



Spring Fling 2021

April 16-17, 2021

The Chattanooga Hotel

Chattanooga, Tenn.

2021 Exhibiting and Sponsorship Opportunities



FallFest 2021

Oct. 4-8, 2021

Gatlinburg Convention Center

Gatlinburg, Tenn.

Partner with TAPA to meet your education and outreach goals in 2021!

TAPA offers many opportunities for companies to network with PAs in order to educate them about the products and services they provide to benefit patient care, enhance clinical skills, or improve practice efficiency. Various options are listed below:

1. Select an annual sponsorship package. These packages are designed to maximize a company's exposure within the PA community throughout the calendar year. Package details are outlined to the right, and they are designed for any budget or marketing plan.
2. Exhibit at one (or both) of TAPA's annual conferences. Both Spring Fling and FallFest offer Exhibit Halls, and this gives companies the opportunity to interact directly with conference attendees. Companies registering for both conferences in 2021 will receive a discount off the exhibitor registration fees.
3. Sponsor a Product Theater Breakfast or Luncheon at one of TAPA's conferences. Companies can sponsor a meal and give an unrestricted, supported talk. Sponsors provide the speaker and the meal, and TAPA promotes the event in conference materials and provides space at the meeting venue. There are typically about 100-125 meal attendees at the spring conference, and about 150-200 meal attendees at the fall conference. These opportunities are limited, so early registration is encouraged.
4. Sponsor a dinner meeting. Each of TAPA's six geographical regions hold dinner meetings throughout the year. These are more intimate gatherings that allow companies to network directly with area PAs.

For more information on these networking opportunities, contact the TAPA office at (615) 463-0026 or info@tnpa.com.

GOLD SPONSORSHIP - \$2000

(\$2595 total value – savings of \$595)

- Booth space at both Spring Fling and FallFest conferences (\$1295 value)
- Full page advertisement in each conference program (\$400 value)
- Full page advertisement in the June and September issues of *PA Pulse*, TAPA's quarterly newsletter (\$900 value)
- Listing on sponsors page on TAPA's website with a link to your company's website

SILVER SPONSORSHIP - \$1800

(\$2145 total value – savings of \$345)

- Booth space at both Spring Fling and FallFest conferences (\$1295 value)
- One-half page advertisement in each conference program (\$300 value)
- One-half page advertisement in the June and September issues of *PA Pulse*, TAPA's quarterly newsletter (\$550 value)
- Complimentary listing on sponsors page on TAPA's website with a link to your company's website

BRONZE SPONSORSHIP – \$1000

- (\$1120 total value – savings of \$120)
- Booth space at FallFest conference (\$795 value)
- One-half page advertisement in FallFest conference program (\$150)
- One-half page advertisement in the September issue of *PA Pulse*, TAPA's quarterly newsletter (\$175 value)
- Complimentary listing on sponsors page on TAPA's website with a link to your company's website

INDIVIDUAL SPONSORSHIPS

- Product Theatre meal function: Contact TAPA (exclusive opportunity)
- Tote bags: \$2,000 (exclusive opportunity / includes one insert in tote bag)
- Badge holders: \$1,500 (exclusive opportunity), company logo printed on badge holder
- Continental breakfast in Exhibit Hall: \$1,500
- Breaks in Exhibit Hall: \$1,000
- Bag inserts: \$500 (limited to three) Inserts include up to one 8.5 x 11" insert to be placed in the tote bags by TAPA staff. Company is responsible for providing the insert.

Exhibiting Opportunities

The Tennessee Academy of Physician Assistants (TAPA) invites companies doing business with, or wishing to do business with, physician assistants (PA) to exhibit at its two Continuing Medical Education (CME) conferences this year.

TAPA represents close to 2,800 PAs across the state. PAs are licensed healthcare professionals who practice medicine in collaboration with physicians in all general practice settings as well as all specialty areas. PAs conduct physical exams, diagnose and treat illnesses, order and interpret tests, counsel on preventative healthcare, assist in surgery and write prescriptions.

Past exhibitors at CME events represent a wide array of healthcare support vendors, including pharmaceutical companies, medical publishers, medical device and supply companies, insurance companies, labs, recruiters and electronic medical record vendors. We hope to partner with you in 2021!

Event	Spring Fling	FallFest
Dates	April 16-17, 2021	Oct. 4-8, 2021
Location	The Chattanooga Hotel	Gatlinburg Convention Center
Exhibit Dates and Times (subject to change)	Friday, April 16, 7 a.m. – 4 p.m. (Set up Thursday, April 15, 3-5 p.m.)	Monday, Oct. 4, 7a.m. - 4 p.m. Tuesday, Oct. 5, 7 a.m.-4 p.m. (Setup Sunday, Oct. 3, 2-5 p.m.)
Expected Attendance	100-125 attendees	350-400 attendees
Display Fees	\$500	\$795
Deadline to Register	March 26, 2021	Sept. 10, 2021

Register to exhibit at both Spring Fling and FallFest and save \$100!

Program Advertising Rates

Companies that exhibit at the conference can purchase additional ad space in the conference program. The rates are as follows:

- Full page - \$200
- 1/2-page - \$150
- 1/4-page - \$100

Registration Information

To register for the CME conferences, companies must either register online at www.tnpa.com/exhibitor or complete the Exhibitor Registration Form and return it to TAPA at P.O. Box 150785, Nashville, TN 37215 or via fax at (615) 463-0036. Questions? Call (615) 463-0026.

EXHIBITOR DETAILS

Registration: Each exhibitor must submit one Exhibitor Registration Form and payment. Payment in full is required to reserve space. Exhibit space is limited, so early registration is recommended. Exhibit space will be assigned on a first come, first served basis.

Display Fees: The display fee includes exhibit table and two chairs. Exhibitors are responsible for their own signage. Breakfasts and breaks will be held in the Exhibit Hall to encourage traffic to booths. Door prizes are encouraged at booths, but not required. The display fee includes four name badges for Spring Fling and four name badges for FallFest. Badges will give exhibitors access into the Exhibit Hall. Additional name badges are \$50 each and are required for each additional representative.

Electrical Service: Exhibitors needing electricity must mark this on the Exhibitor Registration Form. Exhibitors requesting electricity will receive an order form from the venue. Orders and payments for electricity are remitted directly to the meeting venue.

Payment of Fees: Payment of all fees must be made by the deadlines noted. Payments should be made payable to "Tennessee Academy of Physician Assistants" and mailed to P.O. Box 150785, Nashville, TN 37215. Registration forms with credit card payments may be made online at tnpa.com/exhibitor or faxed to (615) 463-0036. For payment purposes, TAPA's tax ID is 62-1218474.

Confirmation: Once the registration form and payment are received, exhibitors will receive a confirmation email with conference details.

Liability: By exhibiting, exhibitor for and on behalf of itself, its employees, agents and invitees, and each other, releases and waives any and all claims, demands or actions against TAPA and/or the conference facility and their respective officers, directors, employees and agents resulting from any act or omission of exhibitor, its employees, agents and invitees. In addition, exhibitor agrees to hold harmless and indemnify TAPA and/or the applicable conference facility, their respective officers, directors, employees and agents, and each of them from any and all claims, demands or actions arising out of or as a result of any action or omission on the part of the exhibitor, its officers, directors, employees, agents or invitees, and each of them, as a result of its exhibitor or otherwise related to the CME program.

Security: Insurance of exhibit contents and personnel is recommended. TAPA does not insure exhibitor property. TAPA shall use reasonable care in providing security measures during the hours of installation and operation for the protection of the exhibitor's materials and display. Beyond this, TAPA, the conference facility, their respective officers, directors and employees or agents shall not be responsible for the safety or protection of the property of the exhibitor, its employees and agents from any cause.

Restrictions: TAPA reserves the right to prohibit or require the removal of any display or exhibit or any part of an exhibit which it deems not suitable or in accordance with these regulations or in accordance with acceptable professional ethics or prohibits for other reasons deemed necessary or appropriate by TAPA. All exhibits shall conform in all respects to applicable safety, health and fire codes as well as rules of the applicable conference facilities.

Cancellations: Companies that cancel more than 30 days prior to the event will receive a full refund. Cancellations received less than 30 days will receive a 50-percent refund. No shows will receive no refund. Cancellations must be submitted in writing via email or fax.

Failure to Occupy Space: Any space not occupied by 7 a.m. on Friday, April 16, or by 7 a.m. on Monday, Oct. 4, shall be deemed forfeited by exhibitor. TAPA may reassign such space without any obligation to the exhibitor.