

Virginia
Academy of
Physician Assistants



Meet a growing market
responsible for writing
more than 303 million
prescriptions a year!

**Reserve Your
Space Today!**



**27th
ANNUAL
CME
CONFERENCE**

Exhibit & Sponsorship Invitation

July 26 - July 31, 2009
Hilton Virginia Beach Oceanfront
(866) VAPA-ORG or (866) 827-2674 or visit www.vapa.org

A decorative border on the left and bottom of the page features a variety of seashells, including scallops, conch shells, and a prominent red starfish.

Don't Miss this Perfect Opportunity!

Why?

Because VAPA's 2009 Conference will welcome several hundred dedicated, eager Physician Assistants from around the country. PAs are eager to exchange ideas and experiences with their colleagues. They are eager to catch up on the latest news, ideas and treatment techniques. They are eager to learn from top experts in the medical profession and most importantly, they are eager to learn all about your products and services!

A Once-A-Year, One-Of-A-Kind Opportunity!

PAs are influential health care providers who perform most of the same functions as the physicians they work with. PAs take detailed patient histories, conduct physical exams, order and interpret diagnostic tests, perform medical and surgical therapeutic procedures, and in all 50 states, they write prescriptions!

PA's are looking to YOU for Solutions!

VAPA's 2009 Conference will attract the most dedicated PAs in the profession. They will be coming from across the United States to learn everything they can about their occupation and to find the tools to help them do their jobs better. Many PAs are responsible for meeting with pharmaceutical representatives, many as the primary contact. They are the people making and influencing buying decisions for a wide range of products in their practices. Have a product or service to help them provide better health care or help them to work more efficiently? You will have their complete attention!

Physician Assistants are Integral Members of the Health Care Team and should be an Integral Part of YOUR Marketing Plan.

Do you dedicate 10% of your marketing budget to reach PAs? The profession is growing rapidly; the Department of Labor has rated the PA profession as the third fastest growing occupation in the United States. If you market to Physicians, you should also be marketing to Physician Assistants.

Space is Limited....Reserve Your Booth TODAY!

If you market to the health care community, it's time for you to add Physician Assistants to your marketing plan. If you have participated at VAPA in the past, you know how important this conference is to your organization's success. Increase your visibility and demonstrate your commitment to VAPA. PAs work hard to stay informed about the latest products, services and technologies. Make sure they know all about your products! Reserve your space at VAPA's 27th Annual Summer CME Conference TODAY!

VAPA is the voice and advocate for PAs in the state of Virginia and strives to publicize the contributions of PAs to patients, employers and policy makers.



Location:
Hilton Virginia Beach Oceanfront Hotel
3001 Atlantic Avenue
Virginia Beach, VA 23451
757-213-3000
(800)HILTONS (Reservations)
www.hiltonvb.com

Preliminary 2009 Conference Schedule

Monday, July 27

7 AM	Continental Breakfast
8 AM – 5:30 PM	Educational Sessions/Workshops
6 – 9 PM	Beach Party Picnic

Tuesday, July 28

7 AM	Continental Breakfast
8 AM – 4:30 PM	Educational Sessions/Workshops
2 – 8 PM	Exhibitor Registration & Set-Up

Wednesday, July 29

7 AM	Continental Breakfast
7 AM – 12:30 PM	Exhibit Hall Grand Opening
8 AM – 4:30 PM	Educational Sessions/Workshops
6 – 9 PM	Social Activity (TBD)

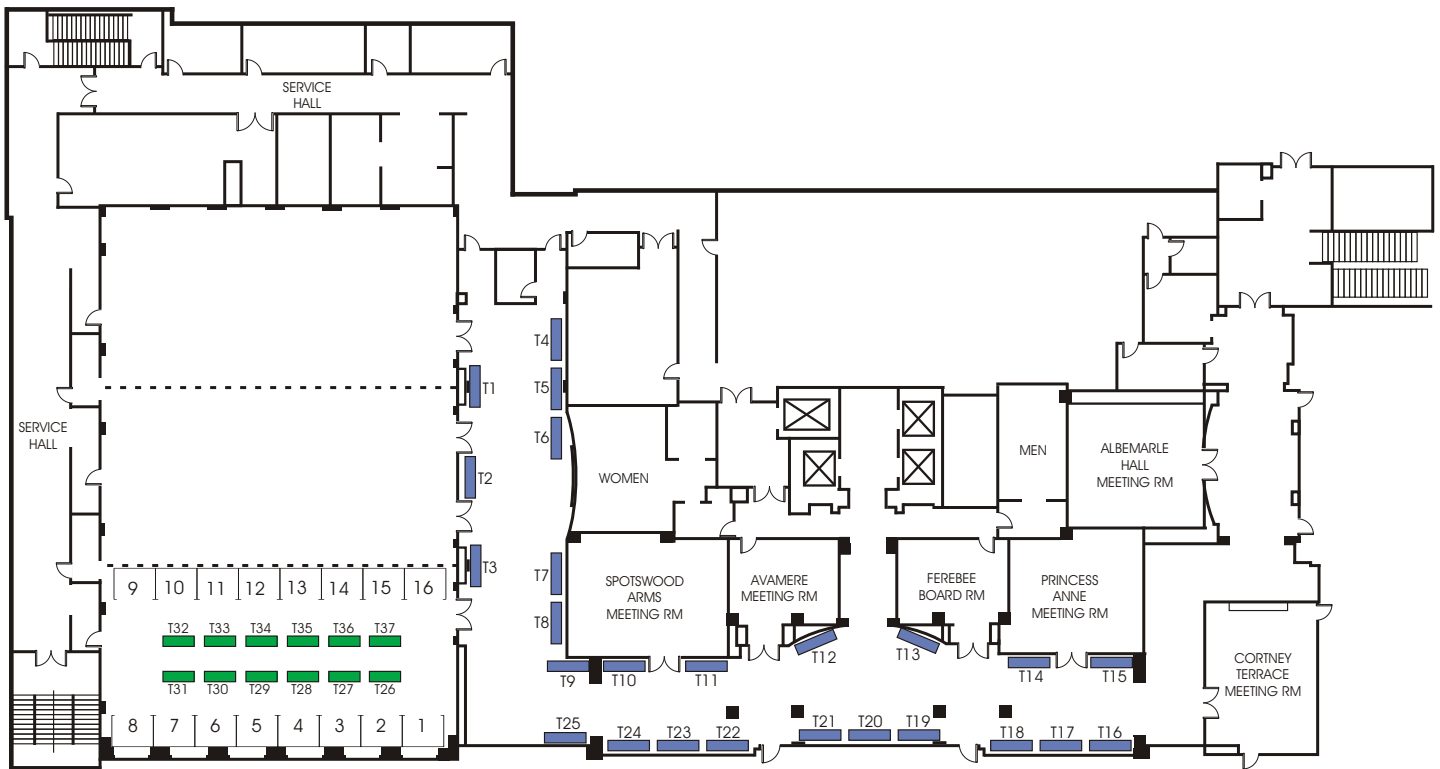
Thursday, July 30

7:30 AM	Continental Breakfast
7:30 AM – 12:30 PM	Exhibit Hall Open
8 AM – 4:30 PM	Educational Sessions/Workshops
12:30 PM	Exhibits Dismantle

Friday, July 31

7:30 AM	Continental Breakfast
8:30 AM – 4 PM	Educational Sessions/Workshops
4 PM	Conference Adjourns

Premiere Exhibitor Showcase



All Booths 8 ft. Wide x 6 ft. Deep (16)

■ 8FT X 2FT TABLES (25)
 ■ 6FT X 2FT TABLES (12)

Don't miss this opportunity to showcase your products in front of more than 350 influential health care providers!

BOOTH AND TABLE TOP PRICING

Before March 27, 2009.....**\$750**
 After March 28, 2009.....**\$950**

BOOTH SPECIFICATIONS

Located in Peacock Ballroom C, each 8' x 6' booth includes one 6' draped and skirted table, two chairs, and 8' high black drape with 3' high side dividers, one wastebasket and one 7" x 44" exhibitor sign. There are a total of 16 exhibit booths available.

TABLE TOP SPECIFICATIONS

Located in the Peacock Ballroom Foyer, Cottage Row Foyer and Peacock Ballroom C, each table top display includes one 6' draped and skirted table, two chairs, one wastebasket and one 7" x 44" exhibitor sign. There are a total of 37 tabletop displays available.

BENEFITS

- High Traffic - Attendees have the opportunity to visit the exhibits during breakfast, the morning break and lunch on both Wednesday and Thursday.
- Register an unlimited number of booth personnel at no charge.
- A listing on the VAPA website – exposure that lasts.
- Your company logo with a product description in the CME Syllabus distributed to all attendees.



2009 VAPA Summer CME Conference & Exposition

July 26 – 31, 2009 • Hilton Virginia Beach Oceanfront Hotel • Virginia Beach, VA

Don't Miss This Affordable Opportunity! Reserve Your Space TODAY!

Sponsorship & Promotion Opportunities

Sponsorship is an ideal way to stand out from other exhibitors, maximize your visibility and deliver a message of support and commitment to VAPA's members and constituents. Sponsors will receive appropriate credit in all attendance promotions and at appropriate functions during the seminar or meeting.

<input type="checkbox"/> GOLD LEVEL Sponsors (Educational Grant) – \$8,000 <ul style="list-style-type: none"> • Up to four (4) representatives may attend • Double exhibit booth • PREFERRED Booth Placement • Full-page ad in Conference Program/Syllabus* • Opportunity to link your company's homepage on VAPA's web site, prior to and for 6 months after the Conference • Exclusive Post Show Attendee Listing (Names, City, State) in Excel format 	<input type="checkbox"/> SILVER LEVEL Sponsors (Educational Grant) – \$5,000 <ul style="list-style-type: none"> • Up to three (3) representatives may attend • Single exhibit booth • PREFERRED Booth Placement • Half-page ad in Conference Program/Syllabus* • Exclusive Post Show Attendee Listing (Names, City, State) in Excel format 	<input type="checkbox"/> BRONZE LEVEL Sponsors (Educational Grant) – \$3,000 <ul style="list-style-type: none"> • Up to two (2) representatives may attend • Single exhibit booth • Company Name and/or Logo in Conference Program/Syllabus* • Exclusive Post Show Attendee Listing (Names, City, State) in Excel format • Camera-ready artwork is due in VAPA's office by June 1, 2009
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- **Registration Bag - \$3,000**
- **Logo on Commemorative Conference T-Shirt - \$3,000**
- **Logo on VAPA 2009 Syllabus Back Cover - \$3,000**
- **Lanyards - \$2,000**
- **Refreshment Break - \$2,000**



Exhibit Opportunities

- \$750 if received by March 27, 2009
 - \$950 if received after March 27, 2009
 - Includes one (1) full conference registration
 - One (1) 6 foot draped table, two chairs, one wastebasket and 7" x 44" exhibitor sign
 - Booth pipe & draping (applicable to exhibit booths 1–16 in Peacock C Ballroom only)
 - Recognition in Conference Program/Syllabus*
- *Camera-ready artwork is due in VAPA's office by June 1, 2009.

Mailing Address & Information for Pre-Shipped Items

Hold for Arrival – Attn: (Guest's Name and Organization Name)
 Complete Return Address
 Hilton Representative: Anne-Marie Savage
 Number of Packages (example: Box 1 of 2, Box 2 of 2, etc.)
 July 28 – 30, 2009
 Hilton Virginia Beach Oceanfront
 3001 Atlantic Avenue
 Virginia Beach, VA 23451

NOTE: Exhibit booths are assigned on a first come, first paid basis. We advise you to submit payment with your contract as soon as possible. Payment is required before booth set-up. VAPA agrees to hold space for the company signing this application and returning it to the VAPA office with full payment (no refunds permitted). The authorized signature below makes this contract firm and binding. Company agrees to abide by all rules, regulations and conditions of this contract.

Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Ext _____ Fax _____
 Toll Free _____ Ext _____
 Email _____
 Company Website _____
 Contact Name _____ Title _____
 Signature _____
 Exact Name on Booth Sign _____
 Companies Preferred in Close Proximity _____
 Companies to Avoid Placement By _____

MAIL THIS FORM WITH PAYMENT:

VAPA Exhibitor/Sponsor
600 Peter Jefferson Parkway
Suite 300
Charlottesville, VA 22911
Phone: 434-977-3716
FAX: 434-979-2439
Email: vapa@vapa.org

OR, you can FAX your form and pay online at www.vapa.org!

Please make checks payable to VAPA.
 VAPA's Federal Tax ID # 54-1307070

Luxury Accommodations

The Hilton Virginia Beach Oceanfront hotel, towering 21 stories above the Virginia Beach resort district, offers panoramic views that rank among the very best on the mid-Atlantic coast. Recognized as one of the premier hotels on the Virginia Beach Oceanfront, it offers the most luxurious accommodations and superior first-class service.

There are two award-winning restaurants within the Hilton Virginia Beach Oceanfront hotel including Catch 31 - offering the Oceanfront's largest raw bar and fresh seafood selections, Salacia - Virginia's only AAA Four-Diamond Steakhouse, and Sky Bar, featuring Virginia Beach's only roof top bar and infinity pool.

Located adjacent to the hotel is Neptune Park which hosts nightly entertainment throughout the summer, and the Shoppes at 31 Ocean, which offers a variety of fabulous boutiques for your shopping pleasure.

The Hilton Virginia Beach Oceanfront hotel is situated just 20 minutes from Norfolk International Airport and downtown Norfolk, 45 minutes from Colonial Williamsburg and Busch Gardens, five minutes from the Virginia Aquarium & Marine Science Center, and only 10 seconds from the famous Virginia Beach boardwalk and oceanfront. Travel should take you places!™

Superior guestrooms are available with king beds or two double beds. Featured amenities include a 32-inch flat-screen color television with premium cable channels, on-demand movies, high-speed internet access, two telephones with voicemail capabilities, and work desks with ergonomic chairs.

Rooms are available at the Hilton until Thursday, June 25, 2009 or until the group block is sold-out, whichever comes first. Visit www.vapa.org/hilton to reserve your hotel room or call 1-800-HILTONS (1-800-445-8667) now!



- **Variety of Indoor/Outdoor Dining**
- **Rooms Offer Spectacular Panoramic Views**
- **Courtesy Shuttle to Most Popular Beach Destinations**
- **Full Service Concierge Desk**



Registration Information

Group: Virginia Academy of Physician Assistants
Group code: VAP

Rates (Per Night)

Non-Ocean-View Rooms: \$214
Ocean-View Rooms: \$239
Ocean-Front Rooms: \$279
Empyrean Level Rooms: \$329
One-Bedroom Suites: \$414

Virginia Beach Attractions

Virginia Aquarium & Marine Science Center

Come explore over 700,000 gallons of one of the best aquariums and live animal habitats in the country at the Virginia Aquarium & Marine Science Center. The Virginia Aquarium, 717 General Booth Blvd., Virginia Beach, VA. 23451, (757) 385-3474, www.virginiaaquarium.com.

First Landing State Park

Chesapeake Bay area. Virginia's most visited state park is also famous as the site of the landing of the first permanent English settlers in 1607. Today, this national natural landmark features 19 miles of hiking trails, a bike trail, boat ramp and picnic areas. Campsites and cabins are available for rent. The Visitor Information Center includes exhibits on the unique environmental features of the park. 2500 Shore Drive, (757) 412-2300 or 1-800-933-7275. www.dcr.virginia.gov

Ocean Breeze WaterPark

Ocean Breeze Waterpark offers 16 waterslides, the 1 million-gallon Runaway Bay wave pool, the Buccaneer Bay Water Playground and other fantastic attractions. Ocean Breeze Waterpark, 849 General Booth Blvd., Virginia Beach, VA 23451. (757) 422-4444. www.oceanbreezewaterpark.com.

Rudee Explorer

The Virginia Aquarium & Marine Science Center's pontoon boat, the Coastal Explorer, provides a glimpse of the Owls Creek salt marsh, the last underdeveloped salt marsh in Virginia Beach. 717 General Booth Boulevard, Virginia Beach, VA 23451. (757) 437-4949; (757) 425-FISH.

Rudee Inlet Charters

Sightseeing cruise highlights the beautiful oceanfront, playful dolphins and fascinating shore birds. Full and half-day fishing charters available. Virginia Beach Fishing Center, Rudee Inlet, 200 Winston Salem Avenue, Virginia Beach, VA 23451. (757) 422-5700; www.rudeeinletcharters.com.

The Old Coast Guard Station

The scope of the Station's exhibits begins with the Virginia Beach Community and extends to subjects related to Virginia's oceanfront, coastal and water related heritage. The museum's two galleries depict the history of the United States Life-Saving and Coast Guard Services and shipwrecks on the Virginia Coast. 24th Street & Boardwalk, Virginia Beach, Virginia 23451, (757) 422-1587, www.oldcoastguardstation.com.

Nauticus

Nauticus is a hands-on attraction with interactive exhibits, exotic fish, a shark-petting tank, the exciting Aegis simulation battle, a group virtual reality game and giant-screen movies. One Waterside Drive; (757) 664-1074.

Naval Air Station Oceana/Master Jet Base

Home to some 250 jets, including F/A-18 Hornets and F-14 Tomcats, and a variety of other support commands, NAS Oceana is the East Coast's only master jet base. Naval Air Station Oceana, Virginia Beach, (757) 433-3131.

Battleship USS Wisconsin

World's largest battleship and museum artifacts, the 3-time war veteran is on display next to Nauticus. 3500 Granby Street, Norfolk, (757) 322-2987.



Join the Leaders of the Healthcare Community at VAPA's 2009 Conference

- Abbott
- APTNA
- Arbonne International
- BioMarin Pharmaceutical
- Boehringer-Ingelheim
- Bon Secours Richmond Health
- Centra Health
- Eli Lilly
- Elsevier USA
- Endo
- Ethicon
- Frederickburg Emergency Medical
- GlaxoSmithKline
- Kyphon
- Lippincott, Williams & Wilkins
- Medical Media Communications
- Medtronic
- Merck
- Novo Nordisk
- Nutramax Laboratories
- Ortho McNeil-Neurologics
- Pfizer
- PriCara
- Roche
- Sanofi-Aventis
- Schering-Plough
- Sepracor
- Solvay
- Takeda
- Total Pain Solutions
- UCB Pharma
- US Army Healthcare
- Virginia National Guard



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600 Peter Jefferson Parkway, Suite 300
Charlottesville, VA 22911
(434) 977-3716, Fax: (434) 979-2439
www.vapa.org



IMPORTANT TRADE SHOW INFORMATION
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July 26 – 31, 2009
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