Psychiatric Mental Health Advanced Practice Nursing 2014 Professional Education Conference
Embracing Change: Innovations in Psychiatric Mental Health Practice

November 7th and 8th
Ocean Place Resort and Spa
Long Branch, NJ
PMH-APN Education Conference Summary

The Society of Psychiatric Advanced Practice Nurses of the New Jersey State Nurse's Association is hosting our third annual conference on Friday Evening November 7th and all day Saturday November 8th 2014 at the Ocean Place Resort and Spa in Long Branch NJ. Prominent speakers are slated to offer information-dense topics covering recent changes in the delivery of mental health care. We are extending a limited number of invitations to reputable companies with whom our members have established relationships.

Attendance

Based upon our previous years’ stellar conference reviews, increasing participation of other mental health practitioners including psychologists and psychiatrists and yearly growth rate, we conservatively anticipate over 125 participants.

Supporter Summary

Having met these criteria, your company is among those invited to exhibit at the conference. Our Annual meetings and Conferences offer unique opportunities to meet and greet the region’s top Psychiatric Advanced Practice Nurses who are on the front lines of clinical practice. Our members are among the most highly qualified in the state, including top rated clinicians, deans, directors and professors, psychopharmacology experts, authors and publishers.

The base fee to exhibit is $995 and includes: one 6 foot draped and skirted table, chair, continental breakfast, course materials, 2 representatives from your company and registrants list. Placement of exhibits is reserved on a first-come, first-served basis based upon receipt of full payment and signed contract. Additional levels of support are offered for greater exposure.

What are the benefits of exhibiting?

- High quality leads through personal contact with key APN leaders and clinicians
- Complementary electronic mailing list of attendees after the event
- And MORE (see below)

Who will be attending?

Advanced Practice Nurse executives and leaders
Researchers
APN Psychopharmacology Specialists
Advanced Practice Nurses in clinical settings and private practices
University Deans and Faculty
Graduate and Doctoral students
Who would benefit from exhibiting?

Pharmaceutical companies
APN recruiters
Suppliers
Healthcare facilities and hospitals
DNP programs
Clinical laboratories
Governmental agencies
Insurance and risk management services
Employment agencies
Nursing organizations
Software and technology
Legal services

Venue Information

A winner of the Gold Key and Pinnacle Meeting Awards, the newly renovated Ocean Place Resort and Spa is the premier beachfront resort on the New Jersey shore. Set on his stretch of beach in Long Branch, New Jersey, the resort offers ease of access, panoramic ocean views, fine dining, fitness and spa services and many other enhanced amenities.

Ocean Place features 250 guestrooms and suites and almost 100,000 feet of meeting and event space. The New Jersey transit North Jersey Coast transit train line and Sea Streak very provide swift, direct access from Manhattan and the region's major airports.

The resort's coveted oceanfront location is adjacent to more than 40 appealing shops and restaurants at Pier Village, a short stroll along the Long Branch's boardwalk, which spans several beaches, and minutes from championship golf and the areas best nightlife.

Community Benefits

In the midst of economic uncertainty, the aftermath of climate change disasters, school shootings and terrorist threats to our nation's security, mental health problems are becoming increasingly prevalent. The demand for mental health services is far outpacing the supply necessitating vast and rapid changes in how these services can be provided. Fortunately the increasing number of psychiatric advanced practice nurses with versatile training in both psychopharmacology and psychotherapy are rapidly becoming the most valuable resource for providing a broad range of behavioral health services to the community.
Support Opportunities and Pricing information

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<tr>
<th>VENDORS EVENT DAY BOOTH</th>
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<tr>
<td>• Includes one skirted six foot exhibit table</td>
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<td>• Two ID Badges. Additional ID badges are available for $200 for each</td>
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<tr>
<th>PLATINUM SPONSOR</th>
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<tr>
<td>Saturday Lunch Sponsor</td>
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<td>• 2 additional ID badges</td>
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<td>• Prominent poster on easel with your company listed as sponsor</td>
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<td>• Your company logo featured with our gratitude on our website conference page</td>
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<th>GOLD SPONSOR</th>
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<td>Saturday Continental Breakfast</td>
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<td>• One additional ID badge</td>
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<td>• Your company logo listed on our website conference page</td>
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<th>Friday Night Wine and Cheese Networking</th>
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<td>• Includes one skirted six foot exhibit table</td>
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<td>• 25% discount on Saturday exhibit table</td>
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<td>• One additional ID Friday night badge</td>
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<td>• Prominent poster on easel</td>
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<td>• Your company logo listed on our website conference page</td>
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<th>SILVER SPONSOR</th>
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<td>Saturday Morning Coffee Break</td>
<td>$1700</td>
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<td>• One additional ID badge</td>
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<th>Saturday Afternoon Coffee Break</th>
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<th>CUSTOM USB FLASH DRIVES</th>
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<td>• Your logo on preloaded conference material Flash drives</td>
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Preliminary Exhibitor Itinerary and Contract

**Friday Evening**

6:00 PM to 10:00pm  Exhibit setup for Friday Sponsors. Educational Program followed by Wine and Cheese Networking Social.

**Saturday, November 8th, 2014**

6:00 AM to 8:15 AM  Exhibit setup. Locate your company name on the table. Please do not change your location. Your table will be located in proximity to where breakfast will be served and registration will take place.

10:00 AM to 10:30 AM  Exhibits open–morning break with attendees

12 Noon to 1:00 PM  Exhibits open–lunch with attendees

3:00 PM to 3:30 PM  Exhibits open–afternoon break with attendees

4:00 PM  EXHIBITS CLOSE– dismantle and remove by 4:30 PM

You MUST remove all promotional materials.

**Exhibit Shipments**

In the event you will be shipping packages to the hotel, you must notify the hotel at least one week in advance. All packages sent to the hotel should include the name of the event, “Society of Psychiatric Advanced Practice Nurses Professional Education Conference”, conference planning manager's name, Rachel Karbowski or Rick Pessagno, date of the program November 7th and 8th 2014 and number of items. You must notify the hotel in writing, prior to delivery of any such shipments that have a value in excess of $1000. Shipments should arrive no earlier than three days prior to the conference. Neither the hotel nor the Society of Psychiatric Advanced Practice Nurses accepts any responsibility or liability, for the delivery, security, or condition of the packages. The hotel's receipt of the first five packages will be at no cost to you. A $5 (five dollar) charge will be imposed for any packages in excess of the initial 5 (five) packages shipped to the hotel.

All expenses including, without limitation additional furniture, telephone requirements, electrical service beyond the standard 110 V outlets, exhibit installation and dismantling costs, will be the sole responsibility of the exhibitor.

**Cancellations and Refunds**

Cancellations received prior to October 1st will be subject to 25% administration fee. There will be no refunds for cancellations after that date.

**Registration list**

Each registered exhibitor will receive a final registration list within 30 days after the conference. The list will contain attendees name, city and state. Use of this list will be restricted to a ONE-TIME USE ONLY and for information directly related to the conference.
Badge Policy

All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor badge and must be employed by the exhibitor or have a direct business affiliation. Each company is allotted two ID badges that are not transferable. Additional badges may be purchased for $200 each. Representatives must be registered when completing application or sending names to Suzanne Drake psychapn@gmail.com no later than October 20th.

Space Assignment

Space will be assigned in the order in which applications with payment are received. Highest levels of sponsorship will be given priority placement. Exhibitors wishing to avoid placement adjacent to a competitor should indicate this on the application.

Conducting Exhibits

Exhibitors shall be in accord with the ANCC standards and guidelines governing support of Healthcare Professionals. In addition, no commercial drawings, raffles or contest of any type will be permitted. This applies to any envelopes, folders, portfolio, box, etc. that provides a carrying space for more than a single sample. All exhibits must comply with meeting space standards for noise promotional displays, souvenirs conduct and or activity.

Guideline related to the Separation of Promotional Activities from Educational Activities:

In compliance with the ANCC Standards for Commercial Support, and SPAPN related guidelines, all exhibiting companies must abide by the following:

- Exhibitors/Sponsors will not participate in planning, developing, implementing or evaluating the educational activity;
- Exhibitors/Sponsors will not recruit learners from the educational activity for any purpose;
- Exhibits and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere, or in any way compete with the learning experience prior to, during, or immediately after the activity.
- All promotional activities including interview, demonstrations, and the distribution of literature or samples must be made within the exhibitor’s space only. Canvassing or distribution promotional materials outside the exhibitors rented exhibit space is not permitted.
- Company representatives may attend educational sessions at the Society of Psychiatric Advanced Practice Nurse’s discretion. However, representatives must refrain from holding any commercial discussions in the educational sessions.
- Monitoring: the separation of promotional materials and activities form the educational arena is strictly enforced throughout the activity by SPAPN onsite volunteers.
- All CE activities must abide by all ANCC Standards for Commercial Support. For more information, please visit: http://www.nursecredentialing.org/Accreditation/ResourcesServices/Accreditation-CEContentIntegrity
- A Signature of a duly authorized representative of the Exhibiting Company with authority to enter into binding contracts on behalf of the Provider is required.
Infringement

Interviews, demonstrations and distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor’s own space will not be permitted and subjects the exhibitor to immediate dismissal from the meeting without refund.

Security

The exhibitor assumes the entire responsibility and liability for losses, damages, claims arising out of exhibitors activities on the hotel premises and will indemnify, defend and hold harmless the Society of Psychiatric Advanced Practice Nurses, Ocean Place Resort and Spa, its agents, servants volunteers and employees from any and all such losses, damages and claims. A security guard will not be in the exhibit area when the exhibits are closed, and the safekeeping of the exhibitors’ property shall remain the responsibility of the exhibitor. The Society of Psychiatric Advanced Practice Nurses, NJSNA, and Ocean Place Resort and Spa are not responsible for theft, loss or damage which may occur and advise each exhibitor to be sure that stands, equipment and material is insured at full value and stored appropriately for safekeeping. Do not leave valuables in the room.

Liability

Exhibitor acknowledges that The Society of Psychiatric Advanced Practice Nurses, NJSNA, it’s sponsors, endorsers, program committee, officers and the Ocean Place Resort and Spa do not maintain liability insurance for the exhibitor’s property and thus it is the sole responsibility and obligation of the exhibitor to obtain business interruption and liability insurance for property damage covering such losses by exhibitor.

Protection of the Hotel Building

Exhibitors will be held liable for any damage caused to the hotel property and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts or portions of the building or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety thereof, the Convention Service Manager of the Hotel will be the final judge thereof and his/her decision shall be binding on all parties concerned.

CONTRACT

Full fees are to be remitted with the application and can be done online. All signed contracts received by Society of Psychiatric Advanced Practice Nurses are considered binding.

Signature below is that of a duly authorized representative of the ________________________________Company with authority to enter into binding contracts on behalf of the Provider is required.

_________________________________________  ____________________________________________
Authorized Signature                      Date                                  Rick Pessagno DNP, Pres. SPAPN or authorized SPAPN rep.

_________________________________________
(Company)                                     Date Received
# Exhibit Registration Form

Date: November 7\(^{th}\) and 8\(^{th}\), 2014  
Event: PMH-APN Professional Education Conference  
Location: Ocean Place Resort and Spa  
One Ocean Boulevard  
Long Branch, NJ 07740

## PLEASE PRINT:

| Company Name: |  
| Contact: | Title: |
| Fax: | e-Mail |
| Mailing Address: |  
| Street: |  
| City | State | Zip: |
| Company Website: | Phone: |

Do you require electricity? **yes** **no**

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## SUPPORT ITEM

| SUPPORT ITEM | PRICE |  
| VENDORS: Saturday Event Booth (includes table and 2 badges) | $995 |  
| PLATINUM SPONSOR: Saturday Lunch (includes table and 4 badges) | $4000 |  
| GOLD SPONSOR: Saturday Breakfast (includes table and 3 badges) | $3250 |  
| SILVER SPONSOR: Friday Eve Wine & Cheese (includes table and 3 badges) | $2000 |  
| BRONZE SPONSOR: Saturday Morning Break (includes table and 3 badges) | $1700 |  
| BRONZE SPONSOR: Saturday Afternoon Break (includes table and 3 badges) | $1700 |  
| PROMOTIONAL CONFERENCE MATERIAL FLASH DRIVE contains your logo | $2700 |  

Number of Extra ID Badges requested: _____@ $200 each

**TOTAL AMOUNT (please complete)**
Exhibit Registration Form (cont.)

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<th>REPRESENTATIVES’ NAMES</th>
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Placement of exhibits is reserved on a first-come, first-served basis based upon receipt of full payment, signed contract and level of support. Space is limited.

Please make your exhibit payment online at www.psychapn.org/ad-pay. Alternatively, make exhibit check payable to SPAPN / NJSNA and mail with this form and also fax to:

Dr. Wendy Skiba King  
53 Kossuth Street  
Somerset NJ 08873  
Fax (877) 727 6283

Contact: Rachel Karbowski APN, rachelkarbowski@gmail.com  
Questions: (877) 727-6283 or psychapn@gmail.com
**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

**Purpose of Form**

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from FATCA reporting, is correct.

**Exemption(s) (see instructions):**

- Exempt payee code (if any)
- Exemption from FATCA reporting code (if any)

**Future developments.** The IRS has created a page on IRS.gov for information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

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**Part II Certification**

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification Instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

**Sign Here**

Signature of U.S. person: _________
Date: 04-26-2014

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**Form W-9 (Rev. 8-2013)**

Cat. No. 10231X