HPSN WORLD 2017
Human Patient Simulation Network

FEBRUARY 28 - MARCH 2, 2017
SAWGRASS MARRIOTT GOLF RESORT & SPA
1000 PGA TOUR BOULEVARD | PONTE VEDRA BEACH, FL 32082

Industry Partner Prospectus
Guide for conference exhibitors and sponsors

Celebrating 20 Years of Innovation
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hpsn.com
The Human Patient Simulation Network (HPSN)

Founded in 1996 to advance the use of high-fidelity patient simulation among healthcare educators, the Human Patient Simulation Network (HPSN) has grown into a global community that shares the latest research, best practices and practical tools in medical simulation. HPSN hosts international and regional conferences that are open to anyone with an interest in medical simulation, and many of the events are free.

The Human Patient Simulation Network consists of clinical educators at colleges, technical centers, universities and hospitals as well as nurses, physicians, EMS responders, medics, sonographers, respiratory therapists, students and sim center directors.

This year HPSN celebrates 20 years of innovation and collaboration with the global simulation community through our theme **Practice with a Purpose**.

**Focus Areas**

- Improving patient safety and reducing medical errors through simulation
- Establishing better interprofessional communication among healthcare teams
- Operating a simulation center, from planning to staffing and Return on Investment (ROI)
- Advancing best practices in patient simulation learning
- Sharing practical research on simulation learning outcomes

**HPSN Conferences**

CAE Healthcare has successfully sponsored more than 150 HPSN conferences throughout North America, Europe, and the Asia-Pacific region. HPSN World is the flagship conference that brings together more than 700 members over three days for learning sessions and networking events. HPSN Europe (a regional magnet conference) draws clinicians and researchers from throughout Europe, while the UK Nursing conference is focused on nursing, midwives and allied healthcare professionals in the UK region. In 2014, we hosted our first HPSN Asia Pacific that was conducted fully in Chinese.

In the coming years, HPSN will expand into Latin America, the Middle East, and India, joining forces with other dynamic and forward-thinking healthcare constituents to transform medical education through simulation for quality patient care around the globe.
The Network

HPSN has grown into a highly interactive and collaborative network of people dedicated to improving healthcare training and patient safety.

More than 10,000 people have attended Human Patient Simulation Network events in the United States, Europe and the Asia-Pacific region.

By sharing experiences, research and great ideas, they have helped advance medical simulation as an accepted training method for learners, clinicians and teams. We think that’s quite an accomplishment.

Now, we are expanding the network to other parts of the world and adding new content and resources to each event.

As it was in the beginning, an interest in using simulation to improve healthcare training is the only membership requirement.

Our Members

Our members today are forward-thinking healthcare educators from around the world who embrace innovation.

North America 67%
Europe 16%
Asia 15%
Africa, South America, Australia/Oceania 2%

They are clinicians and educators from a variety of specialty areas who have an interest in improving patient safety.

- Nursing 48%
- Medicine 27%
- Other (Govt., Military & Allied Health) 14%
- EMS 7%
- Students 4%
Why Exhibit at HPSN World 2017?

- Access to more than 700 potential customers
- Dedicated exhibit times over three days
- Daily traffic-boosting events, including breakfast, lunch and breaks
- Networking and recruiting opportunities with an enthusiastic and diverse audience
- Immediate product feedback from potential end users
- Prominent signage at HPSN World 2017

HPSN World Attendees

- Nursing 38%
- Other 15%
- Medicine 14%
- Simulation 10%
- EMS 7%
- Program Administration 7%
- Students 5%
- Allied Health 2%
- Government/Military 2%
- North America 82%
- Asia 6%
- Europe 6%
- Other 6%

We Provide the Marketing For You

- Your company logo and link on the hpsn.com homepage, and HPSN World event page
- HPSN event postcards, flyers and face-to-face marketing at healthcare conferences to draw attendance
- Targeted email marketing to the HPSN CAE Healthcare opt-in lists and partnering associations
- Conference advertising in top healthcare simulation publications and on association websites
- Active social media marketing through various social channels
Exhibitor Information

**Exhibitor Set Up Hours***

Monday, February 27th .............................. 12:00pm - 5:00pm  
Tuesday, February 28th ............................... 8:00am - 11:00am  

**Show Hours***

Tuesday, February 28th ............................... Lunch Kick Off 11:45am / Show Hours 11:45am-5:00pm  
Wednesday, March 1st ............................... 7:30am - 9:00am & 12:00pm - 4:45pm  
Thursday, March 2nd ................................. 7:30am to 11:45am  

**Tear Down Hours***

Thursday, March 2nd.......................11:45am - 2:00pm  
*Hours may be subject to change  

**Booth Types & Pricing**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Early-Bird Rates</th>
<th>Standard Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>8’ X 2’ (Non-Profit/Lifestyle Table)</td>
<td>$500</td>
<td>$600</td>
</tr>
<tr>
<td>10’ X 10’</td>
<td>$1,850</td>
<td>$2,350</td>
</tr>
<tr>
<td>10’ X 20’</td>
<td>$3,350</td>
<td>$4,250</td>
</tr>
</tbody>
</table>

Corner table (Add additional $100 to total. Only for 10’ x 10’ or 10’ x 20’)  

For exhibitor questions or information, please contact Sylva Sochor at (941) 536-2845, sylva.sochor@cae.com  

**Exhibitor Cancellation Policy**

It is agreed that: (a) If a company cancels its space more than 90 days prior to the meeting, the deposit will be retained. (b) If a company cancels its space less than 90 days prior to the meeting, and the exhibit area is not sold out, 100% of the booth cost will be retained. (c) If a company cancels its space, and the exhibit area is sold out, the deposit will be retained. No refunds will be made until after the meeting.
Sponsorship Opportunities

Sponsoring a HPSN World event will speak volumes to attendees, customers and potential investors about your company’s dedication to supporting simulation-based medical education for improving patient care. HPSN World 2017 offers tiered sponsorship opportunities to suit any budget, while increasing awareness for your products and services. Choose from the following options, or contact us to discuss how HPSN World 2017 can help you attain your company’s goals for increased brand awareness.

Attendee Meal/Snack Break Sponsorships
When attendees refuel, your company/organization gets all the attention! Includes co-hosting, meal break signage and logo branded napkins. Each sponsorship runs the full length of the conference.

- Breakfast Sponsor .......................... $6,000
- Lunch Sponsor .............................. $10,000
- Refreshment Break .......................... $5,000

Email Advertising Sponsorships
Our email news blasts will keep attendees informed about events, before and during HPSN World 2017. Your sponsorship grants you exclusive advertising space on this can’t-miss communication.

- Pre-Show Email News Blast .......... $2,000
- Nightly News Email Blast ............. $2,000*

* Nightly emails go out Sunday, Monday, Tuesday, and Wednesday during HPSN World. One advertisement per day, spots are limited.

Educational Lunch and Learn Technical Workshop
Know of a topic that would be of educational interest to attendees? Increase your company and awareness by presenting a “lunch and learn” session for up to 30 people. $3,000

Swag Bag Flyer Inserts
Swag Bag flyer insert puts your message directly into the hands of each attendee. $1,000

For sponsorship questions or information, please contact:
Debra Roehl at (941) 536-2850, debra.roehl@cae.com
Convention Location Information

Ponte Vedra Beach, Florida is set among perfectly preserved, lush natural landscapes on Florida’s Historic Coast. This beautiful seaside community is home of THE PLAYERS Championship golf tournament, world renowned for its challenging 17th hole island green.

Sawgrass Marriott Golf Resort & Spa

Set on 65 acres, this laid-back golf resort is surrounded by winding lagoons, water oaks, palm trees and giant magnolias. Guests can enjoy privileged golf access to the adjacent TPC® Sawgrass, featuring two championship golf courses: The Stadium Course, Home of THE PLAYERS Championship, and Dye’s Valley Course. The resort also provides guest access to a private Cabana Beach Club overlooking the Atlantic Ocean as well as four pools, mini-golf and a beautiful spa.

Transportation Information

Ponte Vedra Beach is 18 miles southeast of downtown Jacksonville and 25 miles north of St. Augustine.

Area Airport

Jacksonville International Airport - JAX
Airport phone: +1-904-741-2000
Hotel direction: 37 miles SE
The hotel does not provide shuttle service.

Train Station

Amtrak is located 45 miles west

Car Rentals

At this property:
Avis Phone: +1-904-285-6250 ext. 0
1000 PGA Tour Boulevard
Ponte Vedra Beach, FL 32082

Nearby

Hertz Phone: +1-904-242-0448
1106 3rd Street South
Jacksonville Beach, FL 32250

Alternate Transportation

Download Uber App: $30-50
(one way estimate, subject to change)

East Coast Transportation: $91
(one way estimate, subject to change; reservation required)

Taxi fare: $75 (one way estimate, subject to change)

Parking

- Hotel Guest Parking: Self-parking is free and valet parking is $14 (subject to change)
- Non-Hotel Guest Parking: Self-parking is $14 and valet parking is $24 (subject to change)
HPSN WORLD 2017
Human Patient Simulation Network Annual Conference
February 28 – March 2, 2017 | Sawgrass Marriott Golf Resort & Spa | Ponte Vedra Beach, FL

Exhibitor/Sponsor Application

Company Name (as it should appear on all marketing materials and program)

Contact Person

Title

Company Address

Suite/Floor

City, State

Zip/Postal Code

Country

Phone

Fax

Email Address

Website

Type of Business:

Please check one: ☐ For Profit ☐ Non-Profit

EXHIBIT SPACE

Early-Bird Rates Standard Rates

8’ X 2’ (Non-Profit/Lifestyle Table) $500 $600

10’ X 10’ $1850 $2350

10’ X 20’ $3350 $4250

Corner table (Add additional $100 to total, only for 10’ x 10’ or 10’ x 20’)

* Booth numbers will be assigned on a first-come, first-serve basis. Early-bird dates expire 12/1/16.** Booth assignments and floor plan will be sent out 2 weeks prior to HPSN.

Attendee Meal/Snack Break Sponsorships

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Breakfast Sponsor</td>
<td>$6,000</td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td>$10,000</td>
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<tr>
<td>Refreshment Break</td>
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Other Sponsorship Opportunities

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<td>Educational Lunch and Learn Technical Workshop</td>
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Email Advertising Sponsorships

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Is there any company you would like to be near? ____________________________________________________________
Is there any company you do not want to be near? ______________________________________________________________

Exhibitors are allotted 2 staff badges free of charge with each 10’ x 10’ Space. Additional badges are available at a cost of $50/each

Booth Staff Name: ____________________________________________ Title: _____________________________________________________________________
Booth Staff Name: ____________________________________________ Title: _____________________________________________________________________
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Booth Staff Name: ____________________________________________ Title: _____________________________________________________________________

Method of Payment
Check # ________________________________________________________
Make all checks payable to: CAE Healthcare Inc. and include a copy of this application

Credit Card:  □ American Express  □ MasterCard  □ Visa
Name ____________________________ (as it appears on card)
Card # ____________  Exp Date ____________
Signature __________________________________________________________________________ Date ____________

A high-res company logo and 50 word description must be submitted with this application.

Applicant shall be required to pay a non-refundable sponsorship fee (“Fee”) which reflects the type of sponsorship selected by the Applicant for HPSN World 2017. Applicant must pay fifty percent (50%) of the total Fee upon submission of the application, and the remaining fifty percent (50%) within thirty (30) days of acceptance of the application by CAE Healthcare. All sponsorships are subject to availability and acceptance of the application is at the discretion of CAE Healthcare. Applicant is required to include a logo and description of Applicant’s company (“Company Information”) with the application. CAE Healthcare will not accept any Applications that fail to provide the Company Information.

Once the application has been accepted and the Fee paid, Applicant will be designated as a HPSN World 2017 Sponsor (“Sponsor”).

Each Sponsor grants to CAE Healthcare the worldwide, non-exclusive, royalty-free license to use Sponsor’s logos and trademarks provided to CAE Healthcare for the promotion of the sponsorship. CAE Healthcare reserves the right to make alterations to the HPSN World 2017 at any time without prior notice to the Sponsor.

IN NO EVENT WILL CAE HEALTHCARE’S AGGREGATE CUMULATIVE LIABILITY FOR ANY CLAIM ARISING OUT OF OR RELATED TO THE SPONSORSHIP, WHETHER IN CONTRACT, TORT OR ANY OTHER THEORY OF LIABILITY, EXCEED THE SPONSORSHIP FEE.