



NATIONAL  
PRESSURE  
ULCER  
ADVISORY  
PANEL

**FEBRUARY  
25-26, 2011**  
**CAESAR'S PALACE  
LAS VEGAS, NV**



**APPLICATION DEADLINE:  
DECEMBER 10, 2010**

# NPUAP 12<sup>TH</sup> National Biennial Conference

# EMERGING HEALTHCARE ISSUES

**400  
ATTENDEES  
EXPECTED!**

**Two concurrent conferences on BEST PRACTICE and CONSENSUS** will address **prevention and treatment of pressure ulcers** in the context of emerging healthcare issues.

Plan now to participate with international experts in the field of pressure ulcers!

## COMMERCIAL SUPPORTERS & EXHIBITORS PROSPECTUS

**EXHIBITORS:** Showcase your products and services to the country's **most influential professionals in pressure ulcer care**. Only **80 exhibit spaces (10'x10')** will be available.

**COMMERCIAL SUPPORTERS:** You may also select from a **wide range of Supporter Opportunities** to demonstrate your company's intent for furthering research and development in the field of pressure ulcers.

**REGISTER  
ONLINE!  
[npuap.org](http://npuap.org)**

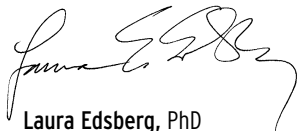
## Dear Potential Exhibitor and/or Commercial Supporter:

**Are you interested in a more substantial role in the prevention and management of pressure ulcers?** If so, the National Pressure Ulcer Advisory Panel (NPUAP) offers an excellent opportunity for you and your company. The NPUAP is a unique organization of professionals that will allow you and your company to engage with cutting-edge work in the prevention and management of pressure ulcers. Few other groups hold the prestige that NPUAP has held over the past two decades. NPUAP updated the staging of pressure ulcers, which now includes deep tissue injury, and most recently collaborated with EPUAP to develop and publish International Pressure Ulcer Prevention and Treatment Guidelines. NPUAP's influence in the pressure ulcer public policy arena is also unique because we engage in one-on-one dialogue with the policy makers, including Centers for Medicare and Medicaid Services, as programs are being planned. Partnering with NPUAP will allow you and your company to strategically plan for success in the clinical area well in advance of changes in the laws.

NPUAP has three mission committees which focus on Education, Research and Public Policy. NPUAP is the leading "Think Tank" on pressure ulcer care in the United States. NPUAP's work in public policy is focused on effectively strengthening legislative liaisons by creating a legislative agenda and working with legislators and governmental agencies to create a unified national approach to the prevention and management of pressure ulcers. NPUAP has provided input into the MDS 3.0, the CMS CARE Tool, Healthy People 2020 and we are a scientific partner of the Institute for Healthcare Improvement (IHI) 5 Million Lives Campaign. The Research Committee has been instrumental in initiating the Support Surface Initiative (S3I) work on redefining terminology for support surfaces and the Shear Initiative as well as defining of the testing standards for support surfaces.

NPUAP Corporate Advisory Council (CAC) members play a vital role in all mission committees, as well as provide financial support of the Panel's work. You are invited to join the NPUAP as a CAC member and become involved on the front lines of the Public Policy, Research, and Education efforts of NPUAP. Please contact the NPUAP office at 202-521-6789 or [www.npuap.org](http://www.npuap.org) for more information.

Sincerely,



Laura Edsberg, PhD  
NPUAP President

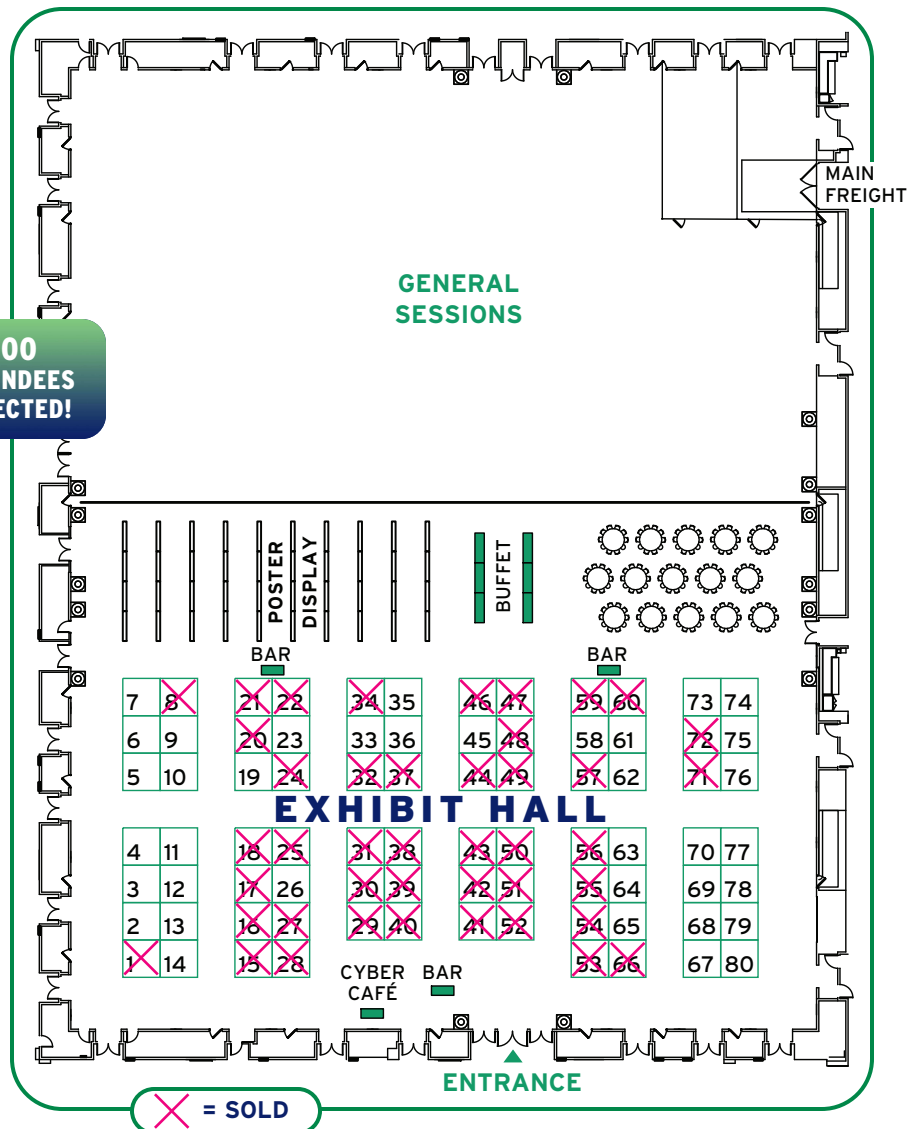


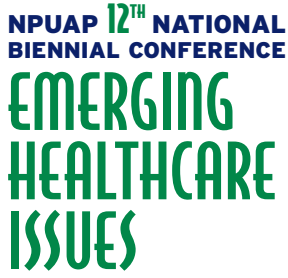
**NPUAP 12<sup>TH</sup> National Biennial Conference**  
**EMERGING HEALTHCARE ISSUES**  
FEB. 25-26, 2011  
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## EXHIBITOR CONTRACT

**FEBRUARY 25-26, 2011**  
 CAESAR'S PALACE LAS VEGAS, NEVADA

REGISTER ONLINE AT [npuap.org](http://npuap.org) OR SEND THIS FORM TO NPUAP  
 Please type or print clearly and **enter information exactly** as it should  
 appear in badges and conference materials.

Hurry to reserve  
 the limited exhibit  
 space available  
 during the NPUAP  
 12th Biennial  
 Conference. **FIRST  
 COME, FIRST SERVED!**

### APPLICATION FOR EXHIBIT SPACE\*

**DEADLINE: DECEMBER 10, 2010**

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY/ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

Are you an NPUAP Corporate Advisory Council (CAC) Member?  Yes  No

Please send me information on becoming an NPUAP Corporate Advisory Council (CAC) Member

**400 ATTENDEES  
 EXPECTED!**

### COMPLIMENTARY EXHIBITOR REGISTRANTS

Two (2) free badges per 10'x10' booth ■ Four (4) free badges per 10'x20' booth ■ Additional exhibitor badges are \$50 per person.

1) NAME & TITLE \_\_\_\_\_

2) NAME & TITLE \_\_\_\_\_

3) NAME & TITLE \_\_\_\_\_

4) NAME & TITLE \_\_\_\_\_

EXHIBIT SPACE	RENTAL FEE	CAC MEMBER	SUBTOTAL
<input type="checkbox"/> 10' x 10' Booth .....	\$1,850 .....	\$1,300	
<input type="checkbox"/> 10' x 20' Booth .....	\$2,900 .....	\$2,000	
For other booth configurations please contact NPUAP			
<b>ADDITIONAL EXHIBITOR BADGES</b>	\$50 per person		
Full payment must be received by <b>December 10, 2010.</b>			<b>TOTAL</b>

**YES! WE AGREE TO PAY \$\_\_\_\_\_ AS RENTAL FOR THE EXHIBIT SPACE ALLOTTED TO US.** We have read and agree with the NPUAP Exhibitor Terms and Conditions and understand this application becomes a contract when signed by us and is accepted with deposit by NPUAP.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### BOOTH PREFERENCES\* (See page 2 of this prospectus for booth layout)

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

\*NOTE: Applications for exhibit space and booth assignments will be processed in the order that they are received.

**PAYMENT METHOD** Payment Amount: \$ \_\_\_\_\_

**CHECK** (In U.S. Dollars; make payable to NPUAP)

**CREDIT CARD** (Complete below):  AMEX |  MASTERCARD |  VISA

CARDHOLDER NAME \_\_\_\_\_

ACCOUNT # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



### REGISTER ONLINE OR RETURN APPLICATION WITH PAYMENT TO:

**NATIONAL PRESSURE ULCER ADVISORY PANEL**  
 1025 Thomas Jefferson Street NW, Suite 500 East  
 Washington, DC 20007

**FAX: 202-833-3636** • Tel: 202-521-6789

**Jennifer Bank**, Executive Assistant  
 Email: [jbank@npuap.org](mailto:jbank@npuap.org) • [www.npuap.org](http://www.npuap.org)

**NPUAP 12<sup>TH</sup> NATIONAL BIENNIAL CONFERENCE**  
**EMERGING HEALTHCARE ISSUES**

**APPLICATION DEADLINE:**  
**DECEMBER 10, 2010**  
**CONFERENCE DATES:**  
**FEBRUARY 25-26, 2011**  
**LOCATION:**  
**CAESAR'S PALACE**  
**LAS VEGAS, NV**

## EXHIBITOR FACT SHEET

### EXHIBIT SCHEDULE (SUBJECT TO CHANGE)

★ <b>BOOTH SET-UP:</b>	<b>Thu., FEB. 24</b>	2:00PM – 7:00PM
★ <b>EXHIBITS OPEN:</b>	<b>Fri., FEB. 25</b>	7:00AM – 8:00AM ... Continental Breakfast 10:15AM – 10:45AM ... Break 12:15PM – 1:30PM ... Lunch 2:45PM – 3:45PM ... Break 4:45PM – 7:00PM ... Reception
	<b>Sat., FEB. 26</b>	7:00AM – 8:00AM ... Breakfast 10:00AM – 10:45AM ... Break 11:30AM – 1:30PM ... Lunch
★ <b>DISMANTLE:</b>	<b>Sat., FEB. 26</b>	1:30PM – 4:00PM

### COMPLIMENTARY EXHIBITOR REGISTRANTS:

- ★ Two (2) free badges per 10'x10' booth
  - ★ Four (4) free badges per 10'x20' booth
- (Additional exhibitor badges are \$50 per person)

### DECORATING & DRAYAGE: VIPER TRADESHOW SERVICES

### FOR MORE INFORMATION CONTACT NPUAP:

1025 Thomas Jefferson Street NW, Suite 500 East  
 Washington, DC 20007  
 T: 202-521-6789 • F: 202-833-3636 • [www.npuap.org](http://www.npuap.org)  
 Jennifer Bank, Executive Assistant • E: [jbank@npuap.org](mailto:jbank@npuap.org)



NATIONAL  
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 PANEL

**400  
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 EXPECTED!**

### PAST NPUAP EXHIBITORS

- 3M Healthcare • AAWC • AAWM • ACCWS • Action Products • AEDA Healthcare
- American Medical Technologies • ArjoHuntleigh • Blue Chip Medical Products, Inc.
- Blue Sky Medical • Calmoseptine, Inc • Celleration • Cleveland Medical Device
- Coloplast Corporation • ConvaTec • Derma Sciences • DeRoyal • DM Systems, Inc.
- EHOB, Inc. • Elsevier • EPUAP • E.Z. Graph of Victoria • Ferris Mfg Corp
- Gaymar Industries • Hartmann-Conco, Inc. • Healthpoint, Ltd. • Hill-Rom, Inc.
- Hollister • HMP Communications • HS Pharmaceuticals, LLC • Invacare Corp.
- Irrimax Corporation • KCI – Kinetic Concepts, Inc. • Lantiseptic
- Lippincott, Williams & Wilkins • Longport, Inc. • Mason Medical Products
- Medical Nutrition USA • Medix Pharmaceuticals • Medline • Mölnlycke Healthcare
- NAWC • Novartis Medical Nutrition • NuMedTec • Nutri-Style • PDI Medical Devices
- Posey Company • Primus Medical • Prospera • RESNA • Recover Care
- Ross Products – Abbott Laboratories • Sage Products • SAM Medical Products
- SIZEWise Rentals, LLC • Smith & Nephew, Inc. • Sten+Barr Medical, Inc
- Stratus Pharmaceuticals, Inc. • Stryker Medical • Sundance • Supracor Inc.
- Tekscan, Inc • Tempur-Pedic Medical • Therapy Support, Inc. • TriLine Medical
- VATA, Inc. • Vista Medical Ltd. • Vohra Health Services • Vomarix Innovations
- WOCN • XSENSOR Technology

## TERMS & CONDITIONS

### EXHIBITORS MUST AGREE TO THE TERMS AND CONDITIONS GOVERNING THIS CONFERENCE.

Exhibits must be set up no later than 7:00AM Friday, February 25, 2011. The exhibits officially close at 1:30PM Saturday, February 26, 2011. No exhibitors may dismantle exhibits until the official closing time.

**Exhibitor Services:** The following services will be provided for exhibitors at no additional charge: 7" x 44" identification sign and eight-foot high back wall and three-foot side drape. The official decorating and drayage company of NPUAP will provide and distribute an exhibitor kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

**Exhibit Coordinator:** The official decorating company will manage all services and have service personnel available at the time of installation and dismantle.

**Exhibitors Information Kit:** A complete Exhibitors' Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be provided to each exhibitor after confirmation of space assignments.

**Arrangement of Exhibits:** The exhibitor agrees to manage their exhibit so as not to obstruct or interfere with the view of the exhibits of other exhibitors, or the free passage of spectators.

**Care of Space:** The exhibitor agrees not to deface, injure or mar the exhibition hall, furniture, fixtures, or any other property within the Caesar's Palace Las Vegas.

**Insurance:** The NPUAP assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their agents.

**Children:** Under no circumstances will children be allowed in the exhibit hall during installation or dismantle. Children between the ages of 6 months and 16 years must be registered for admission to the conference and must be accompanied by an adult at all times.

**Shipping Instructions:** Please ship on the exact date and to the exact location specified in the exhibitor's manual. All transportation charges are to be prepaid, and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the decorating kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship their materials at the company's own risk and expense.

**Conduct of Exhibits:** All booths must be uniform. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor.

**Method of Payment:** Applications shall be accompanied by Visa, MC, or AmEx payment; or a check for full payment made payable to NPUAP, Attn: Exhibitor Booth Registration, 1025 Thomas Jefferson St. NW, Ste. 500 East, Washington, DC 20007.

**Cancellation Policy:** If NPUAP receives written notice of space cancellation more than 60 days (December 24, 2010) prior to the opening of the exhibits, a 50% refund of monies received will be made. If an exhibitor cancels less than 60 days prior the opening of exhibits and the space is not resold or the exhibits are not sold out, the entire cost of booth space will be forfeited.

**NPUAP 12<sup>TH</sup> NATIONAL BIENNIAL CONFERENCE**  
**EMERGING HEALTHCARE ISSUES**

**COMMERCIAL SUPPORTER OPPORTUNITIES**

**FEBRUARY 25-26, 2011**  
 CAESAR'S PALACE LAS VEGAS, NEVADA

REGISTER ONLINE AT [npuap.org](http://npuap.org) OR SEND THIS FORM TO NPUAP

Hurry to reserve your place as a supporter of the NPUAP 12th National Biennial Conference.  
**FIRST COME, FIRST SERVED!**

National Pressure Ulcer Advisory Panel is pleased to offer valuable commercial support opportunities to organizations that want to increase their visibility to a live audience of leading professionals working in the field of pressure ulcers. Being a commercial supporter affords maximum exposure at the NPUAP 12th Biennial Conference and demonstrate your company's support for furthering research and development in pressure ulcer prevention and treatment.

**400 ATTENDEES EXPECTED!**

**COMMERCIAL SUPPORTER BENEFITS**

- ★ Recognition on [npuap.org](http://npuap.org) with a banner ad and link to your company for one year
- ★ Recognition in the conference syllabus and conference brochures
- ★ Supporter sign for the company's exhibit booth (if applicable)
- ★ Recognition in reception area
- ★ Pre-registration attendee list (distributed by February 6)
- ★ Badge Ribbons "COMMERCIAL SUPPORTER"
- ★ Recognition signage for each event or session, including on-screen recognition (if applicable)
- ★ Company logo/message on selected items
- ★ Final attendee list (provided electronically)

Your commercial support is an excellent way to enhance your exhibit and products or services before the NPUAP and all of the attendees!

**YES! WE WANT TO BE A COMMERCIAL SUPPORTER OF:**

Conference Syllabus Full-Page Color Ad:

<input type="checkbox"/> Back Cover .....	\$ 8,000
<input type="checkbox"/> Inside Front Cover .....	4,000
<input type="checkbox"/> Inside Back Cover .....	4,000
<input type="checkbox"/> Session Sponsor - AM or PM Available (each)	4,000
<input type="checkbox"/> Opening Reception - 2 Food Stations & 2 Bar Stations Available (each)	4,000
<input type="checkbox"/> Morning Coffee - 2 Days Available (each)	4,000
<input type="checkbox"/> Afternoon Beverage	4,000
<input type="checkbox"/> Lunch Friday - 2 Food Stations Available (each)	4,000
<input type="checkbox"/> Breakfast Saturday - 2 Food Stations Available (each)	4,000
<input type="checkbox"/> Lunch Saturday - 2 Food Stations Available (each)	4,000
<input type="checkbox"/> Badge Holders/Lanyards	6,000
<input checked="" type="checkbox"/> Tote Bags (two color logo)	<b>SOLD!</b> 7,000
<input type="checkbox"/> Room Key Cards	7,000
<input type="checkbox"/> Cyber Café	6,000

**APPLICATION DEADLINE: DECEMBER 10, 2010**

**SUPPORTER INFORMATION** – Please print clearly and enter information exactly as you would like it to appear in conference materials.

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
 COMPANY/ORGANIZATION \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 \_\_\_\_\_  
 TEL \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

Please send me information on becoming an NPUAP Corporate Advisory Council (CAC) Member

**PAYMENT METHOD** Payment Amount: \$ \_\_\_\_\_

CHECK ENCLOSED (In U.S. Dollars; make payable to NPUAP)  
 CREDIT CARD (Complete below):  AMEX |  MASTERCARD |  VISA  
 CARDHOLDER NAME \_\_\_\_\_  
 ACCOUNT # \_\_\_\_\_ EXP. DATE \_\_\_\_\_  
 SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



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