not solicit business on the exhibit floor at any time. Service firms must follow all of the installation and dismantling rules and regulations in a timely and professional manner and must supervise work within AANP's established deadlines.

Service firms must cooperate with the official designated contractors especially by not interfering with the efficient use of the official contractors' workers. Service firms found to be in violation of AANP rules and regulations may be immediately barred and/or denied access to future AANP conferences.

Contract Obligations

By completing the AANP Exhibit Space Application for the 2024 AANP National Conference, the exhibitor and management company (collectively referred to as "exhibitor" or "exhibit") acknowledge that they have fully read and agree to comply with all information provided in this Exhibitor Prospectus, as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of AANP and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to AANP under terms of this agreement and no booth space will be provided.

Insurance

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury. AANP, Corcoran Expositions, Inc., Maritz

Global Events, Freeman, Encore and Music City Center and each of their parents, subsidiaries and affiliates do not carry insurance of any sort on the exhibit or other property of Exhibitors and the above referenced entities assume no liability for loss or damage thereto from any cause.

Indemnification

The exhibitor agrees to indemnify, protect, save and keep AANP, Corcoran Expositions, Inc., Maritz Global Events, Freeman, Encore and the Music City Center and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents and employees (individually and collectively the "Indemnified Parties") forever harmless from any and all claims for personal injury or death, or losses or damages to property in connection with the exhibitor's participation in the conference, and any and all losses, damages or charges imposed for violation of any law or ordinance by the exhibitor or exhibitor's employees or agents, as well as to strictly comply with the applicable terms and conditions contained in the agreement(s) between or among AANP, Corcoran Expositions, Inc., Freeman, Encore and the Music City Center regarding the exhibition premises except for any claims or losses that arise from the gross negligence or willful misconduct of AANP, Corcoran Expositions, Inc., Maritz Global Events, Freeman, Encore or the Music City Center. Further, exhibitors shall at all times protect, indemnify, save and keep harmless the Indemnified Parties from any and all loss, cost, damage, liability or expense which arise out of, from or by reason of any act or omission of the exhibitor or exhibitor's employees or agents.

Release of Liability

AANP, Corcoran Expositions, Inc., Maritz Global Events, Freeman, Encore and Music City Center and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents, employees, members and guests (individually and collectively, the "Released Parties") do not assume any responsibility for personal injury or death or loss or damage to property, including exhibits, equipment, personal belongings, etc. except for personal injury, death or loss or damage to property that arises from the gross negligence of the Released Parties. The exhibitor assumes entire responsibility and liability for any and all claims, losses, or damages arising out of personal injury or death or loss or damage to property, including the exhibitor's display materials and other property, employees or contracted labor brought upon the premises, and agrees to indemnify and hold harmless the Released Parties against any and all claims for personal injury or death, or losses or damages to property, except such injury, death, loss or damage resulting from gross negligence or malice of Released Parties. To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed.

Copyright

Exhibitor agrees that it is their responsibility to ensure the company represents and warrants the exhibit booth, graphics and collateral do not violate any copyright, proprietary or intellectual property rights of others; and it is factually accurate and contains no matter defamatory or otherwise unlawful. Exhibitor is solely responsible for the content of the exhibit booth, graphics and collateral. It is not AANP's responsibility to review or monitor the exhibit booth, graphics and collateral for copyright or other legal compliance.

RULES AND REGULATIONS, CONTINUED

Cancellations of Exhibitors

AANP reserves the right to cancel or deny any company or organization the opportunity to exhibit at its conference for any reason including, but not limited to, if it deems the company or organization is inappropriate for the participants or multiple companies with like goods or services have already been accepted to exhibit. AANP reserves the right to refuse any exhibit application and/or exhibit.

Force Majeure

It is mutually agreed that in the event that AANP should find it necessary to cancel or postpone the 2024 AANP National Conference for any reason, including but not limited to low registration, strikes, outbreak of disease or illness, epidemic or pandemic, acts of nature, war, terrorist acts or other circumstances beyond AANP's control, this agreement will be terminated immediately, and AANP shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

Violations

Violations of any of these rules and regulations on the part of the exhibitor, its employees or agents shall nullify the right to occupy space, and such exhibitor shall forfeit to AANP all monies, which have been paid or are due. Upon violation of any of these regulations on the part of the exhibitor, its employees or agents, AANP is given the right to terminate, the right to occupy space and may re-enter and take possession of the space and remove all persons and goods at the exhibitor's expense. Exhibitors shall be liable for all damages which AANP may incur and forfeit all monies paid or due. The exhibitor expressly waives the serving of a written notice to re-enter and terminate.

Amendments of Rules and Regulations

All matters and questions not covered by these regulations are at the discretion of AANP and its agents. These regulations may be amended any time by AANP and all amendments that may be so made shall be equally as binding, upon publication, on all parties affected by them as were the original regulations.

Americans With Disabilities Act (ADA)

The Music City Center is responsible for complying with the public accommodations requirements of the ADA. AANP is responsible for complying with certain defined public accommodations requirements of ADA within the meeting and event rooms and exhibit hall space used by AANP. If you have any related questions, require special accommodations or auxiliary aid needs relating to a disability for your conference participation, please notify AANP Exhibit Management at aanp@corcexpo.com no later than Friday, May 17, 2024.

COVID-19

By submitting an exhibitor application, exhibitor consents to participate in the 2024 AANP National Conference. Exhibitor understands and agrees to adhere to any AANP; Corcoran Expositions, Inc.; Centers for Disease Control and Prevention; and local guidelines or regulations related to any infectious disease, including COVID-19, in place at the time of the event. Exhibitor acknowledges and agrees that they are fully responsible for their own safety and actions while participating in the 2024 AANP National Conference and recognizes that their employees may be at risk of contracting COVID-19 through no fault of AANP or Corcoran Expositions, Inc.

With full knowledge of the risks involved, exhibitor hereby releases, waives, covenants not to sue, and further agrees to indemnify, defend, and hold harmless the Released Parties from any and all liabilities, claims, demands, actions, causes of action, costs, expenses, damages, and lawsuits whatsoever, directly or indirectly arising out of or related to any loss, damage, injury, or death, that may be sustained by exhibitor, or its employees, while participating in any activity while in, on, or around the premises or while using the facilities.

EVENT MANAGEMENT CONTACT INFORMATION

For sponsorship opportunities, please contact:

MARY MICHALIK
Sponsorship Director
mary@corcexpo.com
312-265-9650

For exhibiting questions, please contact:

LAURA DANN
Exhibit Manager
laura@corcexpo.com
312.265.9646

Mailing Address:

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