

2024 CME CONFERENCE

CAPA 2024

February 23-25, 2024

Golden, Colorado

Denver Marriott West





About CAPA

The Colorado Academy of PAs (CAPA) was established in 1976 to promote the PA profession to Colorado's lay and medical community, advocate for the PA practice, and provide high-quality continuing medical education for PAs. CAPA is a constituent chapter of the American Academy of Physician Associates and is the voice of Colorado PAs.



About the Event

Every year, CAPA is dedicated to facilitating Colorado PAs in sharing knowledge and connecting at our annual conferences alongside fellow Colorado PAs. Our annual conference spans 2.5 days, providing a platform for networking and education, with two days specifically allocated for exhibitors and sponsors. We present a variety of sponsorship opportunities and provide booth spaces positioned outside the main sessions for exhibitors. In 2023, our annual conference witnessed remarkable attendance, exceeding 200 participants. With the 2024 conference being centrally located in Golden, Colorado, we are enthusiastic about anticipating an even larger attendance.

EXHIBITOR INFORMATION

EXPECTED ATTENDANCE:

150-200+ Physician Assistants in attendance from across Colorado.

EXHIBIT HALL TRAFFIC :

To encourage traffic to all booths, attendees will be encouraged to visit the exhibit hall. Designated Exhibit Hall networking opportunities will be offered throughout the conference on Friday & Saturday. Schedule TBD. CAPA engages attendees in activities that promote and drive attendees to meet exhibitors, rewarding attendees for visiting booths. All breaks will be held in the exhibit hall during breaks from education during the conference.

EXHIBITOR SCHEDULE

Friday, February 23

8:00 am - 9:30 am Check-in/Move-in

Friday, February 23

8:00 am – 4:30 pm Exhibits Open

Saturday, February 24

8:00 am – 4:30 pm Exhibits Open

4:40 pm Exhibitor Move-Out

EXPECTED FEE INCLUDES:

All exhibits are one(1) 6-foot skirted traditional tabletop exhibits. One complimentary exhibit hall pass. Recognition as an exhibitor on the CAPA website, pre-conference email, and mobile app, pre/post Attendee list. **Electricity must be purchased through the hotel.**

Hotel Information:

Denver Marriott West
1717 Denver West Boulevard
Golden, Colorado 80401

Group rate is available for exhibitors and sponsors.



Exhibit Booth Price: \$1250

Event Venue



Journey through the hotel in Golden, CO, and explore the rolling foothills of the Rocky Mountains.

Denver Marriott West is adjacent to I-70 and a short drive to downtown Denver's popular zoos, gardens, and arenas.

Your hotel room features ergonomic seating, pillowtop bedding, a coffeemaker, and inspiring views of the Colorado mountains.



**1717 Denver West Boulevard
Golden, Colorado 80401**

**Group rates for hotel apply to exhibitors
and sponsors!**



**MARRIOTT
DENVER WEST**

Sponsor Opportunities

Platinum Sponsor- \$25,000

- First choice of lunch product theater. Based on availability. Includes time slot, minimal AV, and marketing to our attendees.
- Wi-Fi Sponsor for all attendees with logo on business size card at registration with wifi code.
- Conference Hotel Key Card Sponsor. All hotel key cards will have the sponsor logo.
- Lanyard sponsor with sponsor logo.
- Conference bag sponsor with sponsor logo.
- Disposable coffee cup sponsor for one break with sponsor logo on cup.
- Premium placement signage recognition as Platinum Sponsor
- Premium registration floor branding
- 2 social media posts
- Email blast to attendees before the event.
- Premier recognition on the CAPA website and mobile app
- Premium exhibit space
- Attendee contact list
- ***Food and beverage and basic AV is the responsibility of the society.**

Gold Sponsor- \$15,000

- Second choice of product theater is based on availability. Includes time slot, minimal AV, and marketing to our attendees.
- Mobile app sponsor. Includes password to log on to mobile app as sponsor's choice.
- Napkins and coasters at breaks with the company logo outside the conference room.
- Phone and laptop recharging table sponsor with company logo on signage
- Signage recognition as Gold Sponsor
- Email blast to attendees before the event
- Recognition on the CAPA website and mobile app
- Premium exhibit space
- Attendee contact list
- ***Food and beverage and basic AV is the responsibility of the society.**

Sponsor Opportunities

Silver Sponsor- \$10,000

- Breakfast product theater sponsor. Includes food for 100 attendees.
- Banner on the mobile app for the event.
- Logo on the agenda, mobile app.
- Signage at the event recognizing sponsorship.
- Email blast to attendees before the event.
- Recognition on the CAPA website.
- Premium exhibit space.
- Attendee contact list.
- Shout out on the mobile app.
- One social media post on CAPA social media platforms.
- Logo note pads and pens in registration bags.
- Email blast to attendees before the event.
- ***Food and beverage and basic AV is the responsibility of the society.**

Mobile App Sponsor- \$2,500

- Signage recognition w/instructions at registration
- Customized mobile app password for all attendees to use.
- Recognition as Mobile App Sponsor on the website/app
- All instructions will be emailed to attendees with logo included in email

Extra Marketing Opportunities & Add-Ons

| | | |
|-----------------------------------|----------------------------------|--|
| Audio Visual Sponsor | \$10,000 | This sponsorship helps provide the technology needed to deliver a dynamic conference. Complimentary table-top exhibitor booth and sponsorship signage at the booth. Signage recognition at registration and in the conference space. The logo and company name are highlighted on the mobile app and website. |
| Coffee Break Sponsor | \$3,000 each opportunity* | Attendees have the opportunity to network with the exhibitors in between sessions. Choice of coffee tumbler design and color. Cost includes the tumbler production (additional tumblers can be purchased for future use.) Company name and logo prominently displayed on all tumblers: complimentary table-top exhibitor booth and sponsorship signage at the booth. |
| Conference Lanyard Sponsor | \$2,500 | All participants receive a lanyard to securely keep their name tags & other important information for easy access at registration. |
| Session Sponsor | \$1000 | Recognition on the mobile app, agenda, and website for one session. Option for sponsor representative to introduce session speaker |
| Rotating Home Page Images | \$1000 | One slot on a 4-5 sponsor rotating images on the mobile app's home page. |
| Social Wall | \$1000 | Place your logo on the social wall of the mobile app. |

Extra Marketing Opportunities & Add-Ons

| | | |
|--|--------------|--|
| Event Floor Decal | \$750 | Company logo on event floor at registration. Company logo and name on a floor or wall decal for all attendees to view. Cost includes decal production. |
| Hotel Room Door Drop | \$750 | Flyer placed under attendees' hotel doors Friday night. |
| Session Banner Ad | \$500 | Place your logo under a specific session on the mobile app. |
| Lead Retrieval for Scannable Badges | \$350 | The capability to capture attendee information via a QR code on the badge. |
| Insert in attendee bag | \$250 | Flyer insert into attendee bags. |
| Email blast to attendees | \$200 | Email created by your company emailed to our attendees through the CAPA website. |

PRODUCT THEATER OPPORTUNITIES

Product Theater Description:

Product theaters are 60-minute sessions that provide the sponsor with a live marketing opportunity. Product theaters may be scheduled at any of our breakfast or lunch times. These promotional product theaters usually concentrate on a specific product or medication. No CME credit is provided for these sessions. Food and beverage and basic AV is the responsibility of the society.

- 60-minute time slot to speak on product
- Logo displayed onscreen pre & post-presentation, & signage at door
- Post-conference attendee mailing list.
- Recognition on the CAPA website, and mobile app & listed on the agenda
- Email blast advertising product theater.
- Exhibit space.
- **Note: Food and beverage and basic AV is the responsibility of the society.**

| Breakfast Product Theater Day | Price |
|-------------------------------|---------|
| Friday | \$7,000 |
| Saturday | \$7,000 |
| Sunday | \$6,500 |

| Lunch Product Theater Day | Price |
|---------------------------|----------|
| Friday | \$10,000 |
| Saturday | \$10,000 |

| | |
|------------------------|---------|
| Friday Night Reception | \$5,000 |
|------------------------|---------|



Exhibitor/Sponsorship Application & Contract

Colorado Academy of PAs - 2024 Annual CME Conference

February 23-25, 2024

Set Up: February 23rd

Exhibit Dates: February 23-24

Denver Marriott West - 1717 Denver West Blvd - Golden, CO 80401

Company Name

Contact Name

Email

Phone#

Billing Address

Exhibit Opportunities:

- One six-foot table \$1,250
- CAPA Booth Donation - CO Universities only _____
- Additional Exhibit Badge \$100
- Non-Profit Fee \$1125

Premium Sponsorship:

- Platinum \$25,000
- Gold \$15,000
- Silver \$10,000
- Audio Visual \$10,000
- Conference Lanyard \$2,500
- Mobile Ap \$2,500
- Coffee Break \$3,000 each
- Session Sponsor \$1,000 (per session)

Product Theaters:

- Friday Breakfast \$7,000*
- Saturday Breakfast \$7,000*
- Sunday Breakfast \$6,500*
- Friday Lunch ~~\$10,000*~~
- Saturday Lunch \$10,000*
- Friday or Saturday Night Reception \$5,000*

***food/beverage/basic AV is the responsibility of the society**

Disclaimer:
Exhibitor assumes responsibility and agrees to indemnify and defend CAPA and the Denver Marriott West and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither CAPA and the Denver Marriott West insurance covers the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

Add Ons:

- Floor Decal \$750
- Hotel Room Door Drop \$750
- Session Banner Ad \$500
- One Page Flyer in Bags \$250
- Email Blast to attendees \$200
- Lead Retrieval w Mobile Ap Access \$350

___VISA ___MasterCard ___American Express
___Discover ___Check (payable to CAPA)

Card# _____

Name as it appears on the card _____

Expiration Date _____ Security Code _____

Signature _____ Date _____

By signing this contract we (the sponsor) agree to support the opportunity or opportunities listed above. Furthermore, a signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms, and conditions of CAPA. This contract is binding once signed.

___ I have read and understood this agreement, and serve as an authorized agent for the applicant.

CAPATax ID: 74-2559844



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If, after the contract is entered into, Colorado Academy of Physician Assistants (“CAPA”) fails or is unable to provide an Exhibitor with the opportunity to exhibit at the CAPA Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Exhibitor is not responsible for such failure, the Exhibitor’s sole and exclusive remedy shall be the return of all monies that it has paid in the connection with the Application/Contract. In such case, CAPA shall bear no further liability or responsibility under such agreement.

EXHIBITOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY CAPA FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES, AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR CAPA OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF EXHIBIT SPACE.

Acceptance of Application: Acceptance of this application as an agreement between the Exhibitor and CAPA will occur only when an official confirmation packet has been sent by CAPA via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

Exhibitor Regulations Agreement: The undersigned acknowledges and agrees to the Exhibitor Regulations as published by CAPA (available upon request) which are considered to be part of this agreement between the Exhibitor and the CAPA.

Cancellation Policy: The undersigned acknowledges understanding of CAPA Exhibitor Cancellation Schedule: 60 or more days prior to the conference - full refund. 30-60 days prior to the conference - 50% refund. 30 days or less prior to the conference - no refund.

Warranty of Authority: The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is a duly authorized and appointed agent of the Exhibitor and is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

Title

Date

Signature

Company

Please return these forms with payment to: Dane Pratt - dane@planitsat.com
P. O. Box 12554 - San Antonio, Texas 78212 P: 210-488-3193 F: 210-568-6375