



Pacific Northwest
46th Annual National Conference

ADVANCED PRACTICE IN PRIMARY AND ACUTE CARE

October 19-20, 2023
Bell Harbor Convention Center
Seattle, WA



Continuing Nursing Education | University of Washington School of Nursing October 19th & 20th, 2023

This October, our annual **Advanced Practice in Primary Care and Acute Care Conference 2023** will be an in-person conference bringing nurses together to share their expertise, learn from each other, and re-connect. Nurses have continued to provide an essential and trusted part of our health care system. We hope you'll join us in celebrating the nurses and nurse educators in our community.

ABOUT THE EVENT

The Advanced Practice in Primary Care and Acute Care Conference offers healthcare providers an opportunity to validate and enhance clinical competencies, learn about new approaches, and examine critical issues in health care at the state and national level. Our attendees will learn about new products, services and medical treatments through a conference program that includes experts in primary care nursing specialties, such as geriatric care, adolescent health and pain management.

As a comprehensive two-day conference provides an opportunity to effectively introduce new offerings, increase brand awareness, engage with customers and prospects, and connect your company, school, or program with our attendees

BELL HARBOR CONFERENCE CENTER

The Center is one of Seattle's premier destination waterfront event venue. It's located on Pier 66 on Seattle's waterfront and offers panoramic views of downtown Seattle and Puget Sound. As an exhibitor you will be ideally located between the different rooms where the speaker sessions take place and the lunchroom.

The [University of Washington School of Nursing](#) welcomes sponsors and exhibitors who support our mission and offer products and services that advance the cause of nursing education to join us at the event at Bell Harbor Conference Center – an ideal opportunity to connect with key influencers, experts, and leaders in nursing and nursing education.

RAISE your organization's profile

SHOWCASE current products and services

LAUNCH new products and services

ESTABLISH your organization as a strong supporter of nursing education

The **Continuing Nursing Education (CNE)** mission is to provide innovative learning experiences for the nursing profession. Through our programming, we support the larger mission and values of the University of Washington School of Nursing.

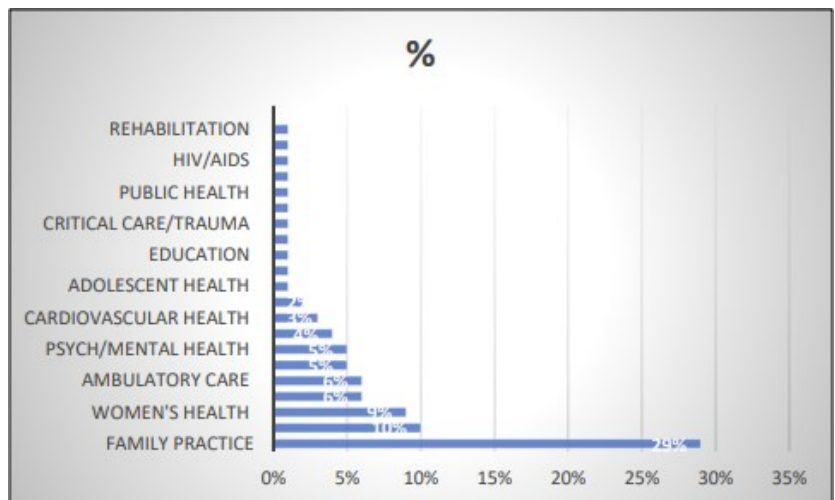
Who Attends:

Healthcare professionals including staff nurses, clinical nurse leaders, clinical nurse specialists, nurse practitioners, nurse educators, primary care providers, physicians, physician assistants, managers, administrators, social workers, and other interested healthcare providers, as well as UW School of Nursing Faculty and students.

Expected Attendance: 300 nurse practitioners, nurse educators & physician assistants

Attendee Profile 2019 By partnering with CNE for this annual event, you will connect to our extensive network of Nursing professionals who are eager to learn more about your products, services, and programs. More than 80% of our attendees are Nurse Practitioners

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NP Certifications of Participants	
ACNP	22
ANP/GNP	65
CNM	20
FNP	230
PNP	17
Psych NP	20
WHNP	18

Educational Tracks Advance Practice in Primary Care and Acute Care 2023

Adult/Geriatric Health track

Family Nurse Practice track

Pediatric Health track

Psychiatric Mental Health track

Sexual and Reproductive Health track

Exhibitor Opportunities

Exhibitors Space

(registration is done on the website)

As an exhibitor/vendor you will get the visibility and time to connect with the attendees and share knowledge and products.

8+ Hours/day of Exhibitors' time during the Conference in the main hall between the conference rooms, lunch room, facilities, and coffee breaks.

- **Exhibit table for both days (or equivalent space): \$1600 / \$599 non-profit**
- *(tablecloth provided)*

As an exhibitor you will be automatically added to our online exhibitor's list that is linked to the online course material and handouts. These are the features you can provide: Logo | 100-word description | Contact Information (deadline to provide material is 14 days prior to the event date)

Sponsorship Opportunities

If you are interested in any of the below exclusive sponsorship opportunities, email jbetzler@uw.edu online registration for these opportunities online will be available soon. All sponsors receive recognition on the **Advanced Practice in Primary Care and Acute Care Conference 2023** promotional materials.

Breakfast Delight | \$2,500 (for both days) - Registered Exhibitors \$1500 (for both days)*

The Breakfast Delight is in the wonderful Harbor Room and is a great way to show your support to the healthcare professionals attending the **Advanced Practice in Primary Care and Acute Care**. The cost would cover the morning breakfast provided by Bell Harbor Catering, known for their excellence and high-end products.

Projectors are at your disposal to display your message during the 1-hour Breakfast from 7:00 am till 8:00 am. The Sponsoring company is required to provide visual needs at their own cost (PowerPoint presentation). You can provide CNE with your own banner/ promotion material to set-up at the entrance of the Harbor Room.

Snack Break | \$1,200 (1 Day) 2x/day - Registered Exhibitors \$750 per day*

The break includes snack food items with your logo on a sign at the station. Preapproval of any imprinted items by CNE is required.

Lunch Spotlight | \$3,500 (for both days) - Registered Exhibitors \$2100*

The lunch is in the wonderful Harbor Room and is a great way to show your support to the healthcare professionals attending. The cost would cover lunch provided by Bell Harbor Catering, known for their excellence and high-end products.

Projectors are at your disposal to display your message during the 1-hour Lunch break. The Sponsoring company is required to provide visual needs at their own cost (PowerPoint presentation). You can provide CNE with your own banner/ promotion material to set-up at the entrance of the Harbor Room.

Swag Bag | \$2,000

Have your logo visible to all attendees at the AP 2023 conference. The swag bag will be provided to all attendees at the registration desk.

**Registered Exhibitors can contact Jeff Betzler at jbetzler@uw.edu for discount codes for sponsorship opportunities.*



Advertising Opportunities

(send and email to pkelle@uw.edu)(Deadline for registering Sept 10, deadline for the artwork Sept 20, 2022)

Digital Ad

Website banner, horizontal: \$1000 / \$750 non-profit *

- The banner will be featured on the Advanced Practice in Primary Care and Acute Care webpage (first come, first serve basis).
- The creation of the artwork is not included (PNG horizontal 300x100px).
- The deadline for registering is August 21st; the deadline for the artwork is September 1st.

Print Ad

Half page on the back Cover: \$500*

- Have your company visible on the PROGRAM SCHEDULE that each attendee will receive once they enter the conference.
- The deadline for registering is August 15th; the deadline for the artwork is September 1st.
** Creative design is not included*

Registration and Cancellation

A booth and/or sponsorship reservation is incomplete unless full payment has been received by the stated deadline. Credit card payments are due at the time of reservation. Check payments are due within 20 business days of invoice receipt. All payments must be received by October 18, 2023. If payment is not received by the deadline, the exhibitor/sponsor may forfeit their reservation. Written cancellations of booth exhibitors will be accepted through September 30th, 2023, and refunds granted minus a \$100 cancellation fee. Sponsorship reservations are not eligible for a refund at any time.