



# ***42nd***

# ***APPNA***

## **Annual Convention**

**July 3-7, 2019**

**Hyatt Regency**

### **Event Sponsorship Package**

**Hyatt Regency**  
9801 International Drive  
Orlando, FL 32819

## **Association of Physicians of Pakistani-descent of North America**

### **APPNA 42nd Annual Convention**

**July 3-7, 2019**

**Hyatt Regency**

9801 International Drive

Orlando, FL 32819

The Association of Physicians of Pakistani-descent of North America (APPNA) is a not-for-profit organization dedicated to fostering scientific development and education in the field of medicine and to delivering better health care, irrespective of race, color, creed, or gender. APPNA is the second largest ethnic medical society in the United States representing more than 15,000 physicians and health care scientists of Pakistani descent, serving all across the nation. **APPNA summer convention is the largest gathering of Pakistani-American Physicians held every year with attendance over five thousand, including physicians, family members and guests from across the nation and abroad.**

APPNA is an ACCME accredited body and will Continuing Medical Education (CME) during the meeting. In addition to CME activities there will be seminars and panel discussions on various health and social issues. **Additionally APPNA bazaar with more than 200 booths that allow vendors** and non-profit organizations to showcase their products and services throughout the convention. Exhibitors at APPNA meeting represent a diverse spectrum of industry including but not limited to pharmaceuticals, bio-technology, investment, insurance, real-estate, clothing, jewelry and not-for-profit organizations.

APPNA offers the following CME and Event sponsorship and promotional opportunities for its 42nd Annual Summer Convention:

- **Event Sponsorships**
- **CME Sponsorships**
- **Advertise in APPNA Summer Publication**
- **Exhibit at APPNA Bazaar**

**Please Note these opportunities are on a first come first serve basis and require advance payment in full. Deadline for Advertisements in APPNA Summer Publications is May 31, 2019**

We hope you will find a suitable sponsorship opportunity from the enclosed packages. Please contact us in case you wish to discuss a custom promotional opportunity more suitable to your needs. Your financial contributions made to APPNA are tax deductible. Thank you in advance for your participation and support.

## EVENT SPONSORSHIPS

The following event sponsorships are available to select sponsors.

### **PLATINUM SPONSOR: \$100,000**

- Sponsorship recognition during the meeting
- Placement of Sponsor's Logo on Main Welcome Banner, Room Key and Meeting Registration Bag
- Two Prime-class exhibit booths at APPNA EXPO
- One full-page advertisement in the Annual Meeting Journal
- One Complimentary hotel suite for (3) nights
- Platinum Sponsor Plaque awarded at recognition during the Saturday Annual Banquet
- 4 tickets to APPNA Saturday Night Banquet
- Insertion of marketing material in registration bags
- One 90 Seconds Video Ad every hour on Video Wall
- Logo on Sponsorship Banner at the Registration Desk

### **GOLD SPONSOR \$50,000**

- Sponsorship recognition & Gold Sponsor Plaque awarded at Friday Night Event
- One Prime-class exhibit booth at APPNA EXPO
- One full-page advertisement in the Annual Meeting Journal
- A hotel suite for three nights complimentary
- 2 tickets for APPNA Saturday Night Banquet dinner and entertainment
- Insertion of marketing material in registration bags
- One 90 Seconds Video Ad every hour on Video Wall
- Logo on Sponsorship Banner at the Registration Desk

### **SILVER SPONSOR \$25,000**

- Sponsorship recognition & Silver Sponsor Plaque awarded at Friday Night Event
- Two Deluxe exhibit booth at APPNA EXPO
- One full-page advertisement in the Annual Meeting Journal
- 2 tickets for APPNA Saturday Night Banquet dinner and entertainment
- One 60 Seconds Video Ad every hour on Video Wall
- Logo on Sponsorship Banner at the Registration Desk

## MARKETING OPPORTUNITIES

### LUNCHEON SPONSORSHIP \$10,000 - \$25,000 per Luncheon

- Sponsorship recognition during the Lunch at the main session room.
- 15 minutes talk and presentation.
- Limited number of spots available.

### DINNER SPONSORSHIP

- Sponsorship recognition during the Dinner, placement of Sponsor Logo on the Program and 5 Minutes talk and presentation during Dinner.

- Chapter Night	\$15,000
- Alliance Night	\$25,000
- Alumni Night	\$35,000
- Main Banquet	\$50,000

### BUSINESS PROMOTIONAL PACKAGE - PRIME \$12,000

- Insertion of marketing material in registration bags
- One Full Page Advertisement in the APPNA Convention Journal 2019
- One Deluxe 10x10 exhibit booth at APPNA Corporate Expo

### BUSINESS PROMOTIONAL PACKAGE - DELUXE \$8,000

- One Deluxe 10 x 10 Exhibit Booth at APPNA Corporate Expo
- One Full Page Advertisement in the APPNA Convention Journal 2019

### BUSINESS PROMOTIONAL PACKAGE - STANDARD \$5,000

- One Standard 10 x 10 Exhibit Booth at APPNA Corporate Expo
- One Full Page Advertisement in the APPNA Convention Journal 2019

## **DIGITAL & NEW MEDIA OPPORTUNITIES**

### **TECHNOLOGY SPONSOR \$40,000**

- Banner Ad in APPNA Event Mobile App
- Branding on Phone Charging KIOSK across the venue
- Ad on the Digital Video Wall
- Banner Ad on the Event Web Site
- Live Notifications to APP users during the event
- Video Ad during the Saturday Night Banquet Dinner
- Recognition during all day sessions on the screens with sponsor logo

### **DIGITAL VIDEO ADVERTISEMENT \$18,000**

- Video Ad will be played during all night events on Wednesday, Thursday, Friday and Saturday
- Over 7000 people will be watching the ad during all 4 nights
- Video Ad will also be played on the Digital LED Wall

### **MOBILE EVENT APP BANNER AD \$5,000**

- Full screen ad on the startup screen of event App
- Over 3000 attendees will have App access
- Event App will have all the schedule, speaker bio, bazaar information and live notifications

### **DIGITAL LED WALL AD \$3,500**

- 60-90 Seconds video Ad on the Digital Video Wall
- Runs every hour
- Digital Video Wall size minimum 12ft x 9ft

## **ADVERTISEMENT OPPORTUNITIES**

- |                     |         |
|---------------------|---------|
| • Back Cover        | \$4,000 |
| • Inside Title Page | \$3,000 |
| • Inside Back Cover | \$3,000 |
| • Full Page         | \$1,250 |
| • Half Page         | \$700   |

## SPONSORSHIP REGISTRATION FORM

Please select your desired level

Company Name: \_\_\_\_\_

Contact / Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

SPONSORSHIP LEVEL	COST	QTY	TOTAL
Platinum Sponsor	\$100,000		
Gold Sponsor	\$50,000		
Silver Sponsor	\$25,000		
Luncheon Sponsorship (per Luncheon)	\$10,000 - \$25,000		
Dinner Sponsorship			
- Wednesday Chapter Night	\$15,000		
- Thursday Alliance Night	\$25,000		
- Friday Alumni Night	\$35,000		
- Saturday Main Banquet	\$50,000		
Business Promotion – Prime Package	\$12,000		
Business Promotion – Deluxe Package	\$8,000		
Business Promotion – Standard Package	\$5,000		
Technology Sponsor	\$40,000		
Digital Video Advertisement	\$18,000		
Mobile Event App Banner Ad	\$5,000		
Digital LED Wall Ad	\$3,500		
----3% non-refundable credit card processing fee----			
<b>Total Enclosed:</b>			

Payment Options: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ AMEX

Credit Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

3% non-refundable processing charge for credit card use

Please make checks payable to: **APPNA** Check #: \_\_\_\_\_

Mail the entire Ad Form with Full Payment to: APPNA, 6414 South Cass Ave., Westmont, IL 60559  
630-968-9688 fax (only if paying by credit card)

## ADVERTISEMENT REGISTRATION INFORMATION

### Contact Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### Selection of Space:

- |                     |         |              |
|---------------------|---------|--------------|
| • Back Cover        | \$4,000 | Price: _____ |
| • Inside Title Page | \$3,000 | Price: _____ |
| • Inside Back Cover | \$3,000 | Price: _____ |
| • Full Page         | \$1,250 | Price: _____ |
| • Half Page         | \$700   | Price: _____ |

### Payment Options

Credit Card Type: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ AMEX

Credit Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

3% non-refundable processing charge for credit card use

Please make checks payable to: **APPNA** Check #: \_\_\_\_\_

Mail the entire Ad Form with Full Payment to:

APPNA  
6414 South Cass Ave.  
Westmont, IL 60559

630-968-9688 fax (only if paying by credit card)

## EXPO REGISTRATION INFORMATION

### Contact Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### PRODUCT / COMPANY CATEGORY:

\_\_\_\_\_

Selection of Space/Location: (Pricing are based on locations)

Prime Booth \$7,000/Booth x No. of Booths \_\_\_\_\_

Deluxe Booth \$5,000/Booth x No. of Booths \_\_\_\_\_

Standard Booth \$4,000/Booth x No. of Booths \_\_\_\_\_

Booth Number(s): \_\_\_\_\_ Price: \_\_\_\_\_

Please request the updated Floor Plan from [siddiquilaig@hotmail.com](mailto:siddiquilaig@hotmail.com) in order to choose the Booth Number.

### Payment Options

Credit Card Type: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ AMEX

Credit Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

3% non-refundable processing charge for credit card use

Please make checks payable to: **APPNA** Check #: \_\_\_\_\_

Mail the entire Ad Form with Full Payment to:

APPNA

6414 South Cass Ave.

Westmont, IL 60559

630-968-9688 fax (only if paying by credit card)



## CONTRACT TERMS: MUST SIGN, DATE & RETURN

1. This agreement is between the Association of Physicians Pakistani-descent of North America (APPNA) as the first party and \_\_\_\_\_ (Your Company Name) as the second party called the exhibitor for the period of **July 3-9, 2019**. The terms of the contract are all of the terms which exist on this subject between the two parties. APPNA grants the exhibitor the right to use the designated space as assigned by APPNA. (All times are subject to change)

<b><u>Set up Time:</u></b>	DATE: July 3, 2019	2:00 PM to 7:00 PM
	DATE: July 4, 2019	7:00 AM to 10:00 AM
<b><u>Timings of Exhibition:</u></b>	DATE: July 4-6, 2019	9:00 AM to 7:00 PM
<b><u>Move Out:</u></b>	All the exhibitors and their merchandize MUST be moved out of the exhibit hall by 11:30 PM on <b>Saturday July 6, 2019</b> .	

2. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to person(s) or damage to exhibitor displays, equipment, or other property brought upon the premises of the hotel and agrees to indemnify, defend and hold harmless APPNA, the hotel, and its owners, servants, agents, and employees against all claims or expenses for such losses, including attorney's fees, arising out of the use of the hotel premises excluding any liability caused by the negligence of APPNA or the hotel or its owners, agents, or employees. The exhibitor understands that neither APPNA nor the hotel maintains insurance covering the exhibitor's property or lost revenue and it is the sole responsibility of the exhibitor to obtain such insurance.
3. APPNA in its discretion may change, postpone, or cancel the exhibition if in its judgment some casualty or emergency requires such action. In the event of cancellation, the Exhibitor may receive a refund (upon review of the circumstances) within 30 days if fees have been charged or a deposit has been received by the APPNA office.
4. No exhibitor may hold private showings in his/her hotel room or in any other area of the hotel, other than the exhibit space designated by APPNA.
5. Exhibitor will be allowed to display its company signs on the booth but not beyond it. Banners are **NOT** allowed to be displayed in any other location in the exhibit hall or hotel.
6. This exhibition is closed to the public and exhibitors are encouraged NOT to make public notice of this showing, this is open to APPNA members and their invited guests only.
7. The cost of the exhibit space hereby leased shall be indicated on page one of this contract per booth space and full payment is due in advance. APPNA does not guarantee space/booth choice requested.
8. Deviation from the assigned space will not be allowed. Any empty spaces above and beyond your booth are under APPNA's possession. If exhibitor deviates from assigned space, without APPNA approval, exhibitor is subject to additional fee.
9. It is the responsibility of the exhibitor to pay all applicable sales, local, state and federal taxes.

10. The sale of any item in a transaction is between the exhibitor and the purchaser(s). APPNA is not responsible for any transaction.
11. APPNA does not guarantee that any exhibit will be exclusive nor do we guarantee any profit margin.
12. After the Exhibitor contract is reviewed, accepted and processed by APPNA, (a signed contract must be accompanied by payment in full), the exhibitor will be issued a confirmation letter which, in conjunction with and subject to the terms of this contract, grants non-transferable license to only use the specifically assigned space at the APPNA 42nd Annual Convention within the guidelines of the rules & regulations and for the exclusive purpose as defined in the above description. If this Contract is rejected and no confirmation is issued, the Exhibitor shall receive a refund within 30 days if fees have been charged or deposited
13. **The standard 10 ft X 10 ft space includes a single booth defined by (1) 8'-draped backdrop, (2) small 3'-draped dividers, (1) company I.D. sign, (1) 6' draped display table, and (2) chairs, (1) trash can, (clothing exhibitors will be provided (2) clothing racks with their booth).**
14. **Full refunds will be issued for cancellations made by Exhibitors prior to DATES FOR REFUNDS**
  - a. **All credit card transactions are subject to a 3% NON-REFUNDABLE PROCESSING FEE**
  - b. **ALL CANCELLATIONS ARE SUBJECT TO A NON-REFUNDABLE PROCESSING FEE OF \$300.**
15. NO FOOD OR BEVERAGES MAY BE SOLD IN THE EXHIBIT AREA or any place at the hotel.
16. **All displays must be confined to the booth and cannot obstruct the view or access of surrounding displays. If we receive any complaint that any exhibitor is blocking the view of their neighbors, the exhibitor will be notified by one of the APPNA staff members only once, if they did not comply they will receive an official notice to vacate the space within an hour with no refunds.** Any demonstrations, discussions, or other activities must be confined to the booth. Audio, video, and multimedia equipment will be monitored by Exhibit Staff to ensure that a comfortable sound level is maintained, and conforms to the rules/regulations of the hotel/convention center and local laws/regulations.
17. Solicitation of any kind by any exhibitor or group (for-profit or not-for-profit) is expressly prohibited outside of the assigned booth.
18. Fireworks and any other incendiary devices & helium are expressly prohibited. Fuel tanks or heating appliances such as microwaves, ovens, etc are also prohibited.
19. **Exhibitors are not allowed to bring in accessories like Electric wires, lights, drapery, etc., without permission of Freeman Decorating Company (official Decorators for APPNA Convention). Exhibitors bringing-in such items will be responsible to pay any damages that may causes to hotel/convention center/other exhibitors or APPNA.**
20. **Actual space/booth Location may be displaced or changed from the layout/diagram for logistic reasons.**
21. **APPNA reserves the right to retract the Confirmation Letter and Contract and therefore close any exhibit and eject any exhibitor or exhibitor's staff immediately from the Exhibit area and Hotel who/which participate(s) in illegal activities of any kind, is/are involved in any way with disruptive**

**or dangerous activities, violate(s) any of the terms or conditions of this agreement, or does not immediately comply with instructions given by the APPNA Exhibit staff.**

22. Exhibitors and their staff indemnify and hold harmless the Association of Physicians of Pakistani-descent of North America (APPNA) its' staff and agencies from and against all costs, damages, judgments or legal expenses which may arise from this agreement, set-up, exhibition, participation or dismantling activities during, before, and after the convention. Exhibitor also assumes all risks of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof; including but not limited to goods, merchandise, cash, records, or any other property. Further, exhibitors are expressly bound, at their expense, to repair any damage which they may cause to the bazaar fixtures or the convention center through unauthorized modifications or movement of their exhibit.
23. Exhibitors and their staff indemnify and hold harmless the Hotel/convention center and their respective agents against any claim or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither APPNA nor the Convention center/hotel maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.
24. Fire Regulations: All materials used for booth decoration must be nonflammable. Electric signs and equipment must be wired to meet specifications of local fire authorities. Fire extinguishers on walls, on the floor or elsewhere must not be removed or obstructed in any manner.
25. **APPNA reserves the right to interpret, amend and enforce these Contract Conditions, Rules and Regulations. Each Exhibitor, for him/herself, his/her agents and employees agrees to abide by all Contract Conditions, Rules and Regulations set forth herein or any subsequent amendments or interpretations.**
26. **Not-For-Profit organizations are required to submit proof of 501(c) status, failure to submit such proof will not entitle you to the reduced price. If proof is not received before the event APPNA reserves the right to refuse space to the exhibitor. Please send required document to [meetings@appna.org](mailto:meetings@appna.org)**

**As an authorized agent of this Business / Organization, I have read and understand this contract and agree to abide by it.**

**Name (Please Print):** \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Company Title**

\_\_\_\_\_  
**Date**