GEORGIA ASSOCIATION OF PHYSICIAN ASSISTANTS
2017 Exhibit & Sponsorship Invitation

A GREAT OPPORTUNITY
TO MEET MEDICAL DECISION-MAKERS!

Summer Conference
& Exhibition
July 10 - 14
HILTON HEAD ISLAND, SC
Westin Hilton Head Island

Our Classroom is
Your Opportunity to
Meet Today’s Medical
Decision Makers

You’re invited to meet
hundreds of PAs at the
largest PA Conference in the US.

• Meet a growing market responsible for writing
  more than 333 million prescriptions a year!

• If your company markets to
  Physicians, it should also be marketing
  to Physician Assistants.

• Choose from several Product Theater
  and Sponsorship Packages to showcase
  your products and services.

RESERVE YOUR SPACE TODAY – REGISTER ONLINE AT GAPA.NET
Connect with the Medical Professionals Who Make Decisions!

You should be marketing your products and services to the medical professionals who see and diagnose patients, order tests, and write prescriptions.

- PAs write more than 10% of all prescriptions
- The Department of Labor has rated the PA profession as the third fastest growing occupation in the U.S.
- 2015 Forbes places Physician Assistants in the “Ten Most Promising Jobs of 2015” list

WHY MAKE GAPA’S ANNUAL CONFERENCE AN INTEGRAL PART OF YOUR MARKETING PLAN?

GAPA hosts the largest PA conference in the US, putting you in touch with the key medical professionals you need to reach. In a survey of GAPA conference exhibitors:

- 100% rated the conference as good or excellent.
- 92% said traffic was excellent or very good.

Tap into New Opportunity AT THE LARGEST PA CONFERENCE IN THE US!

- GAPA’s conference welcomes several hundred dedicated, enthusiastic Physician Assistants.
- PAs are eager to learn. Come ready to share your new ideas, treatment techniques, products and services.
- GAPA is one of the very few organizations that offer CME to both PAs and NPs.

“Significant changes are occurring in healthcare today. Fewer physicians practice in primary care, while the aging patient population grows, and economics influence staffing decisions. This has led to a demand for PAs, who are playing a greater role than ever in patient care.”

- Practicing Clinicians Exchange

PAs ARE A SOLUTION TO TODAY’S HEALTHCARE TRENDS

As fewer MDs practice primary care medicine, the number of PAs is increasing to fill the primary care shortage. In 1997, there were more than 2300 graduates of US medical schools who entered family medicine. By 2003, that number had dropped by half. By 2020, the shortfall of general practice physicians is expected to reach 40,000. Conversely, PA employment opportunities are expected to grow 30% by 2020.

Physician Assistants write more than 333 million prescriptions per year and see over 250 million patients per year. They often diagnose and treat patients without physician input, routinely perform medical and surgical procedures, and are employed in rural and urban areas in settings from hospitals to solo practices. If your company markets to Physicians it should also market to PAs.

The U.S. Department of Labor Bureau of Labor Statistics Report on PAs States Employment of the Physician Assistant is expected to grow 27% from 2006 to 2016, much faster than the average for all occupations.

There are no differences between Physicians and PAs in the percentages of visits in which drugs or immunizations were prescribed or continued, or laboratory or other types of tests were ordered or administered.

Quick Facts: Physician Assistants

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>2015 Median Pay</td>
<td>$98,180</td>
</tr>
<tr>
<td>Entry-Level Education</td>
<td>Master's Degree</td>
</tr>
<tr>
<td>Work Experience in a Related Field</td>
<td>None</td>
</tr>
<tr>
<td>On-The-Job Training</td>
<td>None</td>
</tr>
<tr>
<td>Number of Jobs, 2014</td>
<td>94,400</td>
</tr>
<tr>
<td>Job Outlook, 2014-2024</td>
<td>30% (Much Faster than Average)</td>
</tr>
<tr>
<td>Employment Change, 2014-2024</td>
<td>28,700</td>
</tr>
</tbody>
</table>

GAPA’s 2017 Summer CME Conference & Exhibition will be held July 10-14 at the Westin Hilton Head Island. Located along a pristine stretch of sandy white beach along the South Carolina coast near Savannah, GA, the Westin Hilton Head Island provides the utmost in southern hospitality and award-winning conference service. To reserve your room at GAPA’s discounted rate, please call (800) 937-8461 or (843) 681-4000.

Please Note: Call the property directly and identify yourself as a GAPA 2017 Summer Conference participant to receive special rates. Discounted rates are only guaranteed until June 15, 2017. Make reservations early as sellouts are expected. If properties sellout, visit GAPA.net and click on the “Upcoming Conferences” tab for updates or call (888) 811-4272. Discounted rates are not available through travel agents or Internet Services.
SPONSORSHIP & EXHIBIT OPPORTUNITIES

- **PRODUCT THEATER PRESENTATION AT CONFERENCE:**
  Interactive setting, opportunities for measurement and feedback, non-competitive with other educational programming

- **CONFERENCE EXHIBITOR:**
  Exhibit booth space includes table and chairs, ID sign, draped backdrop and dividers; exhibitors have access to educational seminars and refreshment breaks

- **CONFERENCE SPONSORSHIPS:**
  Registration bag, lanyards, 5K Fun Run/Walk, Blood Drive and more

“*This was the first GAPA conference I attended, but it will not be the last. Very educational and helpful!*

– Candace Evelyn Usry, NP, Leslie, GA

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**Act Now and Save!**

RESERVE YOUR SPACE EARLY & SAVE 10%

RESERVE BY FEBRUARY 1, 2017

*Cannot be combined with other offers or non-profit discounts*
Exhibit, & Promotional Opportunities

ABOUT PRODUCT THEATERS

Product Theaters are high-ROI live marketing opportunities, and are available at our 2017 event on the topic of your choosing. Offered over breakfast or lunch, 55 minutes are allotted for the presentation inclusive of questions/answers. Product Theaters are unopposed presentations with an average attendance of 250 – 300. Product Theaters are promotional in nature (not accredited and don’t provide CME).

GAPA – Responsibilities:

- Provide ballroom for function
- Provide meal
- Provide audiovisual technicians/equipment (professional staging, lighting, sound, etc)
- Distribute speaker lecture materials, handouts and signage provided by sponsor
- Logistical assistance
- Electronic file of session attendees

2017 OPPORTUNITIES

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, July 11</td>
<td>Breakfast &amp; Lunch</td>
<td></td>
</tr>
<tr>
<td>Wednesday, July 12</td>
<td>Breakfast &amp; Lunch</td>
<td></td>
</tr>
<tr>
<td>Thursday, July 13</td>
<td>Breakfast &amp; Lunch</td>
<td></td>
</tr>
<tr>
<td>Friday, July 14</td>
<td>Breakfast</td>
<td></td>
</tr>
</tbody>
</table>

* Breakfast $31,250; Lunch $37,500; Food and beverage is included in the fixed pricing (based on average attendance of 250 participants)

Sponsor:

- Identify speaker and pay related expenses
- Design and print product theater invitations, flyers, signs, etc. (if applicable)
- Introduce speaker, distribute and collect program materials, sign in sheets, etc

See GAPA.net/product_theater for complete details.

A LA CARTE PROMOTIONAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth space only</td>
<td>$1,750</td>
</tr>
<tr>
<td>Registration Bag</td>
<td>$3,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$2,000</td>
</tr>
<tr>
<td>5K Fun Run/Walk</td>
<td>$1,250</td>
</tr>
<tr>
<td>Blood Drive</td>
<td>$1,250</td>
</tr>
<tr>
<td>Annual Golf Tournament</td>
<td>$1,250</td>
</tr>
<tr>
<td>Set of Mailing Labels</td>
<td>$1,000</td>
</tr>
<tr>
<td>Volleyball Tournament</td>
<td>$1,250</td>
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</tbody>
</table>

OTHER CUSTOMIZABLE PACKAGES ARE AVAILABLE.
Preliminary 2017 Summer Exhibit Schedule*

**TUESDAY, JULY 11**
EXHIBIT HALL SET UP 10:00 AM – 4:00 PM

**WEDNESDAY, JULY 12**
EXHIBIT HALL OPEN 9:00 AM – 3:00 PM

**THURSDAY, JULY 13**
EXHIBIT HALL OPEN 8:00 AM – 1:00 PM
EXHIBIT HALL DISMANTLE 1:00 PM

* Schedule is preliminary and can change.
Check out GAPA.net often for conference updates.

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HILTON HEAD ISLAND, SC
Westin Hilton Head Island

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HILTON HEAD ISLAND
SHIPPING INFORMATION

WESTIN HILTON HEAD ISLAND
TWO GRASSLAWN AVENUE
HILTON HEAD ISLAND, SC 29928
(843) 681-4000
www.westinhiltonheadisland.com
Please print or type

Company Name  ___________________________  Date  ______________________
Address  _____________________________________________________________________________  
City ___________________  State _______  Zip.  ________________
Phone ___________________  Ext.  ___________  Toll Free ___________________  Ext.  ___________
Email  ______________________________________________________________________________  Company Website  ______________________________________________________________________________  Fax  ______________________________________________________________________________
Contact Name  ___________________________  Title  ___________________________  Signature  ______________________________________________________________________________
Exact Name on Booth Sign  ________________________________________________________________
Companies Preferred in Close Proximity  ________________________________________________________________
Companies to Avoid Placement by  ________________________________________________________________

Sponsorship & Promotion Opportunities  (see pages 4-5 for details)

Please check boxes and total commitment

<table>
<thead>
<tr>
<th>Promotional or Sponsorship Opportunity</th>
<th>COST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Product Theater at CME Conference</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth space only</td>
<td>$1,750</td>
<td></td>
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<tr>
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TOTAL COSTS OF SPONSORSHIP COMMITMENTS

*See page 5 or contact GAPA for details

NOTE: Exhibit booths, product theaters, and other exhibit and sponsorship opportunities are assigned on a first come, first paid basis. We advise you to submit payment with your contract as soon as possible. Payment is required before booth setup. GAPA agrees to hold space for the company signing this application and returning it to the GAPA office with full payment (no refunds are permitted). The authorized signature above makes this contract firm and binding and we understand and agree to abide by all rules, regulations, and conditions of this contract.

Payment Method: ENCLOSED IS A CHECK FOR $ ______________________ (PAYABLE TO GAPA) or

PLEASE CHARGE MY:    □ Mastercard    □ Visa    □ American Express    □ Discover

ACCOUNT #____________________________________  EXP. DATE __________
CARDHOLDER NAME _____________________________________________
SIGNATURE__________________________________  BILLING ZIP______________________

Complete & return form to:
GEORGIA ASSOCIATION OF PHYSICIAN ASSISTANTS
1905 Woodstock Road, Suite 2150
Roswell, Georgia 30075
888.811.GAPA, 770.640.1920
Fax: 770.640.1095
GAPA’s Federal Tax ID  # 58-1296375
Act Now and Save!  
RESERVE YOUR SPACE EARLY & SAVE 10%  
RESERVE BY FEBRUARY 1, 2017  
*Cannot be combined with other offers or non-profit discounts

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Join the Leaders of the Healthcare Community at GAPA’s 2017 Conference!

Summer Conference & Exhibition  
July 10 – 14  
HILTON HEAD ISLAND, SC  
Westin Hilton Head Island

100% OF GAPA’S EXHIBITORS RATED THE AMOUNT OF BOOTH TRAFFIC EXCELLENT OR VERY GOOD!

PRIOR SUPPORTERS OF GAPA CONFERENCES JOIN THESE LEADERS AT UPCOMING GAPA CONFERENCES!

Abbott  •  AdvancedPracticeJobs.com  •  Amedisys  •  Amerigroup Corp  •  AMGEN  •  Army Medical Dept. Recruiting  •  AstraZeneca Pharmaceuticals  •  Atlanta Prosthetics & Orthotics  •  Automated Healthcare Solutions  •  Be The Match  •  Biocodex USA  •  Boehringer Ingelheim  •  Boston Heart Diagnostics Corp  •  Boston Scientific  •  Calmoseptine  •  CEP America  •  CME Resources, Inc.  •  Commcare Pharmacy  •  Convatec  •  CoroWise Plant Sterols / Cargill  •  Corpus Christi Allergy-Asthma-Dermatology Clinic  •  Coviden  •  Dept of Veterans Affairs  •  Dermatran Health Solutions  •  Dermpath Diagnostics  •  DJO Global  •  ECR Pharmaceuticals  •  EmCare  •  Emory University PA Program  •  Endo Pharmaceuticals  •  ENT Institute  •  Euroflexa – Ferring Pharmaceuticals  •  Federal Bureau of Prisons  •  Ferring Pharmaceuticals  •  Floyd Health Care Management  •  Forest Pharmaceuticals, Inc.  •  GA Army National Guard  •  GA Dept of Community Health  •  Get Fit with GAPA  •  Genentech / Novartis  •  Genzyme  •  Genzyme Biosurgery  •  Georgia Beef Board  •  GlaxoSmithKline  •  Good Measure Meals / Open Hand Atlanta  •  Granite Financial Solutions, LLC  •  HPSO – Healthcare Providers Service Organization  •  International University of the Health Sciences  •  Janssen  •  KOWA Pharmaceuticals  •  Lasting Impressions Jewelers  •  Lewis & Clark LTC RRG, Inc.  •  Lippincott Williams & Wilkins  •  LMU – DCOM PA Program  •  Marshall Emergency Services Associates  •  McKesson  •  MDS Wellness  •  MEDA Pharmaceuticals  •  Medicare Diabetes Screening Project  •  Medtronic Spinal & Biologics  •  Mercer University  •  Merck  •  Navy Reserve / Navy  •  NCCPA  •  Novartis Pharmaceutical Corp.  •  Novo Nordisk  •  Otsuka America Pharmaceutical  •  Outpatient Imaging Coalition  •  PAJobSite.com / MDJobSite.com  •  Pfizer, Inc.  •  Physician RxSource  •  Piedmont Heart Institute  •  PriCara  •  Purdue Pharma L.P.  •  Quality Specialty Pharmacy  •  Quintiles – URL Pharma  •  Reckitt Benckiser  •  SANOFI  •  Sanofi Biosurgery  •  Sanofi-Aventis  •  Santarus, Inc.  •  Sarasota Memorial Health Care System  •  Scott’s Health Mart Pharmacy  •  Shionogi, Inc.  •  SkinPath Solutions  •  SonoSite  •  STG International, Inc.  •  Stiefel, a GSK Company  •  Takeda Pharmaceuticals  •  TeamHealth  •  Teva Respiratory  •  The Gideons International  •  The Longstreet Clinic, P.C.  •  The Medical Center of Central GA  •  Total Pain Solutions  •  URL Pharma / Quintiles  •  ViroPharma, Inc.  •  Warner Chilcott  •  Watson Pharma  •  WellStar Health System