New England Regional Nurse Practitioner Conference

Conference
Thursday and Friday, April 30 – May 1, 2020

Boston Marriott Newton
Newton, MA

Top Reasons to Exhibit

• Gain access and interact with 500 Nurse Practitioners and other advanced health care professionals with prescribing and decision-making power
• Promote products and services to your core audience

www.bc.edu/npconference
Welcome

Dear Valued Partner,

We are excited to welcome you as a participating exhibitor at the 2020 New England Regional Nurse Practitioner Conference. This guide outlines all deadlines, deliverable specifications, instructions, and registration information for your participation. Please share it with the members of your team responsible for supplying marketing and on-site deliverables.

We look forward to a successful partnership with you and your company.

If you have any questions about the conference or this information, please contact Maryanne Kirby at: npconf@bc.edu.

MCNP and the New England Regional Nurse Practitioner Conference Planning Team

About the Conference

Held each Spring, the New England Regional Nurse Practitioner Conference attracts nearly 500 nurse practitioners in the region and features timely keynote addresses, a wide variety of clinical and professional topics and expert NP speakers.

With ample time for networking and interacting with industry sponsors, the 2020 NE Regional NP Conference will feature keynote themes focusing on mind body approaches that reduce stress and improve quality of life for caregivers and patients.

Building on a more than 25 year history of providing high-quality educational offerings for nurse practitioners, this premier conference provides continuing nursing education that expands beyond the basic educational preparation and experience of nurse practitioners and assists them in maintaining professional expertise in the delivery of competent, high-quality, advanced practice nursing care directed at improving clinical outcomes.
Premium Exhibitor Sponsorships

Headshot Booth - $7,500
- Occupy high traffic booth space in the exhibit hall where attendees will come for free custom professional headshot photographs.
- Your 10'x10' Exhibit Space will be adjacent to an additional 10x10 space with our professional photographer who will be photographing attendees during exhibit hall hours on Thursday and Friday.
- Your company logo and sponsorship will be displayed on all signage in this area and the photo booth will be promoted to conference attendees in welcome messaging and on our conference phone application.

Recharge Station - $7,500
- Capture attendee’s undivided attention as they power up their laptops, cell phones and other wireless devices in this designated lounging space outside of the conference session rooms.
- The Recharge Station provides a convenient service to attendees and gives your company the opportunity to display your marketing materials, product literature and branded items.
- This package ALSO includes a separate, high traffic 10'x10' Exhibit Space in the Exhibit Hall.
- Your company logo and sponsorship will be displayed on all signage in this area which will be promoted to conference attendees in welcome messaging and on our conference phone application.

Awards Reception - $5,000
- Sponsor the MCNP Awards Reception on Thursday evening, April 30, 2020, from 6:00 - 7:00 pm
- Generous hors d’oeuvres and cocktail tickets provided for conference attendees.
- Logo on signage and sponsor can attend and provide materials to be distributed.

Water Bottles - $3,500
- People are carrying around their favorite water bottles everywhere!
- Sponsor provides branded water bottles for all attendees that will get visibility far beyond the event.

Conference Bag Inserts - $500
- Sponsor can provide printed materials or products for the attendee bags to be distributed at registration area. All materials must be submitted to MCNP for approval.

Exhibit Hall Challenge Prize - $500
- Attendees visit exhibitor booths to complete scorecards. Winners are selected by raffle.
- Sponsor’s logo appears on contest announcement signage and on scorecard.
- Prize is awarded with sponsor’s name.
### Exhibit Hall Booth Packages

<table>
<thead>
<tr>
<th>Gold - $3,500</th>
<th>Silver - $2,500</th>
<th>Bronze - $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>10'x20' Exhibit Space</td>
<td>10'x10' Exhibit Space</td>
<td>6'x6' Exhibit Space</td>
</tr>
<tr>
<td>(2) 6ft. tables &amp; 4 chairs</td>
<td>(2) 6ft. tables &amp; 4 chairs</td>
<td>(1) 6ft. table &amp; 2 chairs</td>
</tr>
<tr>
<td>(1) Electrical power strip</td>
<td>(1) Electrical power strip</td>
<td>(1) Electrical power strip</td>
</tr>
<tr>
<td>Conference Wi-Fi</td>
<td>Conference Wi-Fi</td>
<td>Conference Wi-Fi</td>
</tr>
<tr>
<td>Logo on website</td>
<td>Logo on website</td>
<td>Logo on website</td>
</tr>
<tr>
<td>4 Booth Staff</td>
<td>3 Booth Staff</td>
<td>2 Booth Staff</td>
</tr>
<tr>
<td>Logo on printed materials</td>
<td></td>
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</tr>
</tbody>
</table>

- Large scale booth properties not allowed as no labor will be available.
- Please bring pop-up banners, literature racks and other portable properties that you can set-up on your own.
- Box lunches will be provided for pre-registered booth staff.

### Product Education Luncheon Sessions

A Product Education Session allows you to deliver your product information and education to conference attendees.

Benefits of a Product Education Session:

- Meeting space and A/V set-up provided
- Listing of your session on the conference agenda (online and on-site)
- Promotion of your luncheon to conference registrants
- Registration coordinated by conference manager

**Opportunities Available on:**

**Thursday April 30th and Friday May 1st**

**Lunch 1** - Capacity 100 - $10,000  
**Lunch 2** - Capacity 100 - $10,000  
**Lunch 3** - Capacity 60 - $8,000

Please send an email to receive a contract and secure your space:  
npconf@bc.edu
Conference Name:
New England Regional Nurse Practitioner Conference

Conference Dates:
Thursday and Friday, April 30 – May 1, 2020

Location:
Hotel Name: Boston Marriott, Newton
Hotel Address: 2345 Commonwealth Avenue
             Newton, MA 02466
Hotel Phone: (617) 969-1000

Exhibitor Logistics Manager:
Name: Maryanne Kirby
Phone: 617-552-4257
Email: npconf@bc.edu

Hotel Reservations:
Boston Marriott Newton
Special Rate: $199 single/double (plus taxes/fees)
Special Rate Expires: Wednesday, April 8, 2020

ONLINE: Reserve your Hotel Room using the special rate for the New England Regional Nurse Practitioner Conference

PHONE: Please call 800-228-9290 and identify yourself as part of the New England Regional Nurse Practitioner Conference.

Space is limited so please reserve your room early.
Exhibit Hall Information

**Location:**
The Exhibit Hall will be located in Commonwealth Ballroom on the 2nd Floor.

**HOURS OF OPERATION:**
- **Thursday - April 30, 2020:** 9:30 am to 5 pm
- **Friday - May 1, 2020:** 7:30 am to 2 pm

We recommend you staff your booth throughout the event, but particularly during transitions, breaks and meals. Below is the preliminary agenda for the event. The finalized agenda will be posted 1/15/20 and can be found on the conference website at: bc.edu/npconference

**Preliminary Conference Agenda:**

<table>
<thead>
<tr>
<th>Day 1 – Thursday, April</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7:30 am – 8:30 am</td>
<td>Networking Breakfast in Charles River Room</td>
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<tr>
<td></td>
<td>8:30 am – 9:45 am</td>
<td>Welcome Remarks Opening Keynote</td>
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<tr>
<td></td>
<td>9:45 am – 10:15 am</td>
<td>Exhibit Hall / Attended Poster Session #1</td>
</tr>
<tr>
<td></td>
<td>10:15 am – 11:15 am</td>
<td>Conference Session A</td>
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<tr>
<td></td>
<td>11:15 am – 11:30 am</td>
<td>Break</td>
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<tr>
<td></td>
<td>11:30 am – 12:30 pm</td>
<td>Conference Session B</td>
</tr>
<tr>
<td></td>
<td>12:30 pm – 1:45 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>1:45 pm – 2:45 pm</td>
<td>Conference Session C</td>
</tr>
<tr>
<td></td>
<td>2:45 pm – 3:45 pm</td>
<td>Exhibit Hall/Attended Poster Session #2</td>
</tr>
<tr>
<td></td>
<td>3:45 pm – 4:45 pm</td>
<td>Conference Session D</td>
</tr>
<tr>
<td></td>
<td>4:45 pm – 5:00 pm</td>
<td>Break</td>
</tr>
<tr>
<td></td>
<td>5:00 pm – 6:00 pm</td>
<td>MCNP Business Meeting</td>
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<tr>
<td></td>
<td>6:00 pm – 7:00 pm</td>
<td>MCNP Annual Awards Reception</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Day 2 – Friday, May 1st</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7:30 am – 8:30 am</td>
<td>Continental Breakfast in Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td>8:30 am – 9:30 am</td>
<td>Session E</td>
</tr>
<tr>
<td></td>
<td>9:30 am – 9:45 am</td>
<td>Break</td>
</tr>
<tr>
<td></td>
<td>9:45 am – 10:45 am</td>
<td>Conference Session F</td>
</tr>
<tr>
<td></td>
<td>10:45 am – 11:30 am</td>
<td>Exhibit Hall / Attended Poster Session #3</td>
</tr>
<tr>
<td></td>
<td>11:30 am – 12:30 pm</td>
<td>Conference Session G</td>
</tr>
<tr>
<td></td>
<td>12:30 pm – 1:45 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>1:45 pm – 2:45 pm</td>
<td>Conference Session H</td>
</tr>
<tr>
<td></td>
<td>2:45 pm – 3:00 pm</td>
<td>Break</td>
</tr>
<tr>
<td></td>
<td>3:00 pm – 4:00 pm</td>
<td>Closing Remarks and Closing Keynote</td>
</tr>
</tbody>
</table>
Exhibit Hall Booth Assignments:
Exhibit Hall booth space will be assigned based on your booth package purchase and then by the date the signed contracts are received. You will have an opportunity to select your top 3 booth locations, and we will do our best to accommodate your request.

Exhibit Hall Floor Plan
Exhibit Hall Booth Set-Up Schedule:
Wednesday evening – April 29th: 7 p.m. to 9 p.m.
Thursday morning – May 1st: 7 a.m. to 9 a.m.

Booth Break Down:
Friday, May 1st at 3:00 p.m.

What is Provided:
• Exhibit Space and booth amenities as outlined in your signed contract and purchased booth package.

Suggested Items to Have at Your Booth:
• Pop-up banners, literature racks and other portable properties that can set-up independently.
• Product Literature
• Promotional Giveaways
• Bowl/basket for Business Cards

Display Area:
All display materials and equipment must fit within the allocated booth space contracted by tier. Please reference your contract for details.
Please note, the hotel provides roaming overnight security in the hotel, but all valuables should be secured during the day, and removed from the Exhibit Hall each evening.

Company Logo:
Once your space has been confirmed, please email your company logo in .EPS and .PNG format to the conference manager at: npconf@bc.edu.
Your logo will be listed on the Massachusetts Coalition of Nurse Practitioners website as a sponsor of the New England Regional Nurse Practitioner Conference.

Promotional Materials for Premium Sponsorships:
Water bottles and promotional materials for conference bag inserts, recharge station and MCNP reception sponsorship should be based on 500 attendees and must be shipped for receipt by April 15th to:

    Boston College School of Nursing
    140 Commonwealth Avenue
    Attn: NP Conference
    Maloney Hall, 280
    Chestnut Hill, MA 02467-3812

Conference Attire:
Business casual is recommended throughout the conference.

Additional Questions:
Please contact our conference management team at: npconf@bc.edu.
# Reservation Application for Exhibitors

We hereby apply for exhibit space for our use at the 2020 New England Regional Nurse Practitioner Conference, April 30 & May 1, 2020. We understand that this application becomes a contract when signed by us and accepted by NERNPC. Space is limited to first paid, first served. Signature and Fee are required to guarantee space. Cancellation Policy: Cancellations by exhibitor prior to January 15, 2020 receive an 80% refund on booth and sponsorship reservations. Cancellations by exhibitor prior to February 25, 2020 receive a 50% refund. Refunds are not available for cancellation after February 25, 2020.

**PAYMENT IS DUE WITH CONTRACT SUBMISSION**

Contact Name: ___________________________  
Title: ___________________________

Company: __________________________________________________________________________

Product Name(s): ___________________________________________________________________

Company Street Address: __________________________________________________________________________

Company City: ___________________ State: ______________ Zip: ______________

Phone: ___________________ E-mail: __________________________________________________________________________

Authorized Signature: ___________________________  Date: ___________________________

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### Exhibit Hall Booth Packages

<table>
<thead>
<tr>
<th>Option</th>
<th>Fees</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>$3,500</td>
<td></td>
</tr>
<tr>
<td>Silver</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Bronze</td>
<td>$1,500</td>
<td></td>
</tr>
</tbody>
</table>

List your top three booth choices: _______ _______ _______

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### Premium Sponsorships

- Headshot Booth $7,500 __________
- Re-Charge Station $7,500 __________
- MCNP Reception $5,000 __________
- Water Bottle Promo $3,500 __________
- Conference Bag Insert $500 __________
- Exhibit Hall Challenge $500 __________

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### Product Education Luncheons

**Thursday, April 30, 2020**

- Luncheon for up to 100 Attendees $10,000 __________
- Luncheon for up to 100 Attendees $10,000 __________
- Luncheon for up to 60 Attendees $8,000 __________

**Friday, May 1, 2020**

- Luncheon for up to 100 Attendees $10,000 __________
- Luncheon for up to 100 Attendees $10,000 __________
- Luncheon for up to 60 Attendees $8,000 __________

**Total: __________**
Payment Information

☐ American Express  ☐ MasterCard  ☐ Visa  ☐ Check

Card # ___________________________  Exp. date: ____________
Name on Card ___________________________  CVV #: ____________
Print Name: ___________________________
Signature: ___________________________

Please complete this application form and send by e-mail attachment to
npconf@bc.edu.

**Once received, we will contact you for payment confirmation and credit card details.**

Corporate checks should be mailed to:
  Boston College CSON
  Continuing Education Program
  Maloney 280
  Chestnut Hill, MA  02467

For Questions: Please call 617-552-4257 or e-mail npconf@bc.edu.