



**APRIL  
15-19**

**SEMPA  
360**

**20  
24**

**NEW  
ORLEANS  
LA**

**Sheraton**  
New Orleans



# Join hundreds

of colleagues for the most comprehensive and in-depth emergency medicine education designed by and for PAs practicing in emergency departments, urgent care centers, rural hospitals and in the military.

## 2024 SEMPA 360 Annual Conference

New Orleans, Louisiana

April 15-19

*Sheraton New Orleans*

The SEMPA 360 conference offers:

- Didactic sessions on a wide variety of emergency medicine topics
- Popular hands-on workshops
- Renowned emergency medicine faculty
- Opening Reception
- Exhibit hall that also includes a Wine & Cheese Reception
- SEMPA Town Hall Meeting
- Committee & Section meetings
- Roundtable Discussions
- Product Showcases
- Annual Quiz Bowl
- A chance to sit for NCCPA's CAQ Specialty Exam in Emergency Medicine
- Discounted pricing on registration
- Special hotel pricing
- And more!



# The Facts

- Emergency medicine is the fastest and largest growing PA specialty.
- As emergency physician workforce shortages increase and demand for emergency care rises, EMPAs play a pivotal role in today's emergency department.
- EMPAs are utilized in all emergency department settings, and see similar patient loads as EM physicians.
- 66% of SEMPA members are key influencers of purchases made for their emergency departments.
- Conference surveys reveal attendees want more access to emergency medicine health care companies and industry led education.
- 90% of SEMPA exhibitors and sponsors report high event ROI due to the strong level of attend engagement.



## SEMPA Members perform on a regular basis:

100% PRESCRIBE

99% WOUND MANAGEMENT

98% BASIC DIAGNOSTICS

98% INITIAL RADIOGRAPHIC INTERPRETATION

97% THERAPEUTIC PROCEDURES

48% ANESTHESIA

41% HEMODYNAMIC TECHNIQUES

36% ULTRASOUND



# Sponsorships

## EDUCATION

### EXPERT THEATERS

Make an impact with a 45-minute presentation!

- This is a non-CME opportunity
- Up to 75 attendees
- Acknowledgement on signage outside meeting room
- Table for corporate representative and collateral materials outside entrance to session
- Basic A/V set-up included
- Must purchase food & beverage appropriate for the time slot

**\$10,000 each (5 available)**

### HOT SIM CASES

Perfect for hands-on demos and case studies, this 30-minute timeslot is a great way to engage attendees.



- This is a non-CME opportunity
- Up to 75 attendees
- Acknowledgement on signage outside meeting room
- Basic A/V set-up included
- Must purchase food & beverage appropriate for the time slot

**\$5,000 each (limit 2 per day)**

## UNDERWRITING OPPORTUNITIES

### PLENARY SESSIONS:

Emergency medicine-focused topics ranging from neurological, trauma, cardiovascular, imaging and much more.

- Acknowledgment of underwriting in the onsite program
- Acknowledgement of underwriting at the entrance of the CME session
- Acknowledgement of underwriting at the beginning of the session
- Includes one company representative to attend session

**\$2,500 each**

## WORKSHOPS

Emergency medicine-focused topics ranging from ultrasound, dental, EKG, wilderness medicine, wound care, slit lamp and more.

- Acknowledgment of underwriting in the onsite program
- Acknowledgement of underwriting at the entrance of the CME workshop
- Acknowledgement of underwriting at the beginning of the workshop
- Includes one company representative to attend session

**\$2,500 each**



## FOCUS GROUPS

Learn more about your customers' needs and interests in this unique market research opportunity. SEMPA will work with your company to recruit emergency medicine professionals to participate in a focus group during the meeting. Focus group participants require an additional honorarium in addition to sponsorship fee.

**\$7,500 per Focus Group**





# Sponsorships

## CONFERENCE HIGHLIGHTS

### WINE & CHEESE WITH EXHIBITORS

SEMPA is kicking off its conference with the always popular Wine & Cheese with the Exhibitors. You may choose to provide wine or lemonade in your booth. The cost of this opportunity is \$175 for two bottles of wine, \$175 for lemonade, or \$300 for four bottles of wine.



### SEMPA 360 RECEPTION

Attendees will enjoy an evening of fun, food and a taste of the excitement of New Orleans.

- Acknowledgement on signage at Reception
  - Opportunity to participate in the welcome to attendees with the SEMPA President
  - Acknowledgement in the onsite program
  - Acknowledgement by SEMPA President during General Session
- Additional branding opportunities available

**EXCLUSIVE - \$10,000**  
(Platinum Patron Level) *or*  
Two Non-Competing  
**CO-SPONSORS - \$5,000** each  
(Gold Patron Level)



# CORPORATE SUPPORT

SEMPA offers many unique support opportunities designed to fit any budget or need.

## PLATINUM PATRON LEVEL - \$5,000

- Company name and level of sponsorship on each page of the SEMPA 360 website
- Acknowledgement on signage at premium locations to SEMPA 360 events with your company's name and logo prominently featured
- Acknowledgement in SEMPA News – SEMPA's daily e-news briefing
- Acknowledgement in SEMPA 360 onsite program
- One full page, four-color ad in the SEMPA 360 onsite program with premium placement
- Upon request, two (2) complimentary uses of SEMPA 360's attendee (names and addresses only) mailing list. Mailers must be approved by SEMPA
- Acknowledgement on SEMPA's organizational website and on SEMPA's Facebook page

## GOLD PATRON LEVEL - \$3,500

- Company name and level of sponsorship on each page of the SEMPA 360 website
- Acknowledgement on signage at premium locations to SEMPA 360 events with your company's name and logo prominently featured
- Acknowledgement in SEMPA 360 onsite program
- Half- page, four-color ad in the SEMPA 360 onsite program with premium placement
- Upon request, one complimentary use of SEMPA 360's attendee (names and addresses only) mailing list. Mailers must be approved by SEMPA
- Acknowledgement on SEMPA's organizational website and on SEMPA's Facebook page





# CORPORATE SUPPORT *continued*

## SILVER PATRON LEVEL - \$2,500

- Company name and level of sponsorship on each page of the SEMPA 360 website
- Acknowledgement on signage at SEMPA 360 Conference
- Acknowledgement in SEMPA 360 onsite program
- Quarter-page, four-color ad in the SEMPA 360 onsite program with premium placement
- Acknowledgement on SEMPA's organizational website



## LUNCH IN THE EXHIBIT HALL (Platinum Patron Level)

- Acknowledgment on signage at supported lunch
- Opportunity for sponsor to interact one-on-one with attendees and faculty

**\$5,000 each (2 available)**

## REFRESHMENT BREAKS

- Acknowledgement on signage at each refreshment station for entire conference
- Opportunity for supporter representative to network one-on-one with attendees
- Opportunity for supporter to offer and / or distribute promotional item(s) – item(s) must be approved by SEMPA



**EXCLUSIVE for all - \$15,000  
(Platinum Patron Level) or  
\$2,500 each  
(Silver Patron Level - 8 available)**



# BRAND IT...

## REGISTRATION CONFIRMATION EMAIL BANNER AD - \$2,500

Be the only advertiser on the highly visible confirmation email that goes to all conference attendees. Your ad will be placed on each email with a link to your booth or desired URL. This is a great opportunity to promote your presence in advance of the conference.

## EMAIL BANNER AD #1 \$2,000

An email to registered attendees on March 28

- Audience: Registered attendees
- Distribution: TBD (approx. 600)
- Exclusive advertiser of the email
- Banner ad at footer of email linking to your URL

## EMAIL BANNER AD #2 \$2,000

An email to registered attendees

- Audience: Registered attendees
- Distribution: TBD (approx. 600)
- Exclusive advertiser of the email
- Banner ad at footer of email linking to your URL

## CONFERENCE TOTE BAG \$8,500

(Platinum Patron Level-  
Includes cost of bag)

- This complimentary bag commemorating the SEMPA 360 meeting is given to all attendees for organization of their meeting materials.
- Tote bags may display company name and logo (*no products*)
- Opportunity to include your promotional flyer in bag

## MOBILE APP

\$5,000

(Platinum Patron Level  
Benefits)

- Banner at bottom of menu pages
- Banner can link to page in app with company messaging
- Opportunity to include your promotional flyer in conference tote bag





# BRAND IT. . . *continued*



**\$5,000**

## **NAME BADGE LANYARDS**

**(Platinum Patron Level)**

- Supporter provides 900 lanyards
- High-quality commemorative lanyards given to all registrants with their name badge holder attached
- Lanyards showcase the supporter's name and logo and the SEMPA 360 logo



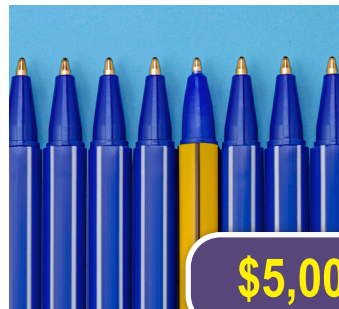
**\$5,000**

## **NOTE PAD**

**(Platinum Patron Level)**

Includes cost of note pad

- Corporate sponsor branded notepad will be distributed to each conference attendee



**\$5,000**

## **PENS**

**(Platinum Patron Level)**

- Sponsor provides 650 pens
- Corporate Sponsor branded pens will be distributed to each conference attendee

# ADVERTISING

Advertise in our onsite Conference Program distributed to all conference attendees.

**\$1,000**  
Full-Page

**\$750**  
Half-Page

**\$500**  
Quarter-Page

# Schedule

## EXHIBIT DATES / HOURS

Registration: Monday, April 15 ..... 8:00 am - 3:00 pm  
Set-up: Monday, April 15 ..... 8:00 am - 3:00 pm  
Dismantle: Wednesday, April 17 ..... 1:30 pm - 6:00 pm

## DEDICATED EXHIBIT HOURS

### Monday, April 15

6:30 pm - 7:30 pm *Wine & Cheese Reception with Exhibitors*

### Tuesday, April 16

9:30 am - 10:00 am *Mid-morning Coffee Break*

12:00 pm - 1:00 pm *Lunch with Exhibitors*

3:00 pm - 3:30 pm *Coffee with Exhibitors*

### Wednesday, April 17

10:00 am - 10:30 am *Mid-morning Coffee Break*

12:30 pm - 1:30 pm *Lunch with Exhibitors*

## EXHIBIT SPACE RATES

**10' x 10' Booth**  
**\$1,500**

**10' x 20' Booth**  
**\$3,000**

**10' x 30' Booth**  
**\$4,500**

### Booth fees include:

Exhibit floor space • 7' x 44" booth identification sign • One 6' draped and skirted table • Two side chairs • Wastebasket • Pipe & Show color drape • Company listing in Onsite Program • Company listing on SEMPA 360 website • Exhibitor service kit • One-time use of the attendee standard mailing list (no emails, is available upon request and mailer must be approved by SEMPA). Additional lists are \$250 each. • Two (2) exhibitor badges per 10' x 10' booth space. Additional exhibitor badges are \$400 each.

**NOTE:** Internet connections and electrical outlets are not included in the booth price and may be ordered through the service kit.



## SERVICE CONTRACTOR

The official show service contractor is the **Alliance Nationwide Exposition**.

On confirmation of your exhibit space, you will be provided with a service kit that will include order forms for additional booth furnishings, electrical connections, freight handling, telephone, etc.

## RESERVATION CONTACT

**Bradley Weiler**  
*Exhibits / Sponsorship Director*

[bweiler@lutinemanagement.com](mailto:bweiler@lutinemanagement.com)  
972-837-8987

Society of Emergency Medicine  
Physician Assistants  
224 W. State St. | Trenton, NJ 08608



# APPLICATION AND CONTRACT FOR EXHIBIT SPACE

2024 SEMPA 360 Conference | April 15-19, 2024 | Sheraton New Orleans

Fields with an asterisk (\*) are required.

\* Company Name: \_\_\_\_\_

\*Address: \_\_\_\_\_

\*City, ST, ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Website: \_\_\_\_\_

## Space confirmation, exhibitor service manual, and other information should be mailed to:

\* Name (please print): \_\_\_\_\_

Title: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

City, ST, ZIP: \_\_\_\_\_

\*Telephone: \_\_\_\_\_ \* Email: \_\_\_\_\_

\* Organizations not desired in close proximity: \_\_\_\_\_

Every effort will be made to accommodate requests, however, no guarantee can be made.

## Booth Selection:

- 10' x 10' \$1,500
- 10' x 20' \$3,000
- 10' x 30' \$4,500

My company will be purchasing a beverage for the Wine & Cheese Reception for our booth.

- 2 Bottles \$175
- 4 Bottles \$350
- Lemonade \$175

This event is part of the required exhibit hours regardless of your decision to purchase beverages for your booth.

## Please indicate any additional items you would like to sponsor at the 2024 SEMPA 360 Conference.

Item: \_\_\_\_\_ Amount: \_\_\_\_\_

A SEMPA account representative will contact you to work out the details of your additional sponsorship.

TOTAL AMOUNT DUE: \_\_\_\_\_

## AGREEMENT:

A signature on this application indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions, and any other issued by SEMPA regarding its conference; willingness to abide by the payment policy; acknowledgment of having read the rules and regulations; and agreement that the rules and regulations are an integral and binding part of this contract. By signing you also agree that any images and/or photos obtained by SEMPA at the conference may be used on and in SEMPA's various communication channels and future promotions of the SEMPA conference.

## AUTHORIZED SIGNATURE:

Name(Print): \_\_\_\_\_

Title: \_\_\_\_\_

Check for \$ \_\_\_\_\_ is enclosed (Payable to SEMPA, US funds only)

Charge \$ \_\_\_\_\_ to my \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ AmEx

Card # \_\_\_\_\_

CVV: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Billing ZIP: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Return completed application with payment to: **Bradley Weiler | bweiler@lutinemanagement.com**  
Phone: 972-837-8987

## RULES & REGULATIONS

These policies, terms, rules, and regulations governing the exhibit are part of the application for space and consequently, constitute a part of the contract between the exhibitor and SEMPA. Exhibitors agree to abide by any policies, terms, rules, or regulations that may hereafter be adopted, which shall be as much a part of the contract as though originally incorporated. All matters not specified within this website shall be resolved in the sole direction of SEMPA Exhibit Management.

Violation of any policies, terms, rules, and regulations by the exhibitor, employees, or agents shall annul the right to occupy space, and such exhibitor will forfeit to SEMPA all money that may have been paid. SEMPA Exhibit Management reserves the right to terminate the exhibit onsite and remove all persons and goods at the exhibitor's expense. Any damages incurred by SEMPA Exhibit Management to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written notice to re-enter and terminate. SEMPA Exhibit Management reserves the right to refuse assignment of exhibit space at future SEMPA meetings.

**Eligibility of Exhibitors.** In keeping with the educational purposes of the SEMPA 360 Conference, the exhibits are considered an extension and integral part of the program. Only companies with a product or service directly related to emergency medicine will be accepted.

**Space Assignments.** Space will be assigned on a first come, first served basis.

**Display Specifications.** Each space is at least 10' deep x 10' across and includes the items listed on the Space Rates & Benefits page.

**Deposit.** Applications submitted prior to January 31, 2024, must be accompanied by a 50% deposit. Applications submitted after that date, must be accompanied by full payment.

**Cancellation.** Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted in writing. The effective date of a space cancellation or reduction will be the date when written notice is received and date stamped by SEMPA. Written notification of a space reduction or cancellation must be received on or before January 31, 2024. A 50% service charge will be assessed for the total amount of the reduced or canceled space. After January 31, the exhibiting company will remain liable for the full cost of the original exhibit space.

**Promotional Activities and Giveaways.** Exhibiting companies are permitted to distribute giveaways and conduct prize drawings. All giveaways and prizes must be approved by SEMPA Exhibit Management in writing by Friday, March 8, 2024. This includes all items that are clearly acceptable (with the exception of product literature) or not on the pre-approved list of giveaways. This list will be available in the service kit. Removal of items not pre-approved will be strictly enforced. Curtailment of contests will be enforced if the activity is not pre-approved by SEMPA. "Actual" drawings are not allowed in the booth during exhibit hours; however, attendees may register for a drawing to be held outside the exhibit hall. Please note that SEMPA Exhibit Management will ensure that approved giveaways and drawing items are compliant with AMA, PhRMA, AdvaMed and other guidelines regarding these items.

**Sales.** Sales and order taking are permitted provided that all transactions are conducted in a manner consistent with the professional nature of SEMPA and the SEMPA 360 Conference. Exhibitors must notify SEMPA Show Management via email of their intent to conduct sales transactions and include the following information: product(s) being sold, return/refund policy, contact information for attendees needing assistance and a working website. Exhibitors planning to conduct retail sales are responsible for registering as a dealer with the appropriate state and local agencies. Additionally, all exhibitors conducting sales on the show floor must post their return/refund policy. This policy should be clear and must be adhered to if an attendee requests a refund.

**Liability.** Each party involved in the exposition agrees to be responsible for any claims arising out of its own negligence or that of its employee or agents. All parties have a responsibility, and are required, to maintain adequate insurance coverage against injuries to persons, damage to or loss of property, and any liability to meet their obligations as set forth in this agreement.

SEMPA, Alliance Nationwide Exposition, or the Sheraton New Orleans will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees. SEMPA, Alliance Nationwide Exposition, or the Sheraton New Orleans will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of SEMPA, Alliance Nationwide Exposition, or the Sheraton New Orleans.

Each exhibitor, in making application for space, agrees to protect, indemnify, and hold harmless SEMPA, Alliance Nationwide Exposition, and the Sheraton New Orleans from any and all claims, liability, damages, or expenses (including attorney's fees) asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants, or employees.

SEMPA, Alliance Nationwide Exposition, or the Sheraton New Orleans shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of contract. It is understood and agreed that the sole liability of SEMPA to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.