



PCNA

PREVENTIVE CARDIOVASCULAR
NURSES ASSOCIATION

Exhibitor/
Sponsorship Prospectus

27th Annual Virtual Cardiovascular Nursing Symposium April 8-9, 2021



[PCNA.net/symposium](https://pcna.net/symposium)

2021 Exhibit SCHEDULE

Dear Valued Partner

Join us virtually to showcase your products or services to hundreds of nurse practitioners & nurses at the PCNA 27th Annual Symposium!

The **27th Annual Cardiovascular Nursing Symposium** promises to be PCNA's best meeting to date, featuring cutting-edge information, best practices, and national guidelines in cardiovascular risk reduction and disease management. Access to hundreds of nurses, nurse practitioners, clinical nurse specialists, physicians, diabetes educators, dietitians, exercise physiologists and other cardiovascular health care professionals with our expanded exhibitor opportunities.

Sincerely,



Jack Edelman, PCNA Exhibit Manager

(Tentative and Subject to Change)

Thursday - April 8

12:30 pm – 1:00 pm

Exhibit Hall

2:45 pm - 3:30 pm

Exhibit Hall

Friday - April 3

12:30 pm – 1:00 pm

Exhibit Hall

2:45 pm - 3:30 pm

Exhibit Hall

**Exhibit Hall will be available to September 30, 2021*

2021 BOOTH FEES

EXHIBIT TYPE	BY	BY
	12/18/2020	1/15/2021
Virtual Booth	\$1,650	\$1,950
Virtual Non-Profit Booth	\$1,075	\$1,325

BOOTH UPGRADE

\$500: Includes premium booth listings and enhanced profile with logo for all recognition.

Exhibit Management:

Jack Edelman, Exhibit Manager
jack.edelman@ajj.com

Heidi Perret, Marketing Coordinator
heidi.perret@ajj.com

Anthony J. Jannetti, Inc.
East Holly Avenue/Box 56
Pitman, NJ 08071-0056
856-256-2342
Fax 856-589-7463

Position **your** company as a **leader** at the

The PCNA Cardiovascular Nursing Annual Symposium brings together **Nurses and Nurse Practitioner Leaders** from around the country.

Preventive Cardiovascular Nursing Symposium's **premier event.**

Reach Your Target Audience

ABOUT PCNA

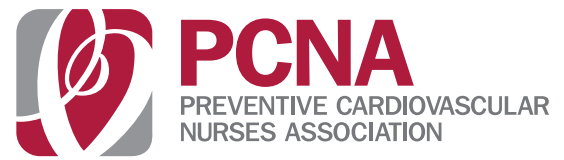
The Preventive Cardiovascular Nurses Association (PCNA) is the leading nursing organization dedicated to preventing and managing cardiovascular disease (CVD) through assessing risk, facilitating lifestyle changes and guiding individuals to achieve their treatment goals. Members of our organization are actively providing independent and aggressive treatment to patients at risk for and managing cardiovascular disease and stroke.

ANNUAL SYMPOSIUM ATTENDEES

The PCNA Annual Symposium expects attendance of more than 300 cardiovascular NPs and RNs from across the U.S. and worldwide. The majority of these professionals are high-level decision makers with more than 21 years of experience. They treat hypertension, heart failure, diabetes, obesity, dyslipidemia, cardiac arrhythmias, and other CVD risk factors. Beyond the Annual Symposium, PCNA reaches 16,000+ health care professionals, including its 1,500+ members.



Top 5 Reasons To Exhibit Virtually



1

Exhibitors save a ton on resources.

You guessed it... more money in your pocket!

Virtual trade show events mean exhibitors can save a ton of money on travel, lodging, promotional items, and other costly expenses typically associated with trade shows.

The reduced cost of virtual exhibiting allows many more exhibitors increases the value of the trade show itself.

2

Big data captures information you just cannot get at physical events.

At physical conferences, you usually just get a standard attendance report.

At virtual conferences or virtual exhibitions, reporting and analytics track every move attendees make. You know how they came, where they went, what they did, with whom they chatted, what they tweeted, which videos they watched, etc.

Here's the best part.

On the lead nurturing front, you can even run analytics on content located in the event. By knowing how many attendees viewed and/or downloaded a piece of collateral, you can tailor your future content and conversations around the content that your qualified leads found valuable.

3

Virtual trade shows give exhibitors increased exposure.

Virtual events and virtual trade shows have longer lifespans than their physical counterparts.

What does that mean?

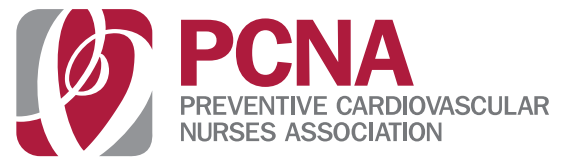
Where a physical conference might last 1-2 days, the PCNA virtual conference will be available for 6 months until September 30, 2021.

Here's why that's important.

Extended access to your virtual exhibition online will create residual SEO juice for your brand and generate a substantial amount of leads LONG after the doors to a physical trade show would have closed.

Now that's just good business.

Top 5 Reasons To Exhibit Virtually



4

Various forms of media enhance the sales experience.

What's the fundamental goal of virtual trade shows?

It is to allow for the same type of interaction that is available at traditional trade shows without the high costs of travel and purchasing trade show booths.

Virtual trade shows often integrate instant messaging, seminar technologies, podcasting, and other means of communication into a single, smooth operating environment.

Is a smooth sales experience that important? The answer is a clear yes.

Online shopping statistics show us that companies with strong omnichannel engagement retain 89% of their customers.

For this reason, virtual trade shows are becoming one of the most popular ways for companies to communicate their messages quickly and effectively, exhibiting their innovations to mass online audiences.

5

Attendees and exhibitors engage at an unprecedented rate.

I can almost hear your thinking "...but my attendees want to network with other attendees and exhibitors!" However, this common misconception could not be further from the truth.

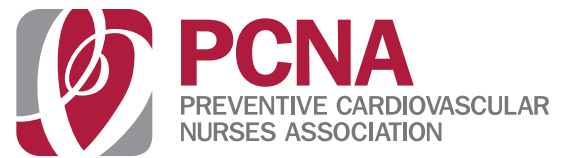
Virtual trade shows make it easier for attendees to interact with each other and sponsors.

Attendees can now create their own online profiles, interact in event-wide group chats, and engage in value-packed conversations with other participants. Additionally, electronic business cards can be swapped with just a keystroke.

What about sales reps?

Chatting with booth reps becomes a breeze with virtual because attendees feel they can ask questions uninhibitedly, attaining all the information they need without ever fearing they'll miss a seminar or keynote speaker. .

Exhibition Information



The PCNA exhibit hall showcases products, services, and educational opportunities for cardiovascular health care professionals. This is a high-energy show that is designed to facilitate an interactive, consultative sales model. Exhibit hours and networking sessions are optimized and uninterrupted to provide the highest booth traffic.

PCNA Exhibit Hall

PCNA's exhibit hall showcases products and services sought by health care professionals involved in cardiovascular risk reduction and disease management including:

- Heart-conscious food companies
- Exercise equipment
- Colleges/Universities
- Scientific journals, textbooks and patient education materials
- Nutritional supplements
- Medical equipment & supplies
- Medical software
- Diagnostic testing
- Medical device companies

And much more...

Included In Virtual Booth

- Logo booth identification
- About us write up
- Products and Services section
- Video uploads
- Get in touch feature
- Let's talk feature

Additional Marketing Opportunities

Promotional Slide Advertising Cost \$1,000 per slide - During the breaks, we will have a running slide deck. Sponsors can support the break and their promotional slides will be held on the screen longer (promotional slides are limited and subject to availability)

Featured Tab on Live Meeting Stream or Dedicated Tab in Meeting Platform - PCNA's virtual platform will have Featured (live Stream) and Dedicated Tabs (overall virtual platform) where a sponsor can be featured for a Full Day or the entire symposium in our virtual platform (Featured or Dedicated Tabs are limited and subject to availability). Cost - Full Day - \$2,500 Entire Symposium - \$5,000

Advertising in At-Show Attendee Email – \$1,000

Reach all attendees by advertising in daily symposium emails.

Advisory Board Meeting – \$15,000

Gain a robust understanding of your market during this full-day meeting. PCNA will help select 10-12 attendees based on supporter's criteria. Work directly with PCNA meeting planner to secure all details. Additional costs may apply for food, beverage and audiovisual.

Exhibit Confirmation

Once a signed exhibition booking form is received, a confirmation of exhibition will be emailed to you with an accompanying invoice. The confirmation will include important information that you will need to participate in the show.

Exhibitor Personnel Registration

- Companies paying the exhibit fee will receive a pre-determined number of exhibitor presentors to retrieve access
- In order to receive CNE credit, the company representative must register as a learner and pay the appropriate fees

All exhibitors are required to register and will receive exhibitor access.

Exhibitor registration deadline is March 15, 2021.

Any additional exhibitor personnel over your allotment or AFTER registration deadline will be charged an exhibitor registration fee of \$75 per badge.

Payment Information

Terms of Payment for Supporters/Exhibitors

100% upon receipt of the support/booking form and first invoice.

All payments must be received before the start date of the meeting. Should the supporter/exhibitor fail to complete payments prior to the commencement of the meeting, PCNA will be entitled to cancel the reservation and cancellation will be subject to cancellation fees as outlined in the prospectus.

Payment Methods

OPTION 1: Payment by check

Please make checks payable to: Preventive Cardiovascular Nurses Association

Regular Mail to:

Preventive Cardiovascular Nurses Association
East Holly Ave, Box 56, Pitman, NJ 08071

Overnight Delivery:

Preventive Cardiovascular Nurses Association
200 East Holly Ave, Sewell, NJ 08080

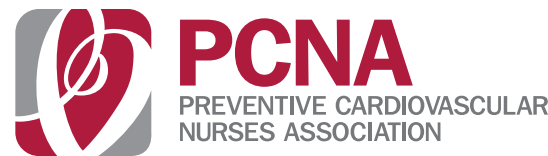
OPTION 2: Payment by credit card

In order to pay by credit card, please indicate on the booking form and we will send information for you to complete in a secure format.

Cancellation Policy

All payments, cancellations and/or reductions in space must be sent in writing to Jack Edelman at jack.edelman@ajj.com. Booths cancelled before January 15, 2021 will forfeit \$500. Booths cancelled after January 15, 2021 will forfeit entire booth rental fee.

Terms and Conditions



Acceptance of the PCNA Terms and Conditions is required in order to exhibit at the PCNA Annual Symposium.

Faxed and Mailed Registrations: Completed registration forms that are received by fax and mail will be processed upon receipt, after which a confirmation email will be sent. It is the responsibility of the registrant to follow up with PCNA if confirmation has not been received. Registration form **MUST** be received by **March 15, 2021**.

1. Application, Fees, Payments, Cancellations

- Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed full earned and non-refundable at the time of payment.
- If you must cancel your booth reservation at any time, you must submit a cancellation request in writing to the Show Management.
- Applications for rental of virtual exhibit space shall be subject to the approval of Show Management, and Show Management reserves the right to reject applications for space with or without cause if Show Management determines the rejection is in the best interest of the Show. Upon acceptance of the Virtual Exhibit Space Agreement by Show Management, its contents, as modified if applicable, shall become a legally binding agreement for exhibit space between the Virtual Exhibitor and Show Management, subject to the terms and conditions herein.
- Exhibit Fees. The cost for exhibit space is dependent on the sponsorship level, Vbooth type, and Vbooth amenities. Virtual Exhibitor must be fully paid on all money owed to PCNA, including sponsorship, and advertising.
- Payment Schedule. Payments may be made by credit card, wire transfer or check (in U.S. funds drawn on a U.S. bank only). Checks must be made payable to PCNA and mailed to East Holly Ave., Box 56, Pitman, NJ, 08071. Virtual Exhibitor has the following options for payment of their virtual booth space or sponsorship package:
 1. Payment Option 1: 100% deposit submitted upon receipt of application approval by business check, money order or wire transfer to PCNA's bank.
 2. Payment Option 2: 100% deposit submitted upon receipt of application approval by credit card.
- At its discretion, if at any time Show Management deems a virtual exhibit, or an exhibit's contents objectionable, Show Management reserves the right to remove and/or cancel the exhibit space or any portion thereof at Exhibitor's sole expense. In the event the right is exercised during the Show, Show Management shall not be liable for refund of Virtual exhibit space fees, or any other expense incurred by reason of Show Management's removal of objectionable contents or cancellation of the exhibit space or any portion thereof. Exhibitor hereby expressly waives any and all rights and claims, actions and demands for damages, costs and expenses, including without limitation, legal fees,

lost profits, and costs of goods sold, against the virtual hosting platform, Show Management, their directors, officers, agents, employees and/or servants for such removal and/or cancellation.

2. Eligibility

Show Management reserves the right to determine or verify eligibility of Exhibitor for inclusion in the Show prior to, or after, submission of the Virtual Exhibit Space Agreement. Show Management will determine the appropriateness of products to be exhibited by their distinctive characteristics or performance capability.

- Non-Exhibiting Company Products or Services. Exhibitor may not display products or signage in their vBooth from eligible non-exhibiting companies unless approved in writing by Show Representations by and/or media activities of non-exhibiting companies are prohibited at the Show.

3. Operation And Conduct

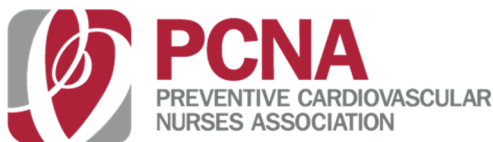
- Exhibit Personnel.
 1. Virtual Exhibitor may not harass or antagonize another party or attendee.
 2. No area of the PCNA platform shall be used for any improper, immoral, illegal, or objectionable purpose.
- Incidents. Any incident involving or occurring in Exhibitor's vBooth, or as it relates to vBooth personnel are the express responsibility of the Virtual Exhibitor.

4. Violations

The Exhibitor shall be bound by the Rules as defined herein, and by such additional rules and regulations which may be established by Show Management at any time. Show Management shall enforce all Rules and such additional rules and regulations, and its decision on these matters will be final. All matters and questions not covered by the Rules and such additional rules and regulations shall be subject to the final judgment and decision of Show Management.

5. Failure To Hold Expositions

Should any contingency prevent holding of the Exposition, PCNA may retain such part of exhibitor's rental as shall be required to pay for expenses incurred up to the time such contingency shall have occurred. The exhibitor waives all claim for damage or recovery of payments made except the return of the prorated amount paid for exhibit space less expenses incurred by PCNA and the event platform.



PCNA 27th Annual Virtual Cardiovascular Nursing Symposium
SUPPORT & EXHIBITION BOOKING FORM
April 8-9, 2021

Please use this form to purchase exhibit space at the 27th Annual Virtual Cardiovascular Nursing Symposium, April 8-9, 2021. If you would like to purchase marketing/advertising, you may combine with your exhibit space payment.

COMPANY CONTACT INFORMATION (required)

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Telephone: _____

Email (required to process registration): _____

Please make sure the above information is correct as the information will be taken directly off this application for any show listings.

**Email address necessary to receive Exhibitor Portal Page, User ID and Passcode*

EXHIBIT BOOTH SUPPORT/SPONSORSHIP PROMOTIONAL OPPORTUNITIES			
Item		Price (check off item)	Total
Exhibit Type	By Dec 18, 2020	After Jan 15, 2021	
Virtual Booth	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,950	
Non-Profit V-Booth	<input type="checkbox"/> \$1,075	<input type="checkbox"/> \$1,325	
Booth Upgrade*— Includes premium booth listing and enhanced profile with logo in the Symposium Guide, App and on the PCNA website.		<input type="checkbox"/> \$500	
Promotional Slide Advertising		<input type="checkbox"/> \$1,000 per piece	
Advertising in Show Daily Attendee Email		<input type="checkbox"/> \$1,000	
Tab on Live Meeting Stream or Dedicated Tab Meeting Platform		<input type="checkbox"/> \$2,500 Full Day	
Tab on Live Meeting Stream or Dedicated Tab Meeting Platform		<input type="checkbox"/> \$5,000 Entire Symposium	
Advisory Board Meeting		<input type="checkbox"/> \$7,500	
TOTAL AMOUNT			

☐ Please call me to discuss our Support Packages/Opportunities

PAYMENT

☐ Payment will be made by check, please mail payment to:

Preventive Cardiovascular Nurses Association

Attn: Heidi Perret

East Holly Ave., Box 56 ~ Pitman, NJ 08071

☐ Payment will be made by credit card, please forward me information to complete my payment in a secure format

We accept the contract terms and conditions (listed in this support and exhibition prospectus) and agree to abide by the guidelines for industry participation for the meeting. I am authorized to sign this form on behalf of the applicant/company.

Signature (required)_____ Date:_____

Please complete all details and return to: Jack Edelman, jack.edelman@ajj.com – phone: 856-256-2313, fax: 856-589-7463