Exhibitor Prospectus

OCTOBER 10–12
PAEA Education Forum
WASHINGTON, DC
You’re Invited!

The physician assistant (PA) profession is taking off like a rocket, filling an increasingly important role in our nation’s health care system. PA is routinely ranked as one of the best and fastest-growing jobs. To keep up with the demand for PAs, the number of PA educational programs is also surging. This means more graduate medical programs – a rapidly expanding market for your products and services.

To reach this valuable audience, exhibit in our Solutions Pavilion at the Physician Assistant Education Association’s (PAEA’s) 2019 Education Forum. PAEA offers three tiers of exhibitor packages, sponsorship bundles, and numerous marketing and promotional opportunities. We look forward to welcoming back our past exhibitors and meeting new ones in Washington, DC, this fall.
About PAEA

PAEA is the only national organization representing PA educational programs in the United States. Currently, all 242 accredited programs in the country are members of the Association. PAEA provides a variety of services and resources for all faculty at its member programs, as well as for applicants, students, and other stakeholders.

About the PAEA Education Forum

The annual Education Forum is PAEA’s premier event, bringing together more than 900 PA educators from all accredited PA programs around the country.

This three-day conference will be held October 10-12 at the Washington Marriott Wardman Park in Washington, DC. The Forum will feature three plenary sessions, up to 116 concurrent education sessions, a visit to Capitol Hill, and PAEA’s Awards Luncheon, as well as several additional networking events.

2019 EDUCATION FORUM AT-A-GLANCE

- 4 plenary speakers
- 15 networking events
- 60+ booths available mixed with food and engagement areas
- 116+ concurrent education sessions
- 900 projected attendees
2018 Education Forum Attendee Demographics

2018 MEETING ATTENDANCE

YEARS OF EXPERIENCE

**Practicing PAs**
55% of attendees have more than 10 years of experience as a practicing PA

**PA program faculty and/or staff**
41% of attendees have more than 5 years of experience as faculty/staff at a PA program

**2018 ATTENDANCE (%) BY GEOGRAPHIC REGION**

- **WEST**: 21.5%
- **MIDWEST**: 23.0%
- **NORTHEAST**: 23.0%
- **SOUTH**: 30.3%
**Schedule at a Glance**

Below is the tentative conference schedule (subject to change). Please check the [2019 Education Forum website](https://www.paea.org/) in August for the final schedule.

<table>
<thead>
<tr>
<th><strong>THURSDAY, OCTOBER 10</strong></th>
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<tbody>
<tr>
<td>Welcome Breakfast</td>
<td>8:00</td>
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<tr>
<td>Opening Plenary</td>
<td>9:00</td>
<td>10:20</td>
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<tr>
<td>Concurrent Sessions</td>
<td>11:00</td>
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<tr>
<td>Awards Luncheon</td>
<td>12:00</td>
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<tr>
<td>Concurrent Sessions</td>
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<tr>
<td>Concurrent Sessions</td>
<td>3:00</td>
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<tr>
<td>Concurrent Sessions</td>
<td>4:30</td>
<td>5:20</td>
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<tr>
<td>Special Interest Groups</td>
<td>6:00</td>
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<tr>
<th><strong>FRIDAY, OCTOBER 11</strong></th>
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<tbody>
<tr>
<td>Breakfast Poster Session</td>
<td>7:00</td>
<td>7:50</td>
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<tr>
<td>Plenary Session</td>
<td>8:00</td>
<td>9:20</td>
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<tr>
<td>Capitol Hill Visit</td>
<td>9:30</td>
<td>12:30</td>
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<tr>
<td>Concurrent Sessions</td>
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<tr>
<td>Concurrent Sessions</td>
<td>11:00</td>
<td>11:50</td>
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<tr>
<td>Lunch</td>
<td>12:00</td>
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<tr>
<td>Concurrent Sessions</td>
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<td>Concurrent Sessions</td>
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<tr>
<td>Concurrent Sessions</td>
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<th><strong>SATURDAY, OCTOBER 12</strong></th>
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<tbody>
<tr>
<td>PAEA Business Meeting</td>
<td>7:00</td>
<td>8:30</td>
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<tr>
<td>Breakfast Poster Session</td>
<td>8:30</td>
<td>9:20</td>
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<tr>
<td>Concurrent Sessions</td>
<td>9:30</td>
<td>10:20</td>
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<tr>
<td>Concurrent Sessions</td>
<td>10:30</td>
<td>11:20</td>
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<tr>
<td>Closing Plenary &amp; Lunch</td>
<td>11:30</td>
<td>12:50</td>
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<tr>
<td>Concurrent Sessions</td>
<td>1:00</td>
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<tr>
<td>Concurrent Sessions</td>
<td>2:30</td>
<td>3:20</td>
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<tr>
<td>Closing Reception</td>
<td>3:30</td>
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Exhibitor Schedule

**EXHIBITOR MOVE-IN**
Wednesday, October 9 ____________ 1:00 - 5:00 p.m.
Thursday, October 10 ____________ 7:00 - 8:30 a.m.

**SOLUTIONS PAVILION HOURS**
Thursday, October 10 ____________ 10:30 a.m. - 6:30 p.m.
Friday, October 11 ____________ 7:00 a.m. - 3:30 p.m.
Saturday, October 12 ____________ 7:00 a.m. - 12:00 p.m.

**EXHIBITOR DISMANTLE AND MOVE-OUT**
Saturday, October 12 ____________ 12:00 - 4:00 p.m.

**ENGAGE YOUR TARGET AUDIENCE**
Who Should Exhibit?
Organizations providing the following products or services may exhibit at PAEA’s 2019 Education Forum.

- Agencies and Associations
- Medical Education Equipment Suppliers
- PA Programs
- Publishing Companies
- Technology Solutions Companies
- Medical Education & Clinical Learning Platforms Providers

PREVIOUS EXHIBITORS

- 3D Systems Simbionix Products
- 3M™ Littmann® Stethoscopes
- AAPA
- Altus Assessments, Inc.
- American Academy of Orthopaedic Surgeons
- Anatomage
- Aquifer, Inc.
- A.T. Still University
- Barton Associates
- BodyViz
- Cardionics
- CastleBranch
- Certified Medical Educators
- CertifiScreening
- Challenger Corporation
- CME4Life
- CME Procedures
- CME Resources, Inc.
- CORE Higher Education Group
- CSD Labs
- DxR Development Group, Inc.
- E*Value
- Eastern Virginia Medical School
- ECG Academy
- Education Management Solutions (EMS)
- EduRotations
- Elsevier
- Exam Master Corporation
- Exam Soft
- Exxat, LLC
- F. A. Davis Company
- Heine USA, Ltd.
- HELP PANCE PANRE Review
- Hippo Education
- i-Human Patients
- IAMSE
- Interact Solution
- Isabel Healthcare
- Jones & Bartlett Learning
- Kaplan Medical
- L.C. Bell Press, Ltd.
- LCMS Plus
- Lecat’s Ventriloscope
- Lecturio, Inc.
- Limbs & Things
- Lincoln Memorial University - DeBusk College of Osteopathic Medicine
- McGraw-Hill Education
- McGraw-Hill Medical
- Medcomic
- MedHub
- Medline
- MedU
- Mock Medical, LLC
- myCME and The Rutgers University PA Program
- National Board of Medical Examiners
- National Library of Medicine
- NCCPA
- nccPA Health Foundation
- NEJM Group
- New Innovations, Inc.
- Nova Southeastern University - College of Health Care Sciences
- OtoSim, Inc.
- PA Excel
- PA History Society
- PANCE Prep Pearls, LLC
- PA School Prep
- Pathways.org
- Pocket Nurse
- Portage Learning
- Rocky Mountain University of Health Professions
- Rosh Review
- Scion Publishing, Ltd.
- Shadow Health
- Simulab Corporation
- SonoSim, Inc.
- Springer Publishing Company
- STAT!Ref
- SurgiReal Products, Inc.
- The KnotBored
- The Safe-D-Needle, LLC
- Thieme Medical Publishers
- Touch of Life Technologies
- Typhon Group
- University of Lynchburg
- University of Miami Gordon Center for Research in Medical Education
- University of Nebraska Medical Center
- University of New England
- University of New England Pre-Health Online
- VitalSource Technologies
- Vital Statistics Consulting, LLC
- Welch Allyn
- WISE Programs
- Wolters Kluwer
Exhibitor Packages

PREMIUM PACKAGE (ONLY 2 AVAILABLE) ................................................................. $10,000

EXHIBIT BOOTH
• 10’ x 20’ booth with 2 chairs, 6’ table, trash can, and ID sign
• Self-select 1 of 2 booths at entrance to the exhibit hall
• Two (2) booth personnel

PROMOTION & ADVERTISING
• Attendee email list (May be used once. Will receive one month prior to or after Forum.)
• Two (2) complimentary Forum registrations
• Ad on the 2019 PAEA Education Forum website
• Ad in 2019 Education Forum–related newsletter communications during June, July, August, and September
• Your company’s logo on the official 2019 Education Forum registration bag
• Full-page, 4-color ad in the 2019 Education Forum onsite guide
• Full-page, 4-color ad in the Journal of Physician Assistant Education

PLUS PACKAGE ......................................................... $5,000

EXHIBIT BOOTH
• 10’ x 10’ booth with 2 chairs, 6’ table, trash can, and ID sign
• Self-select booth location
• Two (2) booth personnel

PROMOTION & ADVERTISING
• Attendee email list (May be used once. Will receive one month prior to or after Forum.)
• One (1) complimentary Forum Registration
• Ad on the PAEA 2019 Education Forum website

BASIC PACKAGE ......................................................... $3,500

EXHIBIT BOOTH
• 10’ x 10’ booth with 2 chairs, 6’ table, trash can, and ID sign
• Self-select booth location
• Two (2) booth personnel

PROMOTION & ADVERTISING
• Attendee email list (May be used once. Will receive one month prior to or after Forum.)
Add-On Marketing and Promotional Items

- **$1,000.** Full-page, 4-color ad in 2019 Forum onsite guide – deadline September 12
- **$750.** Full-page, 4-color ad in the 2019 Forum Jobs Flyer – deadline September 12
- **$550.** Half-page, 4-color ad in the 2019 Forum Jobs Flyer – deadline September 12
- **$250.** Quarter-page, 4-color ad in the 2019 Forum Jobs Flyer – deadline September 12
- **$550.** Half-page 4-color ad in the Journal of Physician Assistant Education – deadline July 18
- **$250.** Additional booth personnel (Price is per person.)

SECURE YOUR ADD-ON TODAY
Online Advertising Bundles

To enhance your visibility on the 2019 Education Forum exhibitor website, referred to as Map Your Show, we offer several exciting online advertising bundles that may be purchased during booth sales.

<table>
<thead>
<tr>
<th>Online Advertising Bundles</th>
<th>Price</th>
<th>Description</th>
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</table>
| **GOLD BUNDLE** | $1,000 | - Includes the Silver Bundle  
- 4 video panels (for a total of 8 display panels)  
- Online booth highlighted with a corner peel  
- Priority placement at the top of all online searches  
- Inclusion in the Featured Exhibitor Search  
- 15 product categories |
| **SILVER BUNDLE** | $500 | - Access to unique list of online leads  
- 4 product images with descriptions  
- Company logo and press releases  
- 10 product categories |
| **HIGHLIGHT SPONSORSHIPS** | +$250 | - Requires a Gold Bundle – limited to the first 21 exhibitors  
- Showcase your product image or video on the Directory Home Page  
- Live link directs attendees to your company’s listing |
| **EXCLUSIVE SPONSORSHIPS - FOLLOWING SPONSORSHIPS REQUIRE A GOLD BUNDLE** | | - Product Category Sponsorship | +$250 | - 320 x 50 pixel image (640 x 100 required for upload). Guaranteed #1 spot in the category |
| | | - Online Solutions Center Banner Sponsorship | +$500 | - 320 x 50 pixel banner in Solutions Center (640 x 100 required for upload) |
| | | - Overall Directory Sponsorship | +$1,000 | - 180 x 150 pixel image on the online directory home page (360 x 300 required for upload) |

For questions and help about how to purchase an online advertising bundle, contact Director, Exhibitor Advertising, Brett Glatfelter at brett@mapyourshow.com.
Sponsorship Opportunities
To help enhance your presence and visibility at the 2019 Education Forum, please complete a PAEA Sponsorship Request Form for custom sponsorship opportunities. Here are some additional ways to get your name in front of attendees!

SPONSORSHIP OPPORTUNITIES INCLUDE:

**FOOD FUNCTIONS**
The fastest way to your next customer’s business is through their stomach. We provide several opportunities to sponsor meal functions (breakfast, lunch, coffee breaks, and Awards Luncheon) taking place at the Forum where your company’s visibility will be maximized.

**EXHIBIT HALL LOUNGE**
PAEA is offering the opportunity for your company to be the official sponsor of the attendee lounge centrally located in the Solutions Pavilion.

**CHARGING STATIONS**
At some point during the Forum, everyone will need to stop and charge their electronics. You could be the company sponsoring charging stations dispersed throughout the event space.