

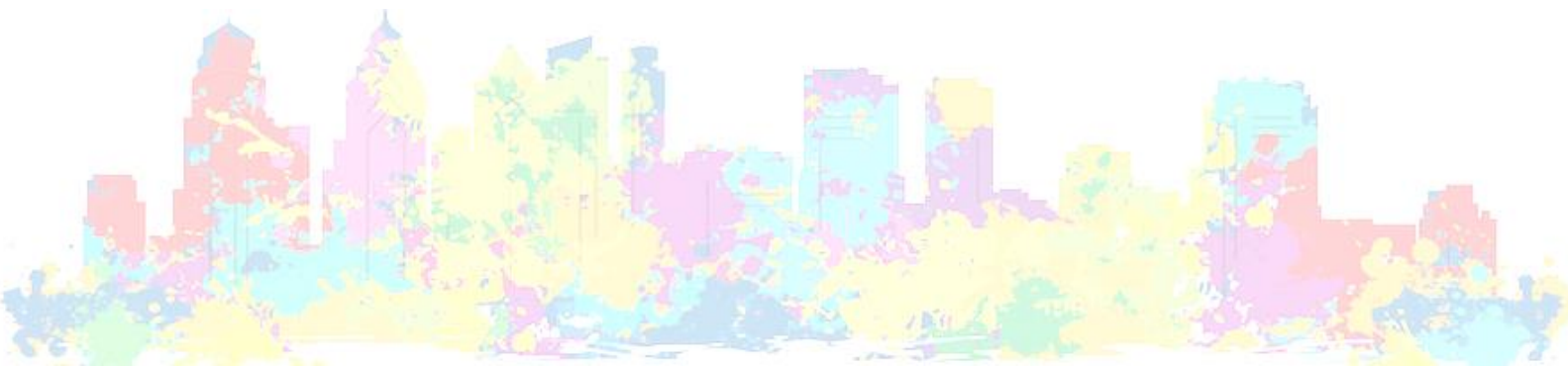


# 2017 INDUSTRY PROSPECTUS

16<sup>TH</sup> ANNUAL NATIONAL CLINICAL CONFERENCE | SEPTEMBER 7-9

Loews Philadelphia Hotel | Philadelphia, PA

[apwca.org/conference](http://apwca.org/conference)



# INTRODUCTION

Thank you in advance for consideration support of APWCA 16th Annual National Clinical Conference scheduled September 7-9, 2017 at the Loews Philadelphia. This year's conference promises to be an exciting event for attendees, faculty and industry partners. APWCA attracts multispecialty physicians and allied health professionals who strive to learn the newest technologies and medical therapies to improve outcomes for patients in need of advanced wound care.

One of the most important goals of the conference is an inclusive and welcoming environment for all specialties involved in the treatment of advanced wounds including MD's, DO's, DPM's, PA's, NP's, RN's and other allied health professionals. In addition to world class didactic lectures, learning methods will include hands-on wet labs, case study review and ample one-on-one time with nationally recognized faculty members.

APWCA's 16th Annual National Clinical Conference is an accredited program and will be conducted in accordance with ACCME guidelines for commercial support. We also take great pride in following all PhRMA and AdvaMed guidelines to ensure a balanced and unbiased educational agenda.

Your support of this valuable medical education program is appreciated.

Sincerely,



Steven J. Kavros, DPM, MAPWCA, FAACWS, CWSP

President

American Professional Wound Care Association

## **PRESIDENT**

Steven J. Kavros, DPM,  
MAPWCA, FAACWS, CWSP

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FACHM, MAPWCA, CHWS

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AAPWCA

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MAPWCA

# ABOUT US

## MISSION STATEMENT

The mission of the American Professional Wound Care Association is to lead the prevention and treatment of acute and chronic wounds with an interprofessional commitment of optimal patient care, education and advocacy.

## LEARNING OBJECTIVES

- Following this activity, participants should be able to:
- Explain and assess wound etiology including metabolic and mechanical factors and related comorbidities.
- Identify risk factors, general diagnostics and treatment strategies to prevent skin ulcers.
- Propose treatment options for ulcers of all etiologies including pressure, diabetic, vascular and ischemic.
- Recognize surgical and non-surgical wound management techniques and discuss various topical treatments and adjunctive wound therapies.
- Describe contemporary approaches in the treatment of skin and wound issues in all patient populations.

## ACTIVITY GOAL

This educational program is designed to be a comprehensive course associated with concepts in the diagnosis and treatment of non-healing wounds by providing clinically relevant educational topics for daily wound care treatment and best practices for optimal patient outcomes. This activity addresses the “Patient Care and Medical Knowledge” ABMS/IOM competencies.

## LEARNING METHODS

Didactic Lectures | Panel Discussions | Audience Response Systems | Case-Based Presentation and Discussion  
Hands-On Demonstrations/Workshops | Skills Labs

## EDUCATIONAL SESSIONS

Topics will include, but will not be limited to:

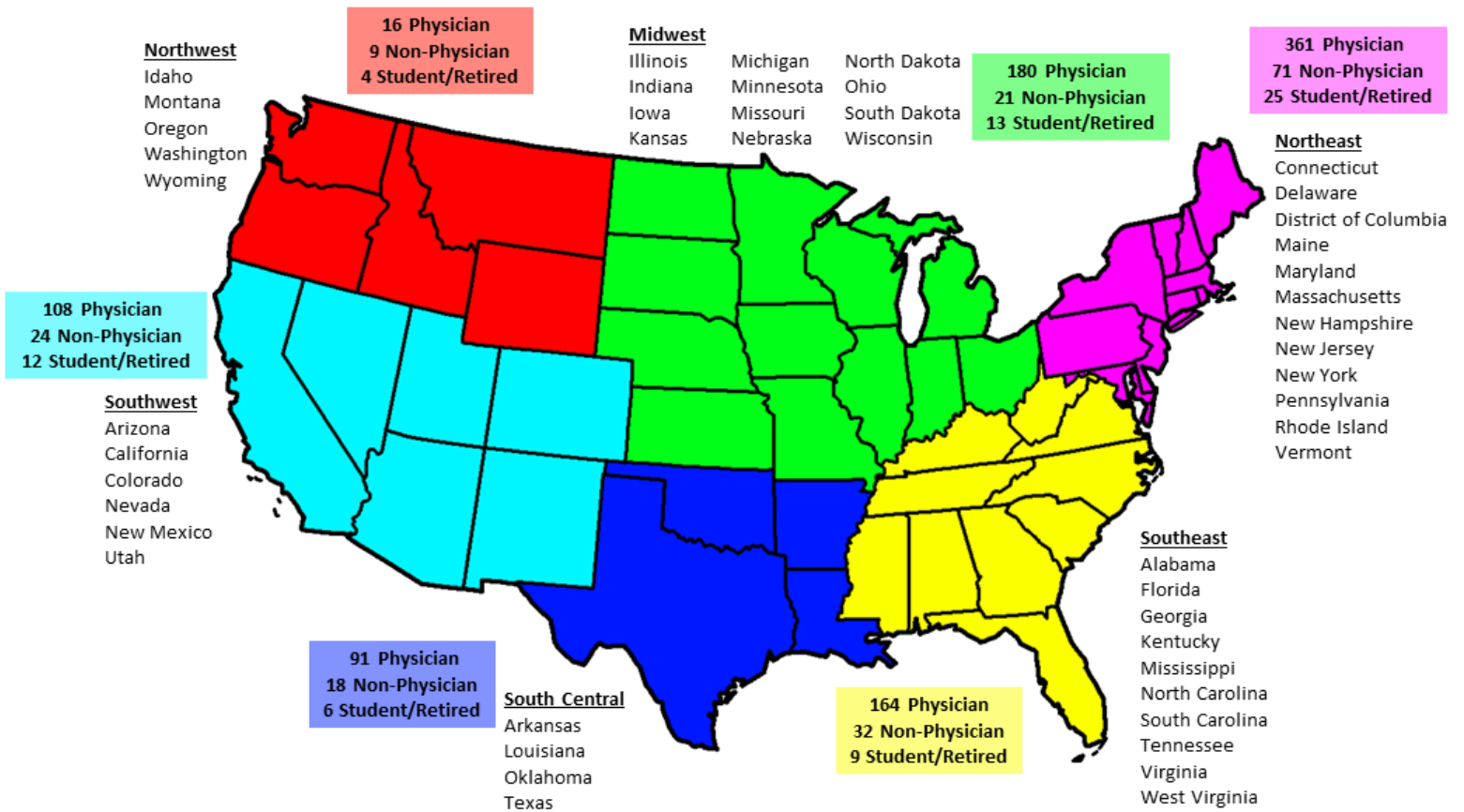
Comprehensive Certification Review Course | Negative Pressure Wound Therapy | Total Contact Casting  
Compression Therapy | Vascular Screening | Cellular and Jacket Grafts | Debridement | Pain Management  
Neonatal/Pediatric Therapies | Diabetic Foot Treatment | Hyperbaric Therapy | Lymphedema Management  
Abdominal Wounds | Myocutaneous Flaps | Pharmacotherapy Treatment | Palliative Wound Care  
Pressure Injuries (Ulcers) | Offloading | Gait Training

# MEMBER DEMOGRAPHICS

## TARGET AUDIENCE

Healthcare professionals providing wound care including, but not limited to:

- Dermatologists
- Endocrinologists
- General Surgeons
- Infectious Disease Specialists
- Internists
- Nurse Practitioners
- Nutritionists
- Podiatrists
- Physical Therapists
- Physician Assistants
- Plastic Surgeons
- Primary Care Physicians
- Registered Nurses
- Vascular Surgeons



**Membership Level by Region**  
*updated October 13, 2016*

<b>1213 TOTAL MEMBERS</b>	
7 Admin	1 Alaska
7 Industry	2 Hawaii
	27 International
	5 Unknown

# SPONSOR OPPORTUNITIES

## PREMIER SPONSOR PACKAGES

PLATINUM \$40,000

20x20 Premium island exhibit booth or pavilion  
Breakfast or lunch symposium  
20 Complimentary exhibitor registrations  
1 Full-page back cover ad in conference program  
1 Full-page ad in conference program  
2 Email marketing messages  
3 Conference bag inserts

GOLD \$30,000

10x20 Premium end cap exhibit booth  
Breakfast symposium  
15 Complimentary exhibitor registrations  
1 Full-page ad in conference program  
1 Email marketing message  
2 Conference bag inserts

SILVER \$20,000

10x20 Exhibit booth  
Exhibit refreshment break  
10 Complimentary exhibitor registrations  
1 Full-page ad in conference program  
1 Conference bag inserts

## EXHIBIT SPACE

10x10 PREMIUM EXHIBIT BOOTH \$4,000

10x10 End cap exhibit booth  
3 Complimentary exhibitor registrations

10x10 EXHIBIT BOOTH \$2,500

10x10 Exhibit booth  
2 Complimentary exhibitor registrations

## SYMPOSIA

MEAL SYMPOSIUM \$10,000 - \$15,000

45-minute symposium during breakfast or lunch.

SATELLITE SYMPOSIUM \$17,000 - \$25,000

Educational program hosted by the sponsor.  
Cannot conflict with conference lectures.

## ADVERTISING OPPORTUNITIES

CONFERENCE BAG INSERT \$500 PER INSERT

Sponsored literature included  
in conference tote bag

HOTEL ROOM DROPS \$2,000

Polybag on guest room doors

CONFERENCE SESSIONS \$2,500

Industry support for faculty

NAME BADGE LANYARDS \$5,000

Custom lanyards distributed at registration  
to all conference attendees. Lanyards  
provided by sponsor.

HOTEL ROOM KEY CARDS \$5,000

Custom printed key cards for the host hotels

EXHIBIT REFRESHMENT BREAK \$5,000

Host a refreshment break served by the sponsor

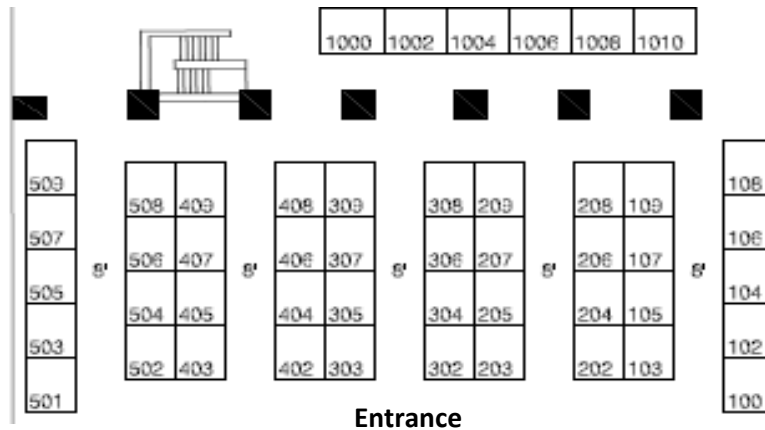
CONFERENCE TOTE BAGS \$6,000

Tote bags with sponsor logo distributed at  
registration

CONFERENCE PROGRAM \$1,000 - \$5,000

Full page ad

# EXHIBIT DETAILS



## HOTEL

Loews Philadelphia Hotel  
 1200 Market Street  
 Philadelphia, PA 19107  
 Phone: 215-627-1200  
 Reservations: 1-888-575-6397  
 Group Rate: \$179.00/night  
 Available Dates: September 2-10, 2017

## EXHIBIT SUPPORT

Office: 337.541.2240  
 Fax: 337.993.7922  
[exhibits@apwca.org](mailto:exhibits@apwca.org)

## EXHIBIT SERVICES

Vista Convention Services

## EXHIBIT SCHEDULE

<b>Thursday, September 7</b>	2:00 PM – 6:00 PM	Exhibitor Move In
<b>Friday, September 8</b>	10:00 AM – 4:00 PM	Exhibits Open
<b>Friday, September 8</b>	5:30 PM – 6:30 PM	Exhibitor Reception
<b>Saturday, September 9</b>	10:00 AM – 4:00 PM	Exhibits Open
<b>Saturday, September 9</b>	4:00 PM – 6:00 PM	Exhibitor Move Out

## DEDICATED EXHIBIT HOURS

<b>Friday, September 8</b>	10:00 AM – 10:30 AM
	1:00 PM – 2:00 PM
	3:30 PM – 4:00 PM
	5:30 PM – 6:30 PM
<b>Saturday, September 9</b>	10:00 AM – 10:30 AM
	1:00 PM – 2:00 PM
	3:30 PM – 4:00 PM

# EXHIBIT SPACE APPLICATION

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_

## PAYMENT INFORMATION

Upon receipt of application, an invoice will be sent to the email address provided above with online credit card and eCheck payment options. Payments must be received prior to the meeting date; move-in will not be permitted without final payment.

### CREDIT CARDS

All major credit cards accepted.  
3% processing fee

### ECHECKS

No processing fee

### CHECKS

Make payable to "APWCA"  
Mail to: 3639 Ambassador Caffery Pkwy  
Suite 605  
Lafayette, LA 70503

## EXHIBIT SUPPORT

Office: 337.541.2240

Fax: 337.993.7922

[exhibits@apwca.org](mailto:exhibits@apwca.org)

## BOOTH CANCELATIONS

Cancellations must be provided in writing; refunds will be as follows:

- \$0.00 Penalty On/Before January 31, 2017
- 50% Penalty On/After February 1, 2017 – Before March 1, 2017
- No REFUNDS will be given after March 1, 2017 – No Refunds for "No-Shows"

## SPONSOR OPPORTUNITIES

- |  |          |
|--|----------|
| <input type="checkbox"/> Platinum Sponsor Package    | \$40,000 |
| <input type="checkbox"/> Gold Sponsor Package        | \$30,000 |
| <input type="checkbox"/> Silver Sponsor Package      | \$20,000 |
| <input type="checkbox"/> 10x10 Premium Exhibit Booth | \$ 4,000 |
| <input type="checkbox"/> 10x10 Exhibit Booth         | \$ 2,500 |
| <input type="checkbox"/> Hotel Room Drops            | \$ 2,000 |
| <input type="checkbox"/> Conference Sessions         | \$ 2,500 |
| <input type="checkbox"/> Name Badge Lanyards         | \$ 5,000 |
| <input type="checkbox"/> Hotel Room Key Cards        | \$ 5,000 |
| <input type="checkbox"/> Exhibit Refreshment Break   | \$ 5,000 |
| <input type="checkbox"/> Conference Tote Bags        | \$ 6,000 |
| <input type="checkbox"/> Conference Bag Insert       | \$ 500   |
| <input type="checkbox"/> Conference Program          | \$ _____ |
| <input type="checkbox"/> Meal Symposium              | \$ _____ |
| <input type="checkbox"/> Satellite Symposium         | \$ _____ |
| <input type="checkbox"/> Other _____                 | \$ _____ |

**Total:** \$ \_\_\_\_\_

**Table, Chairs, Etc Are Not Included.**