AANP 2019
Convention & Exhibition
August 15-17, 2019 | Portland, OR
Oregon Convention Center
www.naturopathic.org

Convention Overview

The American Association of Naturopathic Physicians (AANP) invites you to exhibit and sponsor at AANP 2019, the Annual Convention.

AANP 2019 is the foremost educational event in the field of naturopathic medicine. Exhibit and sponsor at this Convention to gain visibility and a competitive edge in the natural medicine marketplace.

The Convention will take place at the Oregon Convention Center in Portland, Oregon, August 15-17, 2019.

Attendees come to the AANP Annual Convention each year to hear from authoritative voices and experts who deliver world-class professional development experiences. They engage with sponsors and exhibitors to sample the latest industry products and services.

Not only that, the daily events, such as the vendor showcase, breakfast sessions, and evening receptions provide high-level networking and social opportunities. These events draw leaders and decision makers, giving you a prime opportunity to position your organization and/or company as a leader in the industry.
What to Expect at AANP 2019

- Everything you need, all in one place, including: meeting rooms, exhibit hall, educational content, vendor sessions, networking opportunities, and pop-up meeting areas.

- NEW THIS YEAR: Based on exhibitor feedback, we’ve incorporated a natural and non-linear exhibit hall layout designed to maximize traffic through the hall and to your booth! Self-care rooms, lounge areas, and the general plenary space will draw even more attendees in and create a relaxing and fun area for them to discover more about your company.

- Due to the new, innovative layout designed to enhance community, booths will have pipe & drape behind the booths, but not between booths. We will put tape down on the floor to delineate booth boundaries.

- Fewer booths available to enhance participant/exhibitor ratio. This also means booths will sell out quickly, so register early!

- Opening and closing, executive-level events to put you in direct contact with industry leaders.

- Educational sessions focused on targeted industry trends and best practices, as well as increased exhibit opportunities to showcase new products and developments and showcase your brand’s thought leadership.

Target Audience:

Highlights:
Attendees Expected: 500–800
Approximately 85% of attendees are Naturopathic Physicians!

Total Space Available: 111 booths

Hotel: Limited accommodations have been blocked at the Doubletree by Hilton Portland with rooms ranging from $199 – $224. To make reservations, guests should contact the Doubletree at 1-800-996-0510 and reference the American Association of Naturopathic Physicians. Click here to make reservations online.
Exhibit Eligibility
The exhibit hall at AANP 2019 is designed for the display and demonstration of products and/or services directly related to the practice, science, and advancement of naturopathic medicine. If applicable, all products and services exhibited must have appropriate governmental and agency approval.

The AANP has the sole authority to determine eligibility of any company and/or its product.

The AANP reserves the right to refuse applications of organizations that do not meet Convention standard requirements or expectations. An explanation will be provided.

The AANP reserves the right to close exhibits that reflect unfavorably on the character and the purpose of the Convention. This pertains to displays, literature, advertising, novelties, and conduct.

Exhibiting: August 15-17

Booth Prices

- **Corporate Partner Rate**: $2,700
- **Non-Corporate Partner Rate**: $3,200
- **Budget Rate**: $2,900

- “Budget Rate” refers only to placement (see yellow highlighted booths on page 6)
- Exhibit spaces can be combined to create larger exhibit spacing.
- A limited amount of non-profit booths will be available in the pre-function area for $1,400. Non-profit groups wishing to be in a full size booth in the Exhibit Hall may purchase a booth at the Corporate Partner rate.
- Deadline for non-profit booths is May 1, 2019 – or as space allows.

Booth Selection


- Emerald Partners: October 15, 2018
- Diamond Partners: November 2, 2018
- Platinum Partners: November 12, 2018
- Gold Partners: November 19, 2018
- Silver Partners: November 26, 2018
- Non-Partners: December 10, 2018

Reserve and purchase your booth at: www.aanp.syncopatemeetings.com
Rental of Exhibit Space Includes
- Materials: 6’ table in a 8×10 space, table linens, two standard chairs & wastebasket
- Internet access
- One full conference registration (including CE and ticket to the Gala)
- One additional badge (access to all meals/sessions/events except Gala).
- Attendee mailing list (due to recent tightened privacy laws, only attendees who opt-in will be included in the final mailing list)
- Company listing and description in the official AANP 2019 Mobile App
- Opportunity to participate in Exhibit Hall activities, designed to drive attendee traffic to participating booths (more information to be provided).

Rental of Exhibit Space Does Not Include
- Carpeting, electricity, additional furniture or equipment rentals, labor for installing or dismantling your exhibit display. Our Convention services company, Viper Tradeshows, will provide an exhibitor services kit with order forms for all of these options.
- Representatives beyond the two (2) company attendees (Additional staff badges are available for $300)
- Lead retrieval services (contact will include email addresses) are available through external company

Booth Installation
Wednesday, August 14: 3:00-6:00 PM

Booth Dismantle
Saturday, August 17: 4:00 PM

Booth dismantling may not begin before 4:00 pm, Saturday, August 17. Anyone tearing down prior to this time will be charged a $500 fee. All exhibit material must be packed and ready for shipment by 6:00 pm on Saturday, August 17.

Security note: The exhibit area will be locked each evening. Anything you leave in the exhibit area when unlocked will be left at your own risk. Neither the Convention Center nor the AANP will accept liability for any items in the exhibit area at any time.

Off-Site Events: Because off-site events may negatively impact participation at events during the Convention, all exhibitor-sponsored events during the official conference dates of August 15-17 must be approved in writing by the AANP. Any off-site event that has not been officially approved by the AANP is prohibited from referencing, promoting, or insinuating that the off-site event is endorsed, sanctioned, or affiliated with the AANP Convention in any way, shape, or form. Any violation of this clause will result in the exhibitor not being invited to future AANP Conventions.

Exhibitor Kit: An exhibitor services kit will be sent to each exhibitor in February. The kit will include all pertinent information including shipping, booth furnishings and decorations, storage of empties during the show, electrical order forms and more. Please note that the services kit will be sent to the primary contact listed on your application.

Questions? Please contact Syncopate Meetings & Events at 410-590-7900 or info@sync-opate.com
2019 AANP Convention Sponsorship Opportunities

Stand out from the crowd. Make sure your brand and message is front and center at AANP 2019 with our new and improved high-traffic branding opportunities.

Engage with attendees. AANP 2019 is strategically designed to offer Convention tools and outreach opportunities that put you in direct contact with attendees.

We are happy to customize unique sponsorship opportunities or packages. After reviewing sponsorship opportunities, if you don’t see what you are looking for, tell us what you’d like to see. Contact Rebecca Takemoto: rtakemoto@sync-opate.com.

Attendees come to the AANP Annual Convention each year to hear from authoritative voices and learn from pioneers who deliver world-class professional development experiences. They engage with sponsors and exhibitors to sample the latest industry products and services. The daily events, such as the vendor showcase, breakfast sessions, and evening receptions provide high-level networking and social opportunities.

These events draw leaders and decision makers, giving you a prime opportunity to position your organization and/or company as a leader in the industry.

Looking for a steady drumbeat of advertising to NDs throughout the year AND at the Convention?

Become an AANP Corporate Partner!
NATUROPATHIC.ORG/CORPORATEPARTNERS
# Branding Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>Buyer’s Guide</strong></td>
<td>This is your opportunity to place information about your product/services directly in the hands of attendees. The Buyers Guide will be included in all Convention bags. Sponsor the entire Buyers Guide or simply purchase full-page or half-page ad space. All ads will be in color.</td>
<td>Sponsor: $6,000</td>
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<tr>
<td></td>
<td>The Buyers Guide sponsor will have their name and logo on the front cover, a small mention near each page number &amp; a full-page ad on the back cover.</td>
<td>Ad placement:</td>
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<tr>
<td></td>
<td></td>
<td>Half Page: $1,000</td>
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<td>Full Page: $1,600</td>
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<tr>
<td><strong>Sample Inserts</strong></td>
<td>Attendees are always looking for resourceful tools to practice more efficiently. Use this opportunity to stand out by inserting your product in Convention bags. Inserts can be products or promotional items such as: pens, technology gadgets, coupons, etc. Sample inserts must be pre-approved by the AANP. Paper inserts are only allowed when attached to a sample or promo item.</td>
<td>$1,500</td>
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<tr>
<td><strong>Attendee Registration Bags</strong></td>
<td>Offering exclusive advertising exposure, the registration bags are one of the most coveted opportunities. Your logo will be prominently featured alongside AANP’s logo.</td>
<td>$6,000</td>
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<tr>
<td><strong>Exhibit Aisle Signs</strong></td>
<td>This elite sponsorship includes your company logo and booth number on large format double-sided signage hanging above your booth. Attendees will see your company logo and booth number from all directions as they are walking the show floor.</td>
<td>$2,000</td>
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<tr>
<td><strong>Hotel Key Cards</strong></td>
<td>Guarantee visibility. Put a message directly in the hands of your targeted audience with a custom designed hotel key card, given to all attendees.</td>
<td>$3,000</td>
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<tr>
<td><strong>Lanyards</strong></td>
<td>Attendees will not leave their room without it. Each attendee will receive a lanyard with their Convention badge to wear each day. This memorable opportunity is the ultimate in name recognition.</td>
<td>$3,500</td>
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**Ad specifications:** Submit to rtakemoto@sync-opate.com by May 1, 2019
- 300dpi
- Full page: 7.5 x 10
- Half page: 7.5 x 5
- .25 inch bleed on all full bleed items
- 4/c process inks only
- Trim size is 8.5x11.
- Bleed is 8.75x11.5
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<td>Charging Station</td>
<td>The AANP is committed to hosting a green Convention. As a result, more technology will be used throughout the Convention, making the mobile device charging stations a hot commodity. Custom designed charging stations can be placed near or in your booth.</td>
<td>$2,500</td>
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<tr>
<td>Convention WiFi</td>
<td>The AANP will display your name &amp; logo on the mobile app, in the Buyers Guide, online, and on Convention room screens. You choose the network name.</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mobile Application</td>
<td>The mobile application provides access to your Convention-at-a-glance, abstracts, Convention activities, Exhibit Hall navigation, and product information from various supporters. Along with the AANP, your company logo will be strategically placed on the mobile application that is viewed every time an attendee opens the application. The mobile application will be available for download 1-month prior to the Convention.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Exhibit Hall Self-Care Spaces &amp; Lounges</td>
<td>Our new-for-2019 exhibit hall layout will feature oases for relaxation, where attendees can go for some needed zen. Our lounges serve as the perfect hubs for attendees to network or take a small break. Your company logo and/or name will be prevalent via signage throughout.</td>
<td>$2,000/space</td>
</tr>
<tr>
<td>Vendor Showcase</td>
<td>Present on thought leadership, launch a product, or hold a quick-hit demo. Your session will be promoted on the website, in the mobile application, and on Convention signage. Vendor showcases will take place on the Exhibit Hall stage, one 20-minute showcase per exhibit break.</td>
<td>$1,500</td>
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<tr>
<td>Vendor Workshop</td>
<td>Grab this opportunity to present during a concurrent session in the main session rooms. Presentations can be commercial (non-CE) or unbiased (to qualify for CE). Sessions are 1 hour and will run concurrently with 2 other Vendor Workshops.</td>
<td>$2,500</td>
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<tr>
<td>Breakfast Session</td>
<td>This is a dynamic opportunity to showcase a speaker in a plenary session (<em>only 2 available</em>). Sponsorship includes additional recognition in the mobile application schedule, as well as on signage. Presentation can be CE approved or not, though we always recommend CE sessions, to draw greater attendance. Speaker spot is 40 minutes.</td>
<td>$2,500 + cost of food</td>
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## Food & Beverage Opportunities

Cost shown is for sponsorship. Food & beverage are at cost to sponsor where indicated. AANP staff must choose or approve menus and can assist with order logistics.

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<td><strong>Exhibit Hall Opening</strong></td>
<td><strong>Welcome Reception</strong>&lt;br&gt;<strong>Happy Hour Beverage Stations</strong>&lt;br&gt;Gain exposure as the first to welcome AANP 2019 attendees by sponsoring a happy hour beverage station at the Welcome Reception. Have a bar placed in or around your booth &amp; greet attendees as they network and mingle. Your company will be promoted on the Convention website, in the mobile application, and on Convention signage.</td>
<td>$500/station</td>
</tr>
<tr>
<td><strong>Coffee/Snack Breaks</strong></td>
<td>Morning and afternoon breaks are scheduled to take place throughout the exhibit hall, and will include light refreshments. Signage identifying you as the sponsoring company will be prominent throughout the exhibit hall and in the schedule of events.</td>
<td>$1,500 + Food &amp; Beverage</td>
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<tr>
<td><strong>President’s Reception</strong></td>
<td>Be the exclusive sponsor of the President’s Reception; a VIP event for all current &amp; past AANP Board leadership, state association leaders &amp; Corporate Partners. Showcase your brand to &amp; network with this VIP group of guests. Sponsor will receive signage promotion, 5 invitations to attend &amp; a few minutes at the microphone.</td>
<td>$2,500 + Food &amp; Beverage</td>
</tr>
<tr>
<td><strong>Gala Reception</strong></td>
<td>As the exclusive sponsor of this main Convention event, this is an opportunity to show your dedication and commitment to the industry as well as the naturopathic community. Sponsorship includes a VIP table (for 8), your logo will appear on signage and will be featured on emails promoting the event. Your company logo will also be promoted on the Convention website, in the mobile application, and on Convention signage. Additionally, you will have five (5) minutes to address the group at the event.</td>
<td>$4,000</td>
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For questions or to sponsor, please contact Syncopate Meetings & Events at 410-590-7900 or info@sync-opate.com

### Important Dates & Deadlines

- **December 10, 2018:** General Exhibit Booth Sales Open
- **May 1, 2019:**
  - Deadline for cancellation of exhibit space (50% refund will be given up to this date. After May 1, no refunds will be given for cancellations)
  - All promotional materials (buyer’s guide ads, logos for signage etc.) due.
Rules & Regulations

1. Terms: The term AANP used herein shall refer to AANP 2019, the Annual Convention and, as the context may require, its employees or agents, duly acting for the AANP in the management of the Convention. If an exhibitor violates any of these rules, violations shall result in dismissal.

2. Eligibility & Criteria: The AANP reserves the right to deny any application and/or remove exhibitors from the exhibit hall at its sole, arbitrary discretion. Criteria for exhibitors includes and is not limited to: relevancy to the profession and the mission of the AANP, stated claims must be true and supported by published materials, and personal, ethical conduct required at all times by the exhibitor and its staff. Acceptance of your company as an exhibitor does not constitute an endorsement by AANP of your company’s products and/or services.

3. Exhibitor Expenses: The exhibitor is solely responsible (and indemnifies the AANP) for all expenses related to participation in the Convention including: travel, lodging, food, shipping costs, booth furniture and supplies, etc. Each booth includes one (1) full Convention registration and one (1) exhibitor staff badges. Exhibitor understands that there is an additional fee of $200 per person for each additional staff badge (up to 3).

4. Exhibit Space Specifications: All individual booths are 8’x10’ and cannot be subdivided into smaller booth spaces. Multiple booths must be purchased in a linear row. Exhibitors may be asked to alter or remove any portion of their booth that is found to be questionable or impedes a neighboring exhibitor.

5. Space Assignments: Exhibit space will be allotted on a first-come, first-serve basis. The AANP Corporate Partners, however, will receive priority. For more information on Corporate Partnership contact Laura Farr, Executive Director, at 202-237-8150.

6. Floor Plan/Layout: The AANP reserves the right to modify the existing floor plan and to relocate booths should the need arise.

7. Cancellations & Reductions: Once the contract is signed and exhibit space is allocated, you are contracted to said exhibit space. Cancellations must be made in writing and will incur a cancellation fee as laid out herein. (1) Cancellations and booth downsize requests received by 2/27/19 are subject to a cancellation fee equal to 50% of the booth space. (2) Cancellations and booth downsize requests received on/after 5/1/19 are not eligible for a refund of any kind.

8. Subletting Booth Space: Exhibitors may not sublet booth space under any circumstances. Booths may be shared; only ONE contact person per booth is permitted. Sharing requests must be made at the time of application. The AANP reserves the right to review credentials and claims of all parties.

9. Booth Staffing: Booths must be staffed by qualified employees of the exhibiting company at all times during show hours.

10. Booth Appearance & Noise: All exhibits will be inspected during set-up to ensure all booths are decorated in good taste, safely secured, and professionally designed. Noise, from electrical or mechanical apparatus or other types of displays, that causes interference or annoyance to other exhibitors is not allowed.

11. Child Safety: No children under the age of 16 are allowed in the Exhibit Hall.

12. Americans with Disabilities Act (ADA): Each exhibitor shall be responsible for compliance with all applicable provisions of the ADA within its booth and exhibit space including but not limited to wheelchair access. Exhibitors shall indemnify, hold harmless and defend the AANP from and against any claims, liabilities, losses, damages and expenses (including attorney fees and expenses) resulting from or arising out of the exhibitor’s failure (or allegation of failure) to comply with the provisions of the ADA.

13. Over-the-Counter Sales: Exhibitors are encouraged to offer information that is educational, professional, and instructional. Exhibitors may take orders for product sales. It is the responsibility of the exhibitor to contact local authorities for information regarding sales tax or other local laws and regulations.

14. Media Related Activities: All public relations, press, and media related activities must be approved by the AANP. Send requests to Taryn Ernest, taryn.ernest@naturopathic.org

15. Advertising/Public Relations: Distribution of promotional materials printed by exhibitors or their agents is limited to the exhibit area rented by the exhibitor. Materials displayed in other areas may be removed by the AANP. Third parties such as advertising/public relations agencies acting on behalf of the exhibitors must also abide by all rules and regulations related to the AANP. It is the responsibility of the exhibitor to make all parties aware of all rules and guidelines.

16. Sponsored Functions: Social and hospitality functions conducted by the exhibitor must be in a manner that is consistent with the professional and educational nature of the AANP. All planned functions must be approved by the AANP Conventions Department in writing. Nonexhibiting companies are prohibited from hosting hospitality functions, market research or focus groups during the convention without the expressed written approval of the AANP Meetings Department.
17. Promotions & Giveaways: No adhesive or noisy promotional materials are permitted under any circumstance. All drawings, raffles, lotteries and contests must be submitted to and approved by the AANP. Announcements for raffle or prize winners may not be made from the session stages.

18. Security: The AANP, Viper Expo, security vendor and Convention venue will not be held responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, vandalism or other causes. The AANP strongly recommends that exhibiting companies secure a rider to cover all booth and display items during transportation to, during and from this event. The AANP insurance policies do not cover exhibitor liabilities.

19. Indemnity: The exhibitor agrees to indemnify and hold the AANP, its employees, agents, officials and contractors and the Convention venues harmless against any and all damages, claims, judgments, losses, costs and expenses (including attorney fees) that may be incurred, suffered, sustained by or imposed upon the AANP and/or the Convention venue by reason of exhibitor's activities pursuant to the approved exhibit space application and contract. This indemnification agreement includes and is not limited to all claims, damages, losses or expenses attributable to personal or bodily injury, sickness, disease or death, or injury to or destruction of tangible property, including the loss of such property.

20. Compliance with Local Ordinances: Licenses and permits required by local statute, ordinance or regulations are to be obtained by and paid for by the exhibitor. Each exhibitor will be responsible for compliance with local health departments to ensure safety ordinances and regulations. The AANP strongly suggests that any company serving food or beverage samples contact local health departments to ensure compliance with local laws and ordinances.

21. Damage to Facilities: Exhibitors must surrender space occupied/rented in the same condition as the time of occupation. Exhibitors will be responsible for any damage done to the facilities and for any and all claims and demands on account of any injury, death, or damage done to property occurring in or upon exhibitor booth space or due to exhibitors acts. No nails, tacks or screws may be driven into the floor, wall or woodwork of the building.