

American Pancreatic Association

# 2021 ANNUAL MEETING

**Nov. 3 – 6, 2021**

Eden Roc Miami Beach

## Exhibitor Prospectus

[www.apapancreas.org](http://www.apapancreas.org)



AMERICAN PANCREATIC  
ASSOCIATION

# APA 2021 ANNUAL MEETING

Nov. 3 – 6, 2021 | Eden Roc Miami Beach



## JOIN US!

### American Pancreatic Association

+1.913.403.7102 | [apa@apapancreas.org](mailto:apa@apapancreas.org) | [www.apapancreas.org](http://www.apapancreas.org)

The American Pancreatic Association is a membership organization for physicians and researchers interested in diseases of the exocrine pancreas. Our mission is to foster clinical and basic science research needed to cure diseases of the pancreas. We strive to continue advancing the field of research, while training the next generation of researchers devoted to finding a cure for these deadly diseases.

The APA Annual Meeting is the cornerstone of our organization and is widely regarded as the "can't miss event" for pancreas specialists from all over the world. Enthusiasm for this year's in-person Annual Meeting is on the rise, with expected attendance from pancreatologists, endoscopists, surgeons, pathologists, radiologists, oncologists and basic scientists.

### WHY EXHIBIT?

**The benefits to be gained from aligning your organization with our high-profile event are substantial.**

As an APA 2021 Exhibitor, you will have the opportunity to:

- Reach the most qualified audience of pancreas disease leaders
- Build further visibility for your company in a time when in-person office and clinical visits are limited
- Demonstrate thought leadership
- Expand your prospect base with low cost and effective reach
- Strengthen existing relationships
- Access scientific sessions with a meeting pass

### EDUCATIONAL GRANT

The American Pancreatic Association has a long history of quality academic research and welcomes your company's support through meeting support or educational grants. If after reading the program you believe your company's current mission aligns with the program presented, please contact [apa@apapancreas.org](mailto:apa@apapancreas.org). Grants must comply with ACCME guidelines.

**Together with industry, the APA invests in advances in research needed to cure diseases of the pancreas.**

### EXHIBIT FEE

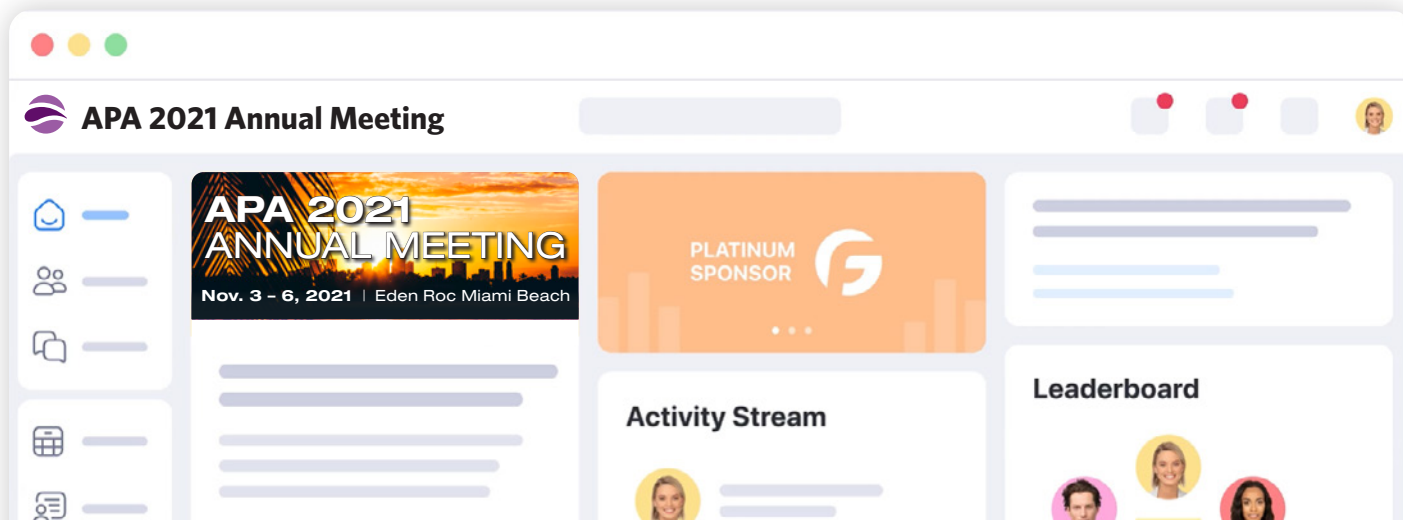
\$10,000 includes a 6' tabletop display, 2 exhibitor badges and recognition in the final program, meeting app, signage and session slides. Representatives are welcome to participate in the meals and evening events to interact with attendees. Exhibitors will also receive a complimentary Virtual Exhibit Listing to maximize in-person and virtual meeting exposure!

### VIRTUAL EXHIBIT LISTING ONLY

\$5,500 for a customized listing in the virtual exhibit hall which includes a logo, company bio, contact information, downloadable deliverables and product images. Virtual exhibitors do not need to attend the meeting in-person to participate.

### CVENT LEADCAPTURE™

Easily scan, qualify, rate and export your leads on-demand! You can add custom questions and import leads directly into your CRM system. Take full control of your leads during and after the meeting. \$750 per license (one license/device)





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# APA

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## NEWS



**One of the largest audiences  
of pancreas experts and  
enthusiasts!**



**View the APA 2021  
Schedule at a Glance**



### Exhibit Hours

Wednesday, Nov. 3	1pm Setup
Thursday, Nov. 4	7am - 5pm
Friday, Nov. 5	7am - 5pm
Saturday, Nov. 6	7am - 1pm 1pm Teardown



**Space limited!**  
**Fill out registration form &  
mail or REGISTER ONLINE**



### PAST EXHIBITORS & SPONSORS

AbbVie Inc.  
Akcea Therapeutics, Inc.  
AstraZeneca  
Celgene  
ChiRhoClin, Inc.  
Cook Medical  
Digestive Care  
Exact Sciences  
Fibrogen  
Genentech/Roche  
Halozyme  
Hirshberg Foundation for Pancreatic  
Cancer Research  
Immunovia  
Ispen Biosciences  
Japan Pancreas Society  
Kenner Family Research Fund  
Med Learning Group  
Merck  
MoreHealth  
National Pancreas Foundation  
Novocure Oncology  
Pancreas Journal  
Vivus Inc

### CONTACT

**American Pancreatic Association**  
+1.913.402.7102

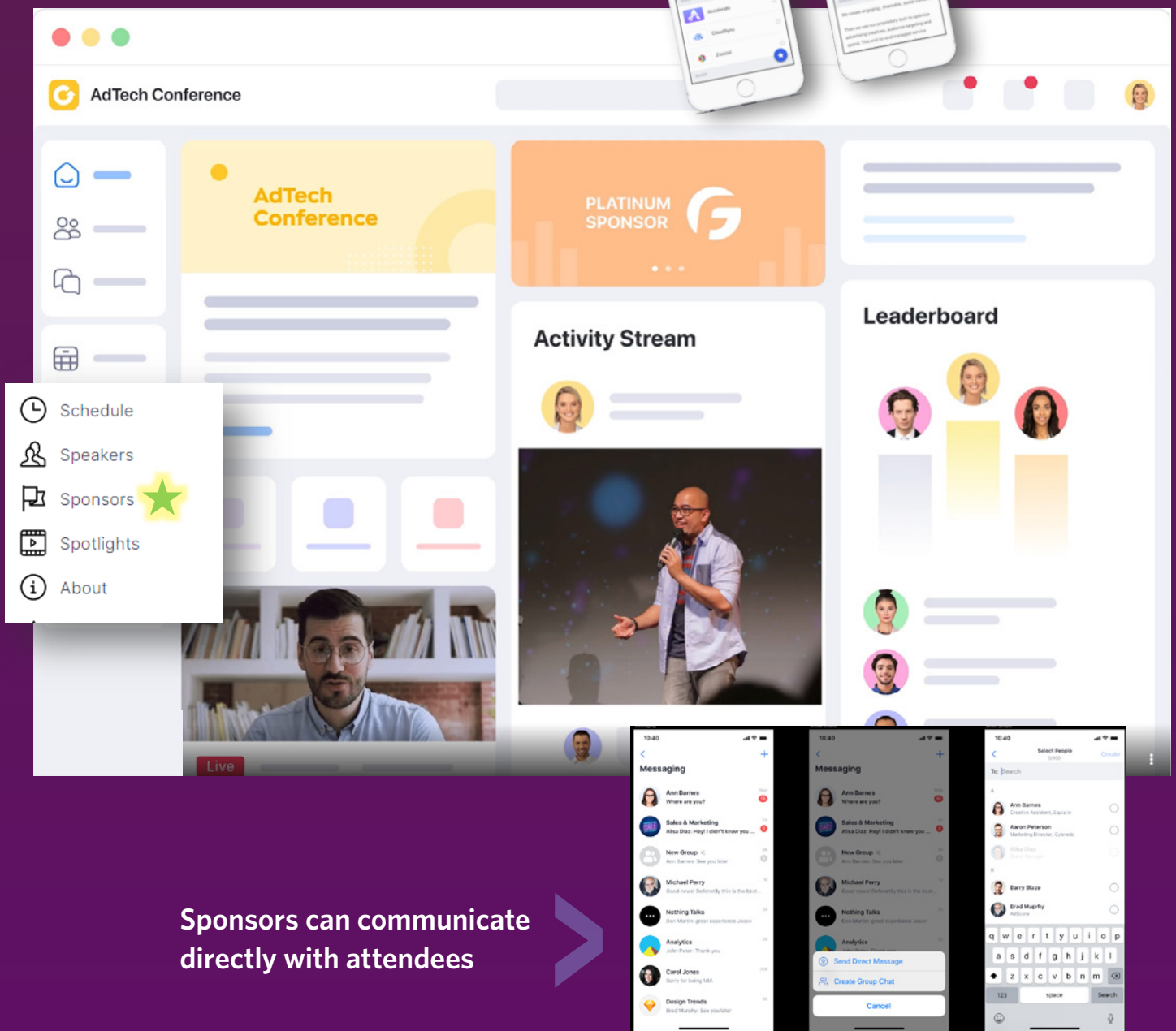
[apa@apapancreas.org](mailto:apa@apapancreas.org)  
[www.apapancreas.org](http://www.apapancreas.org)

*A complete experience.*

**APA Exhibitors and Sponsors will receive more visibility and coverage with branded virtual opportunities!**

## APA MEETING APP

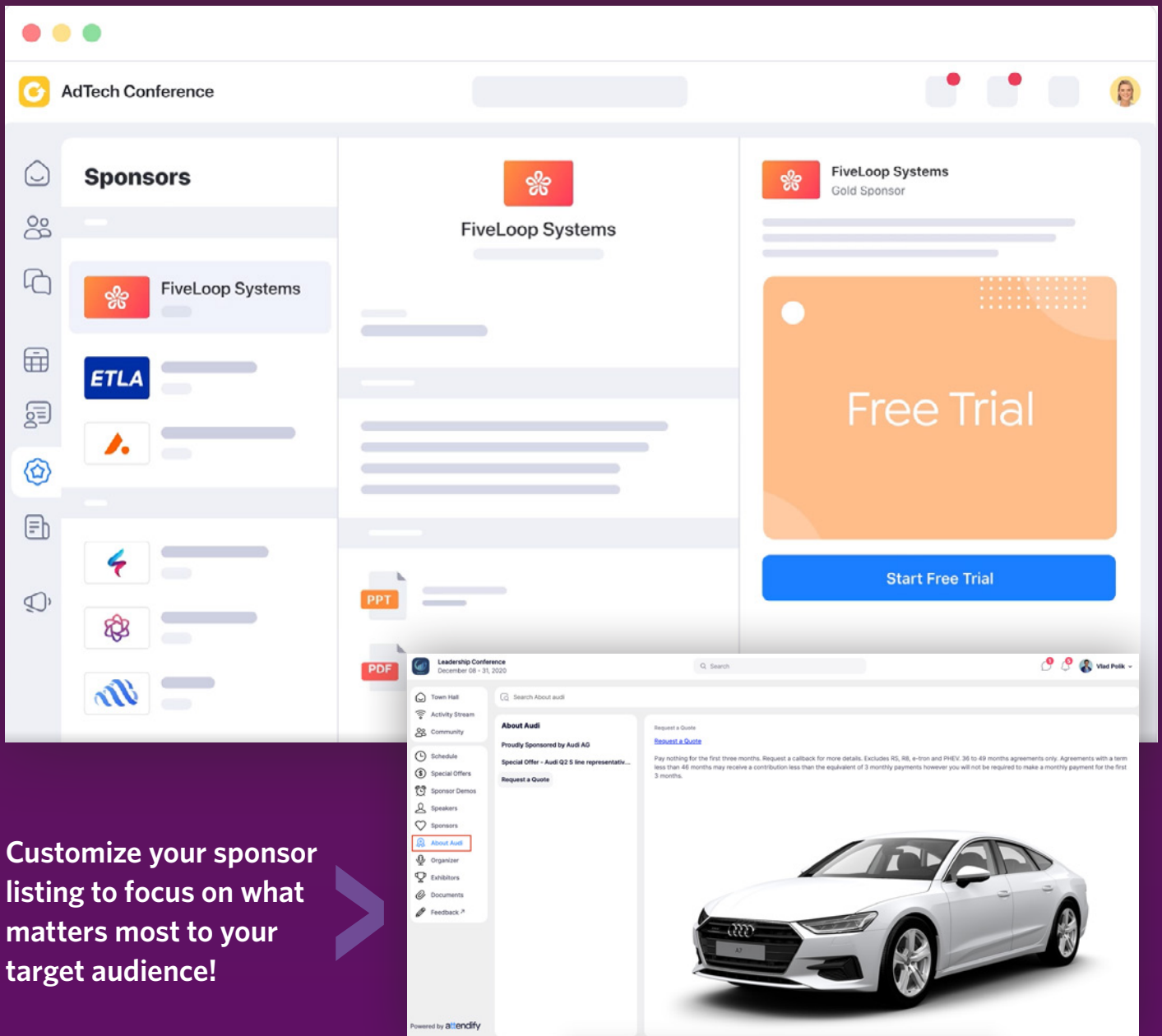
Easy navigation—mobile friendly!



APA helps you drive value with an intuitive online experience to facilitate communication, learning and engagement!

## VIRTUAL EXHIBITOR LISTING

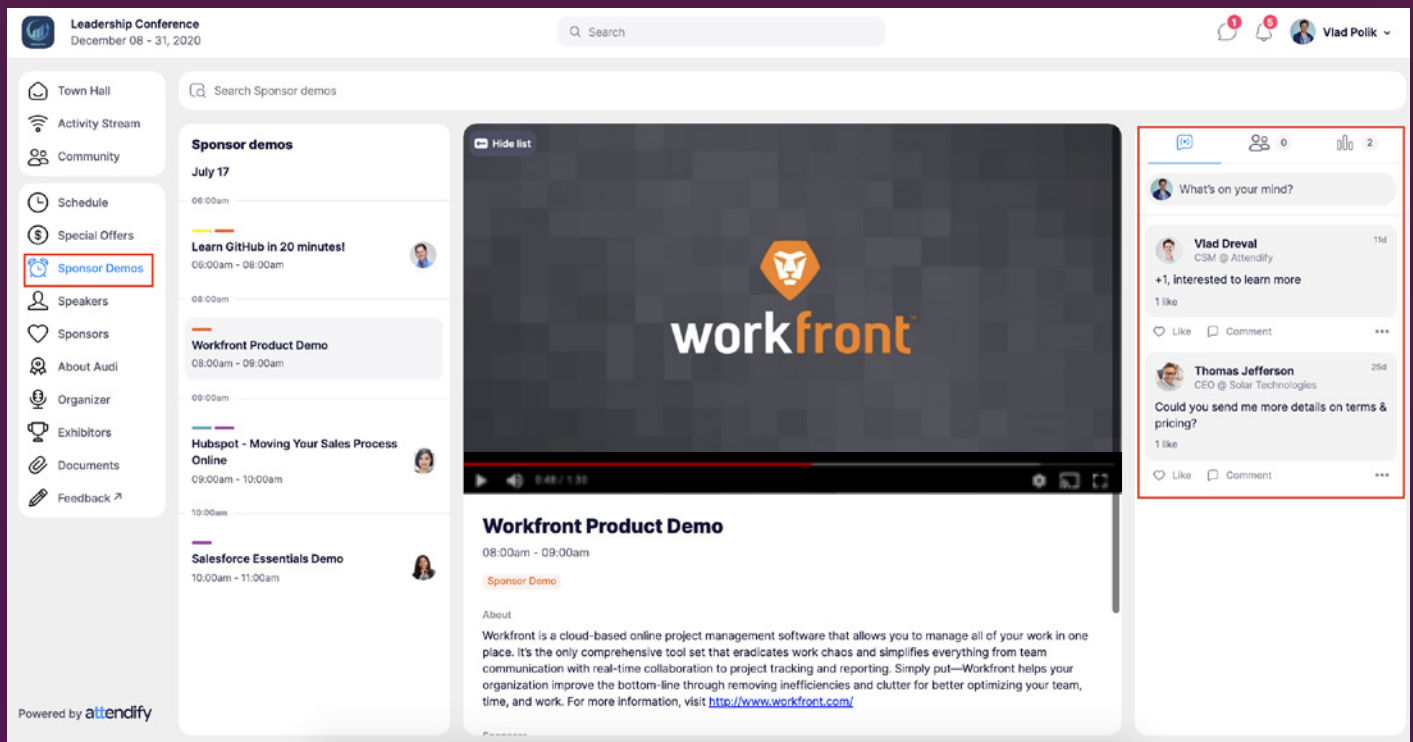
Can purchase virtual exhibitor listing only if not attending in-person.  
Included with all in-person exhibit/sponsorship packages.



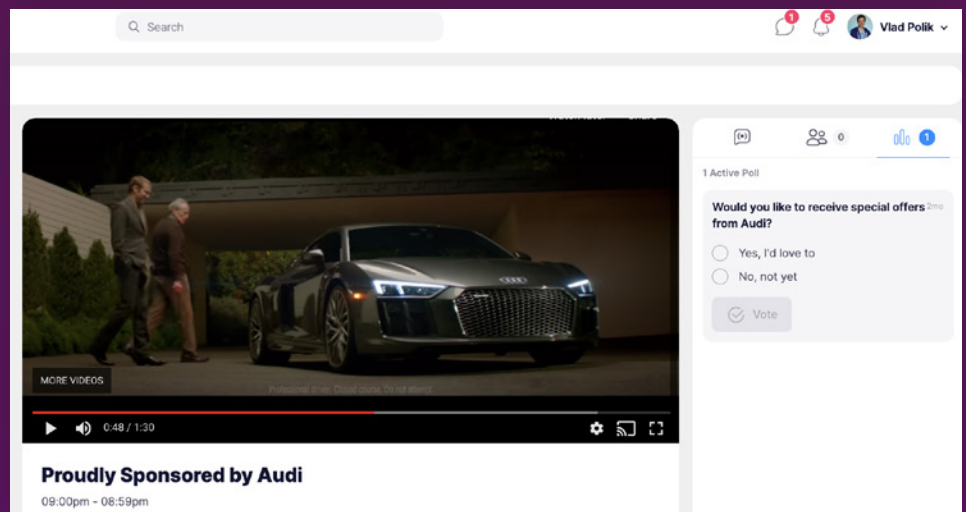
Customize your sponsor listing to focus on what matters most to your target audience!

Demonstrate your company's value.

## INDUSTRY VIDEO\*



Polling capabilities  
provide invaluable  
feedback.

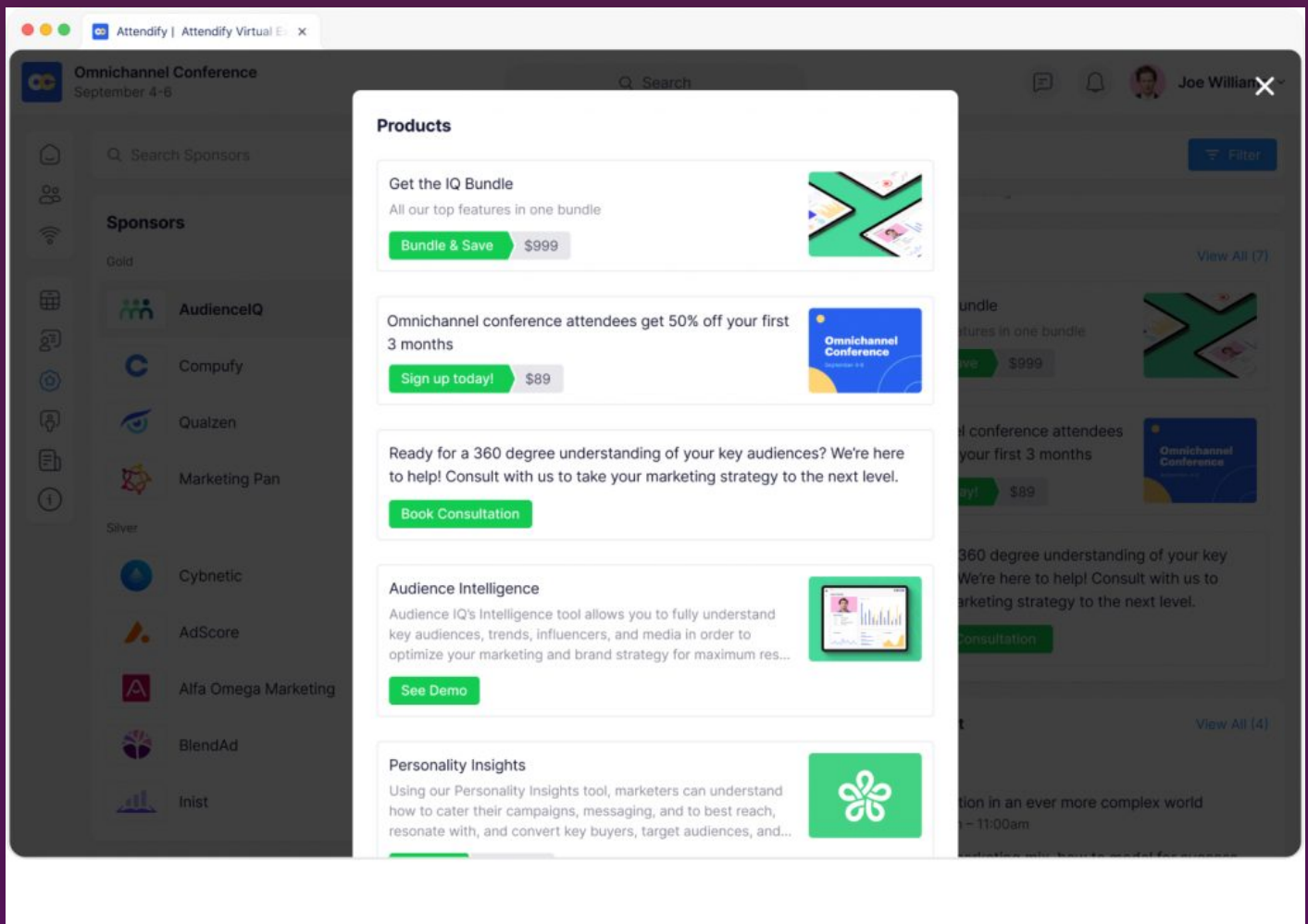


# Powerful “Call to Action” Buttons Drive High-intent Leads

## CALL TO ACTION BUTTON\*

Call to Action buttons cater to your audience by offering special product promos, trials, demos, signups, contests, and more!

Customize the button label and landing URL.



*\*Limited opportunities available.  
See Sponsorship packages for more information.*

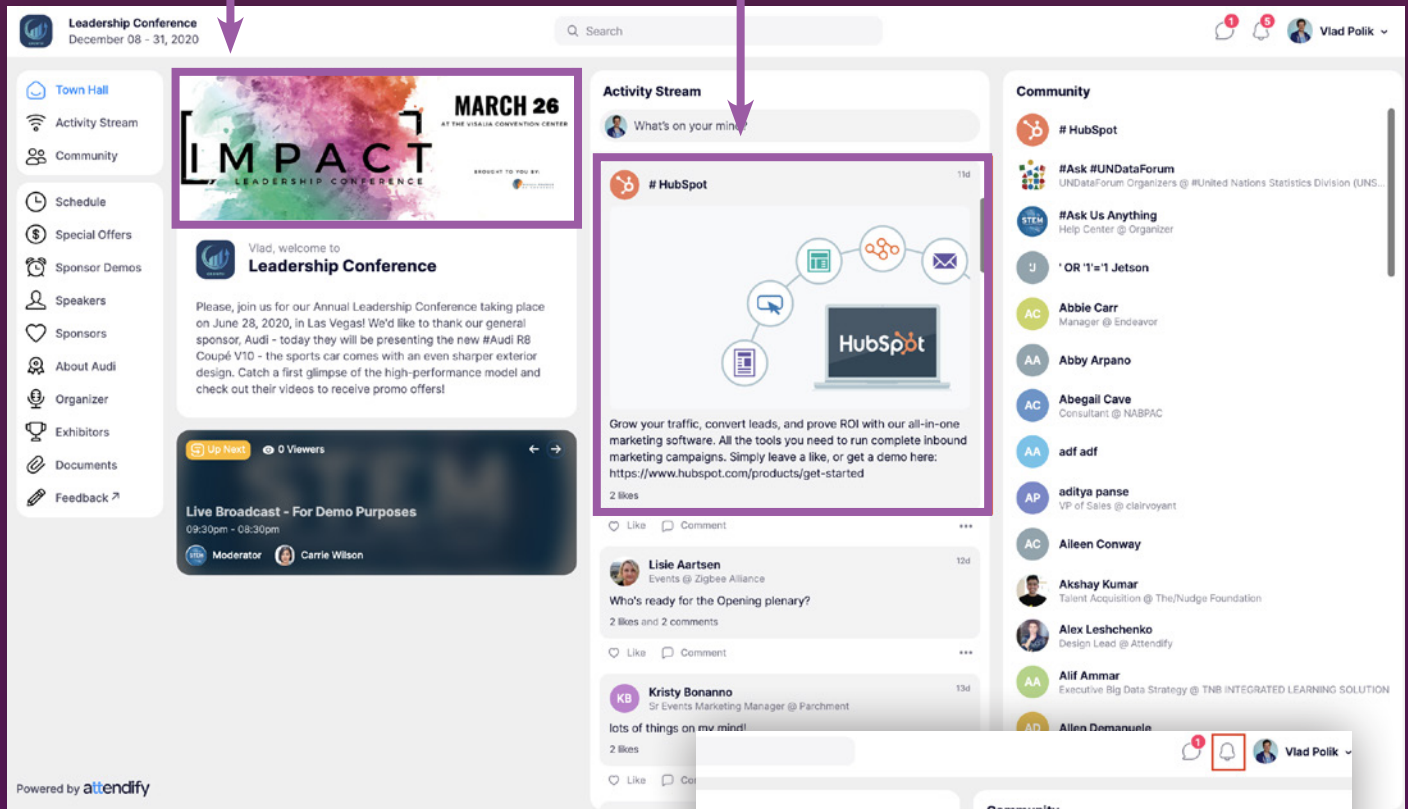


Your brand, amplified...

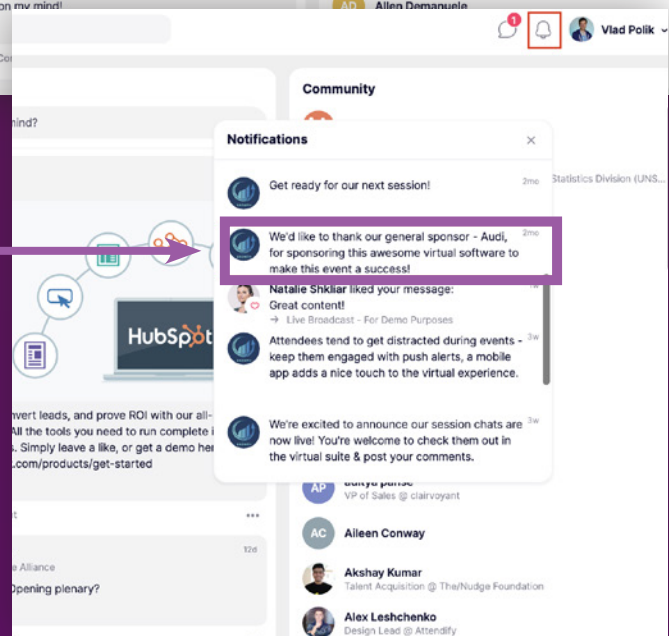
## ENHANCED BRANDING\*

Cover Image

Activity Stream Ad



Make your company stand out!  
Push Notification



*\*Limited opportunities available.  
See Sponsorship packages for more information.*



# APA PROMOTIONAL OPPORTUNITIES

	DIAMOND	GOLD	SILVER	BRONZE
LEVEL/BENEFIT	\$100,000	\$75,000	\$50,000	\$25,000
ONSITE RECOGNITION & EXPERIENCES				
Choice Booth Location	✓			
Registration Desk Sponsor	✓			
Hospitality Suite	✓			
Reception & Congress Banquet Sponsor	✓	✓		
Sponsored Session Choice	✓	✓	✓	
Exhibit Hall Signage	✓	✓	✓	✓
Final Program	Full Page	Half Page	Half Page	Quarter Page
Logo on Daily Newsletter - Single Day	✓	✓	✓	✓
Walk-in Slide Recognition	✓	✓	✓	✓
Podium Announcement	✓	✓	✓	✓
Premium Exhibit Space	✓	✓	✓	✓
Sponsorship Signage	✓	✓	✓	✓
eMARKETING				
Meeting App Cover Image - 1 Day <i>(limited availability)</i>	✓			
Email Blasts to Meeting Attendees	Pre and Post <i>(approved content)</i>	Pre or Post <i>(approved content)</i>		
Meeting App Push Notification	✓	✓		
Meeting App Activity Stream Ad	✓	✓	✓	
Attendee List	✓	✓	✓	✓
Call to Action Button in Meeting App	✓	✓	✓	✓
Multi-media Gallery <i>(up to 5 photos/videos)</i> in Meeting App	✓	✓	✓	✓
Recognition on Attendee Email Blast	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓
Virtual Industry Video with Custom Poll Question	15 minutes	8 minutes	5 minutes	3 minutes
Virtual Sponsorship Listing	✓	✓	✓	✓
Website Listing	✓ <i>includes logo</i>	✓ <i>includes logo</i>	✓	✓

Limited Availability!

## Women in Pancreas Symposium Sponsor \$25,000

The Women in Pancreas mission is to bring together women scientists and clinicians from all over the world to share a platform that promotes collaboration and discussion to bring forth more women into the field of studying pancreas diseases.

Be the Meeting Hero!

## Meeting WiFi Sponsorship

This in demand meeting benefit allows your company to sponsor Internet access for attendees.

**Sponsor meeting WiFi for \$5,000 per day for up to two days. Limited to one sponsor per day!**

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# APA

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## REGISTRATION

### DETAILS & FEES

Exhibiting companies will be given a 6' tabletop display, along with recognition in the final program and recognition on signage displayed on-site. Companies can participate in the APA Annual Meeting as an Exhibitor for a fee of \$10,000.

COMPANY NAME (Please list exactly as you would like it to appear on the recognition signage and name badges)

CONTACT NAME

PHONE NUMBER

E-MAIL

**Exhibit Fee** \$ 10,000

**Virtual Only Exhibit Booth** — \$5,500 \$

Please designate amount of grant or marketing/exhibit support below:

**Educational Grant** \$

**Marketing / Exhibit Support** \$

**Diamond Level Sponsorship** — \$100,000 \$

**Gold Level Sponsorship** — \$75,000 \$

**Silver Level Sponsorship** — \$50,000 \$

**Bronze Level Sponsorship** — \$25,000 \$

**Women in Pancreas Sponsor** — \$25,000 \$

**Meeting WiFi Sponsorship** — \$5,000/day  
x day(s) = \$

**Cvent LeadCapture™** — \$750/License  
x Qty = \$

**Extra Exhibitor Name Badges** — \$750 each \$

As an exhibitor, you will receive (2) complimentary registrations.

Please send the names and emails for staff to [Apa@apapancreas.org](mailto:Apa@apapancreas.org) by October 8, 2021. No onsite registration will be permitted.

Per ACCME regulations, please note that the exhibit fee of \$10,000 is separate from any meeting support or education grant.

**TOTAL DUE** \$

### PAYMENT INFORMATION

To be included in the printed materials, payment must be received by October 8, 2021.

☐ **Check** — Payable to 'American Pancreatic Association' and mail to the address listed above.

☐ **Credit Card** — Indicate credit card to be charged and email to [apa@apapancreas.org](mailto:apa@apapancreas.org):

☐ AmEx ☐ MC ☐ VISA ☐ Discover

NAME AS IT APPEARS ON CARD

CARD NUMBER

EXPIRATION DATE

SIGNATURE

CREDIT CARD BILLING ADDRESS

CITY / STATE / ZIP

### PLEASE COMPLETE ALL SECTIONS AND RETURN VIA EMAIL OR MAIL TO:

#### American Pancreatic Association

2508 W. 71st Street  
Prairie Village, KS 66208

+1.913.402.7102 | [www.apapancreas.org](http://www.apapancreas.org)  
[apa@apapancreas.org](mailto:apa@apapancreas.org) | APA Tax ID # 43-1422062

**PAYMENT AND REFUNDS** Payment in full is due at the time of application. Applications received without such payment will not be processed nor will space assignments be made. All payments are non-refundable. By submitting a completed application to APA, you confirm to have read and agree to the Terms and Conditions on the following page.

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## TERMS AND CONDITIONS

The American Pancreatic Association and its authorized representatives are hereinafter referred to as "Show Management."

### PAYMENT AND REFUNDS

Payment in full is due at the time of application. Applications received without such payment will not be processed nor will space assignments be made. All payments are non-refundable.

### SPACE ASSIGNMENT

Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

### EXHIBITS

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. No retail sales are permitted within the exhibit area at any time. No volatile or flammable fluids, substances or materials of any nature prohibited by city, fire regulation or insurance carriers may be used in any booth; all construction in a booth shall be substantial and fixed in position for the duration of the show; all aisles and exits must be kept clear, clean and free from obstructions to comply with fire restrictions. Live animals are prohibited. Distribution of material is limited to the area within the exhibitors trade show booth. Exhibitors shall not interfere with others ability to conduct trade show activities.

### SECURITY

Routine hotel security will be provided. The APA will not take responsibility for any loss or damage to any exhibit.

### LIABILITY

It is agreed that individual exhibitors will protect, save and keep APA and Hotel from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms regarding the exhibition premises; and further exhibitor shall at times protect, indemnify, save and keep harmless the above parties against and from any and all loss, cost, damage, liability or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

### INSURANCE

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

### AMERICANS WITH DISABILITIES ACT

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

*SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.*

#### American Pancreatic Association Headquarters

+1.913.402.7102

[apa@apapancreas.org](mailto:apa@apapancreas.org) | [www.apapancreas.org](http://www.apapancreas.org)