



# PHYSICIAN ASSISTANT ACADEMY OF VERMONT

## 37<sup>th</sup> Annual Winter CME Conference



THE EQUINOX RESORT & SPA • MANCHESTER VILLAGE, VERMONT  
JANUARY 24-27, 2019

## EXHIBITOR PROSPECTUS

The Physician Assistant Academy of Vermont invites you to join us as an exhibitor or sponsor at the 37th Annual Winter CME Conference to be held at The Equinox Resort & Spa in Manchester Village, Vermont on January 24-27, 2019.

Our program provides exhibitors:

- 6 1/2 hours of dedicated exhibit hall time
- Access to PAs and PA educators from Vermont and the Northeast region and beyond
- Complimentary admission to our welcome reception
- **New this year** - exhibit space in the Colonnade - location of all coffee breaks, Thursday Reception and Saturday lunch

We will be applying for CME credit. See our website, [www.paav.org](http://www.paav.org), for more information about the program as it becomes available.

We hope you will plan to join us in January!

*Cary Stratford, PA-C*

## The PA Profession's Key Decision Makers

Do you dedicate 20% of your marketing budget to reaching PAs? You should! Currently, PAs write over 500 million prescriptions each year and make hundreds of millions of OTC recommendations annually. Plus, over 75% of PAs are responsible for meeting with pharmaceutical representatives – many as the primary contact. PAs have a genuine influence on the prescribing habits of other professional colleagues and supervising physicians.

Often charged with making medical purchases for their practices and departments, PAs are the people making and influencing buying decisions for a wide range of products.

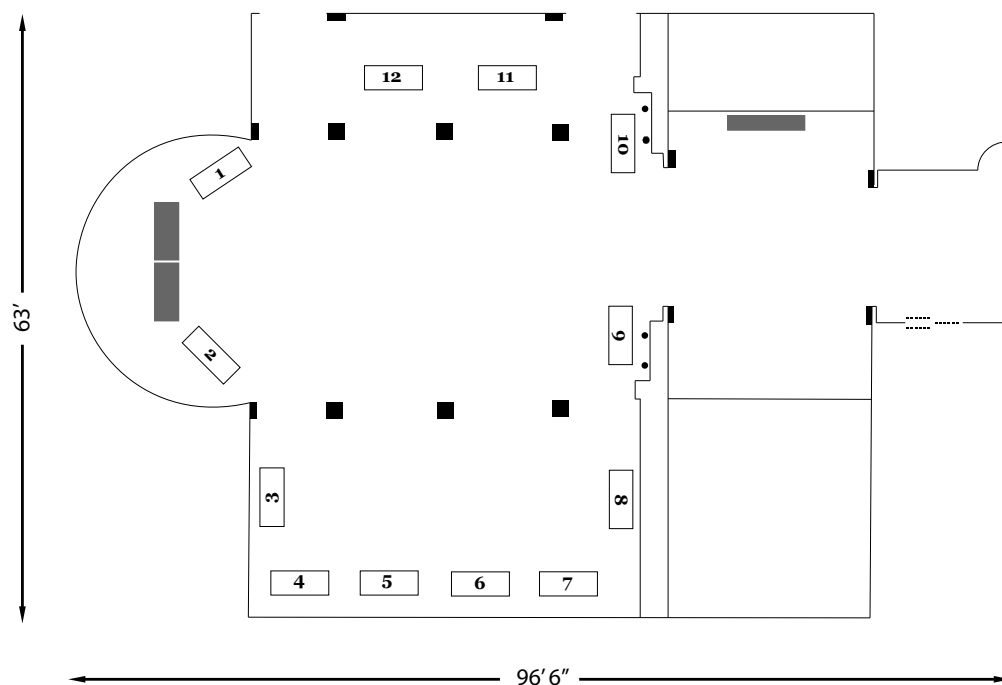
The U.S. Bureau of Labor Statistics listed physician assistants as one of the top 20 fastest-growing professions in the nation, projected to double by 2024. If your company markets to physicians, it should also be marketing to PAs.

Want to recruit the best PAs? Whether you're interested in filling current vacancies, or attracting the best candidates for the future, our meeting has a track record of attracting experienced and accomplished PAs. Your booth will put you in contact with candidates from across the region. In addition, you'll make contacts that will help you attract the best and the brightest PAs for years to come.

PAs are eager to exchange ideas and experiences with their colleagues and with professional representatives. They are highly motivated to stay current about the latest products and innovations, eager to learn, and easily adapt positive changes into their practices.

Join us in Manchester Village!

### Exhibitor Floor Plan



Equinox Resort, Manchester Village, VT - Colonnade Ballroom

## Exhibit Setup and Breakdown

Exhibitors will have access to the Exhibit Hall for set up from 12 to 3pm on Thursday, January 24. Breakdown begins at 4:00 pm on Saturday, January 26.

## Staffing

The exhibit fee includes two on-site company representatives. Sorry, we do not allow registration sharing. On-site reps are welcome at meal functions provided during exhibit hours and at the Welcome Reception. All reps are encouraged to attend the educational sessions. The fee for any additional reps is \$200 to partially cover food service.

## Booth Description

We offer table-top exhibits with one 6' draped table and two chairs. No pipe and drape partition or formal decoration is provided.

## Booth Assignments

Exhibitor should indicate table selections on the registration form.

## Electrical Connections

Please indicate your electrical connection needs on the registration form so that we may plan accordingly. Any additional costs charged by the hotel for special electrical connections will be the responsibility of the exhibitor.

## Exhibit Hall Raffle

We encourage attendees to secure signatures from at least eight exhibitors to be eligible for one of our great raffle prizes. If you can contribute a raffle prize please contact PAAV.

## Pre-Shipping

The hotel has very limited storage capacity for pre-shipped exhibit materials. Please ship for arrival no earlier than January 23, 2019. All pre-shipped materials must be labeled according to the following example:

ABC Corporation  
123 Country Road  
Middletown, USA 12345

Hold for arrival on 1/24/2019  
(please insert name of your company)  
PAAV Winter CME Meeting  
The Equinox Resort & Spa  
3567 Main Street Route 7A  
Manchester Village, VT 05254  
Box # X of X

(Hotel telephone number for shipping documentation: (802) 362-4700)

## Payment Policy

**Exhibitor must make their final payment to PAAV no later than January 4, 2019.** No exhibitor shall occupy booth space in the exhibit hall until all fees due to PAAV are paid in full.

## Cancellation Policy

No refunds will be given for any reason after January 4, 2019. Prior to that date, please contact the PAAV Administrative Office to cancel your booth. A \$50.00 administrative charge will be withheld.

## Questions

Contact the PAAV Administrative Office at 603-643-2325 or via e-mail at [paav@conmx.net](mailto:paav@conmx.net) if you have any questions.



# Physician Assistant Academy of Vermont

37th Annual Winter CME Conference • January 24-27, 2019

The Equinox Resort & Spa • Manchester Village, Vermont



## Exhibitor Registration Form

Company \_\_\_\_\_

Contact Name \_\_\_\_\_  Attending  Contact Only

Street \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

List representatives attending this meeting. Please indicate names, titles and location (city/state) as they should appear on name badge. Two representatives are included in the exhibit fee.

1. \_\_\_\_\_  
INCLUDED IN REGISTRATION

2. \_\_\_\_\_  
INCLUDED IN REGISTRATION

3. \_\_\_\_\_  
ADDITIONAL \$200.00

4. \_\_\_\_\_  
ADDITIONAL \$200.00

\_\_\_\_\_ @ \$200.00 each = Total Additional Rep Fee Enclosed \$ \_\_\_\_\_

### Exhibition Preference

Please indicate booth number preference. Exhibition space will be assigned on a first-come, first-served basis.

1st Preference \_\_\_\_\_ 2nd Preference \_\_\_\_\_ 3rd Preference \_\_\_\_\_

Electrical Outlet Required -  Yes  No Additional Special Requirements: \_\_\_\_\_

**Booth Fee:** Booth fee includes exhibit booth, two on-site representatives, breakfast and refreshment breaks, the Welcome Reception, Saturday lunch and admission to educational sessions.

	By January 4th	After January 4th
Job Services, Educational Products & Programs	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$1,000
Medical Products & Services	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,800

**Sponsorship Options:** A sponsorship of \$3,000 or more includes an exhibit table. Sponsorships without exhibit booth are welcome.

- Welcome Reception (\$3,000)  Educational Grant: \$ \_\_\_\_\_  Speaker Sponsorship (Call to discuss)  
 Name Badge Lanyards (\$2,000)  Devlin Scholarship Donation: \$ \_\_\_\_\_  Product Theater with Breakfast (Call to discuss)  
 Coffee Breaks (\$2,000) each

**Fees apply to the date funds are received, not when form is received.**

**TOTAL ENCLOSED:**

### PAYMENT METHOD

Visa

MasterCard

American Express

Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

Name as it appears on card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Street address where you receive your statement (for bank required verification purposes)

(PAAV's tax ID number: 22-258-6796)

Please submit this form to PAAV at:

PAAV Administrative Office, 45 Lyme Road, Suite 304, Hanover, NH 03755 or Fax: 603-643-1444

Questions: Catherine Foss at 603-643-2325 or via e-mail at [paav@conmx.net](mailto:paav@conmx.net)



**Physician Assistant Academy of Vermont**

Administrative Office  
45 Lyme Road, Suite 304  
Hanover, NH 03755

PHYSICIAN ASSISTANT ACADEMY OF VERMONT

37<sup>TH</sup> ANNUAL WINTER CME CONFERENCE

THE EQUINOX RESORT & SPA • MANCHESTER VILLAGE, VERMONT

January 24-27, 2019