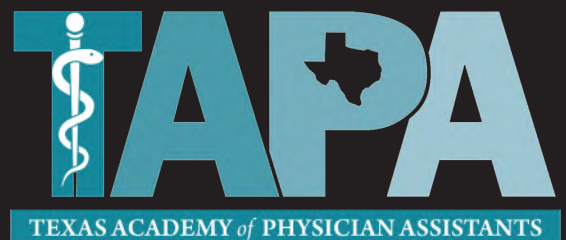


2021 EXHIBITOR PROSPECTUS

47th CME Conference HYBRID Regional Fall Conference

SEPTEMBER 16-19, 2021

KALAHARI RESORTS & CONVENTIONS
ROUND ROCK, TX





2021 REGIONAL FALL CME CONFERENCE for Texas Academy of Physicians Assistants

The upcoming TAPA conference is going HYBRID! In light of the pandemic, the TAPA leadership have decided that our TAPA Regional Fall CME Conference will be a hybrid conference with both in-person and online attendance options. There will be livestreaming of all talks, panel and oral sessions. We anticipate the hybrid format will allow for an extraordinary level of participation at the conference.

Visit with Physician Assistants in-person and/or virtually from all over Texas. PAs are eager to exchange ideas and experiences with their colleagues; to catch up on the latest news, ideas, and treatment techniques; to learn from the top experts in the medical profession; and most importantly, to learn all about your products and services.

PAs are an influential part of the healthcare team. They provide most of the same functions as the physicians with whom they work. Among their duties, PAs:

- Take detailed patient histories,
- Conduct physical exams
- Order and interpret diagnostic tests,
- Perform medical and surgical therapeutic procedures
- Write prescriptions

TAPA exhibitors will be companies providing services, resources, equipment, and information to assist PAs and their practice.

- Pharmaceuticals
- Medical Office Equipment
- Educational and resource books
- Practice management software
- Locum tenens information
- Financial and Insurance Services and products
- Travel and leisure opportunities

Attendees are searching for tools to help PAs across Texas do their jobs better. If you have a product or service that can help them provide better healthcare or help them work more efficiently, you will have their complete attention. If you have exhibited in the past, you know how important our conferences are to your organization's success. Increase your visibility and demonstrate your commitment to TAPA.

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HYBRID Regional Fall Conference



SEPT. 16-19, 2021 | ROUND ROCK, TX

EXHIBITOR INFORMATION

Expected Attendance

550+ Physician Assistants in attendance from across Texas.

Exhibit Hall Traffic

To encourage live and virtual traffic to all displays, attendees will be encouraged to visit the exhibit hall. Designated Exhibit Hall Networking opportunities will be offered throughout the conference on Friday & Saturday. **Schedule TBD.**

TAPA will host a prize drawing for the physician assistants who visit each exhibiting company. TAPA will also implement a gamification system during the conference, rewarding attendees for visiting booths. During the conference, all breaks will be held in the exhibit hall.

Exhibitor Schedule (tentative)

Thursday, September 16

12 - 7 p.m. Exhibitor Set-up
(In-person exhibits)

Friday, September 17

7 a.m. - 6 p.m...Exhibits Open

7 - 7:30 a.m. Continental Breakfast in Exhibit Hall
9:30 - 10 a.m. Break in Exhibit Hall
12 - 1 p.m. Lunch On Your Own
3 - 3:30 p.m. Break in Exhibit Hall

Saturday, September 18

7 a.m. - 12 p.m. . Exhibits Open
7 - 7:30 a.m. Continental Breakfast in Exhibit Hall
9:30 - 10 a.m. Break in Exhibit Hall
12:30 p.m. Exhibitor Move Out

Important Dates

July 14, 2021 Deadline to cancel without penalty

August 2, 2021 Submit application in order to be listed in onsite program

August 13, 2021 Payment due in full

In-Person Exhibit Fee Includes:

(In-Person) Booth Details: 6" draped table with 2 chairs. The ballroom is carpeted. Electricity and internet must be purchased through the hotel.

Virtual Exhibit Booth Fee Includes:

- Company Logo
- 100-Word Company Description
- Call to Action Buttons
- Link to Website
- Upload One (1) Attachment to Landing Page

Hotel Information

Kalahari Resort

3001 Kalahari Drive
Round Rock, TX 78665
Phone (512) 501-3493
www.kalahariresorts.com

Accommodations may be arranged directly with the host hotel, Kalahari Resort. The TAPA group rate is \$179 single/double + \$30 Resort Fee per night if secured by August 25, 2021.

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EXHIBITOR OPTIONS

Exhibitor - \$1,500 (limit of 40)

- 8x10' Booth space at the in-person meeting, plus a virtual booth for virtual attendees;
- Recognition as an exhibitor in conference meeting application;
- Display your name inside of the on-site meeting brochure;
- Display your logo inside of the meeting app's virtual exhibit hall;
- Ability to network with attendees, both in-person and virtually using exhibitor provided video conferencing software, during exhibit hall breaks built into the schedule;
- Ability to provide a company description of your choosing within the meeting app;
- Call to action buttons for email & scheduling of meeting within the meeting app;
- Link to website within the meeting app;
- Ability to upload attachments within the meeting app.
- Special Pricing Available for Nonprofits & Educational Institutions

Conference Sponsor - \$2,500 (limit of 4)

Includes everything in the Exhibitor Package, plus:

- Premium location in the exhibit hall;
- Company Logo included in registration brochure (must sign-up by 8/15/2021);
- Tickets for two to one VIP event during the conference;
- Specialized profile on in the Events Sponsors page within the meeting app;

Networking Sponsor - \$3,000 (limit of 5)

Includes everything in the Conference Sponsor Package, plus:

- Chance to give a 3-5 minute pitch during one networking sessions;
- One banner advertisement on meeting application;
- Signage during one of the food/break sessions (breakfast, afternoon snack);
- Networking with in-person attendees during your specified break time;
- ¼ page ad in the on-site brochure (must sign-up by 8/15/2021).

Presenting Sponsor - \$7,500 (limit of 4)

Includes everything in the Conference Sponsorship Package, plus:

- Up to a 60 min Product Theatre opportunity;
- One social media promotion;
- One promotional email regarding product theater;
- Admission for two company representatives to each networking sessions;
- ½ page ad in the on-site brochure (must sign-up by 8/15/2021).

Platinum Sponsor - \$10,000 (limit of 2)

- Includes everything on the Networking & Presenting Sponsorship Packages, plus:
- Top Line/Premium booth placement in in-person exhibit hall;
- One marketing email sent by TAPA on your behalf prior to conference to all participants;
- Admission for four (4) company representatives to each networking sessions;
- Admission for two company representatives to all of the VIP events;
- Full page ad in the on-site brochure (must sign-up by 8/15/2021);
- Logo on Exhibit Hall Tote Bag/Portfolio;
- Logo on event Name Badge Lanyards;
- Listed as Wi-Fi sponsor for a day;
- Two (2) social media promotions;
- Complimentary meeting registration;
- One (1) 60 second video played during conference;
- One (1) marketing email sent by TAPA on your behalf to all TAPA members post-conference;
- One (1) leaderboard ad on TAPA website;
- One (1) push announcement to all conference attendees promoting your company.

À la carte Sponsorships

- Conference Wi-Fi- \$2,500
- Conference App Banner - \$500
- Tote Bag or Portfolio - \$2,500
- Name Badge Lanyards - \$750
- Advertising – Full Page - \$750
- Advertising – Half Page - \$475
- Advertising – Quarter Page - \$250

2021 EXHIBITOR PROSPECTUS

HYBRID Regional Fall Conference



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Exhibiting Company _____

Address _____

City/State/Zip _____ Phone _____

Personnel who should receive exhibit confirmation materials:
Note that all materials will be sent via email ONLY.

Contact Person _____

Address _____

City/State/Zip _____ Phone _____

Primary Contact Email _____

Description of Product/Service _____

List firms you do NOT wish to be in close proximity to (*list companies, not products*):

EXHIBITOR OPTIONS *(check one)*

Exhibitor	\$1,500
Conference Sponsor	\$2,500
Networking Sponsor	\$3,000
Presenting Sponsor	\$7,500
Platinum Sponsor	\$10,000

A LA CARTE SPONSORSHIPS

Conference App Banner	\$500
Name Badge Lanyards	\$750
Tote Bag	\$2,500
Portfolio	\$2,500
Advertising - Full Page	\$750
Advertising - Half Page	\$475
Advertising - Quarter Page	\$250

TOTAL Annual Meeting \$ _____

PAYMENT OPTIONS

Credit Card – Sign up at www.tapa.org

OR

Check

Mail to:
Texas Academy of Physician Assistants
401 W. 15th Street, Ste. 100
Austin, TX 78701-1680

EXHIBITOR TERMS & CONDITIONS

Payment Deadline: Exhibits are available on a first come, first served basis. Once the in-person and virtual exhibit hall is sold out, companies have the option of being on a wait list in the event that another company cancels. Upon acceptance, TAPA will provide virtual exhibit space once payment is made. Payment in full is due by August 13, 2021. It is not necessary to send payment with this application form, but payment should be received by August 13, 2021.

Cancellation Policy: A full refund will be made to the Exhibitor only if written notice is received by July 14, 2021. Cancellation requests must be sent to sylvia.hall@texmed.org no later than July 14, 2021 to receive a full refund. Refunds will not be given after July 14, 2021.

Company _____ Title _____ Date _____

Signature _____

Send this form in now to secure your spot!

Please complete both pages of this application and return to: Sylvia.Hall@texmed.org



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EXHIBITOR RULES AND REGULATIONS

If, after the contract is entered into, TAPA fails or is unable to provide an Exhibitor with the opportunity to exhibit at the TAPA Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Exhibitor is not responsible for such failure, the Exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in the connection with the Application/Contract. In such case, the TAPA shall bear no further liability or responsibility under such agreement.

EXHIBITOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY TEXAS ACADEMY OF PHYSICIAN ASSISTANTS FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES, AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR TEXAS ACADEMY OF PHYSICIAN ASSISTANTS OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF EXHIBIT SPACE.

Acceptance of Application

Acceptance of this application as an agreement between the Exhibitor and the Texas Academy of Physician Assistants will occur only when an official confirmation packet has been sent by TAPA via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

Exhibitor Regulations Agreement

The undersigned acknowledges and agrees to the Exhibitor Regulations as published by the Texas Academy of Physician Assistants (available at www.tapa.org or upon request) which are considered to be part of this agreement between the Exhibitor and the Texas Academy of Physician Assistants.

Warranty of Authority

The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is duly authorized and appointed agent of the Exhibitor, is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

Signature _____ Date _____

Title _____

Company _____

Please return this application with payment to:

Texas Academy of Physician Assistants

ATTN: Sylvia Hall, Exhibits Manager, Sylvia.hall@texmed.org

401 W. 15th Street, Suite 100

Austin, TX 78701

TAPA Tax ID: 23-7453490

To pay by credit card, please complete your application online at www.tapa.org

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