

New Event!

Hosted Buyer Sponsorship Prospectus

AAPPR Connect

ADVANCING CONNECTIONS IN HEALTH

*April 18 – 20, 2021
Gaylord Texan Resort and Convention Center
1501 Gaylord Trail
Grapevine, TX 76051*

**AAPPR CONNECTS QUALIFIED BUYERS AND
KEY DECISION MAKERS WITH YOUR COMPANY**

How a Hosted Buyer Sponsor Program Works

AAPPR is debuting this new event aimed at leaders and decision-makers within physician and provider recruitment to streamline and focus face-to-face interactions.

A Hosted Buyer Sponsor Program provides dedicated pre-scheduled meeting times between pre-qualified decision-makers and the sponsoring business partners. In return for these meetings, the hosted buyers receive significant cost savings to attend.

Hosted Buyer Sponsors will go into these meetings with established connections and guaranteed one-on-one time with buyers that AAPPR has pre-qualified based upon their decision-making level, purchasing level, and interest in purchasing.

These meetings will take place at special times throughout the onsite event and will not conflict with the education and networking sessions.

AAPPR seeks to provide an audience of a minimum of 50 and a maximum of 100 buyers. If there is more demand, we will start a wait list. AAPPR will accept additional registrations from the wait list based on Hosted Buyer Sponsor participation and available space. Not all applicants will be accepted and there is a limit of one Hosted Buyer per health care facility.

Why Be a Hosted Buyer Sponsor?

- Begin developing meaningful relationships that can lead to partnerships and revenue. You'll have quality time to make valuable new contacts, strengthen existing relationships, and seal those critical deals.
- Gain access to buyers at leading health care organizations.
- Build your sales pipeline with a low lead acquisition cost.
- Meet decision-makers and key influencers with real buying power in one of the most anticipated physician recruitment events in North America.
- We're here to help you achieve your business goals before, during, and beyond the show.

AAPPR is the premier association for in-house recruitment professionals!

Investment

Hosted Buyer Sponsor - \$20,000

Additional Sponsorship Opportunities

Sponsoring organization must be a Hosted Buyer Sponsor.

Evening Reception Sponsor - \$10,000

- Exclusive sponsorship of Sunday two-hour evening outdoor reception
- Address attendees at welcome event
- Logo on drink tickets
- Exclusive signage at evening event

Mask Sponsor - \$5,000

AAPPR will display your logo on masks that will be worn by all event participants.



Tentative Conference Schedule

Sunday, April 18, 2021

5:00pm - 7:00pm **Welcome Reception**

Monday, April 19, 2021

7:30am - 9:00am **Registration, Breakfast and Hosted Buyer Sponsor Appointments**

9:00am - 11:30am **Educational Sessions**

11:30am - 1:30pm **Lunch and Hosted Buyer Sponsor Appointments**

1:30pm - 2:30pm **Educational Sessions**

3:45pm - 5:00pm **Hosted Buyer Sponsor Appointments**

Tuesday, April 20, 2021

7:30am - 9:00am **Registration, Breakfast and Hosted Buyer Sponsor Appointments**

9:00am - 11:30am **Educational Sessions**

11:30am - 12:30pm **Lunch and Hosted Buyer Sponsor Appointments**

1:00pm - 3:00pm **Educational Sessions**

Requirements as a Hosted Buyer Sponsor

The onsite program will be limited to a maximum of 20 Hosted Buyer Sponsors. The event requires a minimum of eight Hosted Buyer Sponsors.

Requirements

- Designate up to three representatives to attend the event, manage the appointment system, and meet with buyers.
 - Prepare in advance for scheduled 1:1 meetings to customize your value proposition.
 - Provide accurate information to complete your sponsor profile, allowing attendee buyers to better understand your organization.
 - Attend all scheduled meetings.
 - Provide post-event feedback.
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- In the bottom right corner, there are two overlapping geometric shapes: a dark blue triangle pointing upwards and to the right, and a maroon triangle pointing upwards and to the left.

How to Get Appointments With Buyers

Your profile in our online sponsor directory is key. This is where our buyers will find you and schedule appointments. You can send marketing messages to buyers that fit your target market to encourage them to meet with you (limited to one message per week for four weeks before the program). Would you like to gather specific information from the buyers? AAPPR will include your custom questions for buyers to answer during the appointment booking process.

Refer People and AAPPR Will Invite Them

Ensure that the health care organizations you're looking to connect with are present at the event. You may submit contact information for up to 10 people and AAPPR will send a personalized message inviting them to submit an application as a Hosted Buyer. These applications will be reviewed by AAPPR to ensure they meet qualification criteria.

Other Onsite Opportunities

In addition to pre-scheduled buyer meetings, you and your team will have the ability to fully participate in the entire conference including educational sessions, meals, and the networking reception. With a smaller event like this, meeting other attendees will be a breeze and it will be possible to meet everyone.

Planning Calendar

- March 1** AAPPR makes a determination on whether to move forward with the event based on health and safety requirements
- March 8** Sponsor representative registrations due
- March 24** Hotel room reservation deadline (if rooms are still available)
- March 29** Sponsors receive registration list and can send one email per week to targeted
- April 5** Portal opens for buyers to schedule appointments



Apply

Applications must be completed online. All approved applications will be invoiced and payments must be made by check. Visit www.AAPPR.org/conference to register online.

Lodging Information

Hotel reservation information will be provided upon acceptance of your application.

AAPPR Contact

Nichole Dennis, CMP
Director of Membership & Program Services
517.253.7811 | nichole@AAPPR.org

Policies, Terms & Conditions (aka the fine print)

All policies will be firmly enforced. Hosted Buyer Sponsors must agree to adhere to all AAPPR guidelines, policies, and procedures when submitting an application.

Eligibility to be a Hosted Buyer Sponsor

All Hosted Buyer Sponsor applications are subject to review and approval by AAPPR. The program is designed for the sale of products and services relating to physician and advanced practice provider recruitment, retention and onboarding, and for professional education to support AAPPR members. We reserve the right to refuse space to any company who has failed to meet prior financial commitments to AAPPR, or whose products or services, in the opinion of AAPPR, do not meet the educational or practice needs of AAPPR members. AAPPR reserves the right to limit the number of Hosted Buyer Sponsors in a given product or service category.

Any person, firm, or organization not having contracted with AAPPR as a Hosted Buyer Sponsor will not be permitted to display or demonstrate any products, processes, services or solicit orders.

Use of AAPPR Name or Logo

AAPPR's name, acronym and logo are proprietary marks and may not be used in advertising, signs or promotions in any media, communication or product literature immediately before, during and after the conference. AAPPR Corporate Contributors are welcomed and encouraged to use the AAPPR Corporate Contributor logo following all rules of use in the Corporate Contributor program.

Photo Consent

As part of this event, you may be photographed or recorded (audio and/or video). These items may be used in promoting future conferences or in other marketing related to AAPPR. Your attendance at this event implies your consent to be photographed or recorded.

Assignment of Space

All Hosted Buyer Sponsors will be given tables and chairs with appropriate distancing in place to have one-on-one meetings with buyers. The order and placement of these tables will be at the sole discretion of AAPPR. Exhibit booths are not allowed. Companies may display simple signage that can rest on or stand upright next to the provided table(s). The signs must not be larger than 3 feet wide or 10 feet tall. Shipping information will be provided in your confirmation details.

Cancellation Policy

If AAPPR finds it necessary to cancel or reschedule this event, each prepaid hosted buyer sponsor can opt to receive a full refund or have the option of moving their sponsorship to the rescheduled event. AAPPR is not responsible for any other costs incurred by the Hosted Buyer Sponsors in connection with the conference.

The decision to cancel or reschedule will occur if any of the following situations occur making it inadvisable, illegal or impossible to hold the event: acts of God, war, government regulations, disaster, strikes, civil disorder, curtailment of transportation, government mandate (including quarantines), or a travel advisory in the city where the property is located.

Cancellation by Hosted Buyer Sponsor

No refunds will be given for sponsors who opt to cancel. Sponsors who must cancel will receive the complete list of Hosted Buyers and may still contact attendees to set up their own appointments outside of the event.

Disclaimer and COVID-19 Precautions

Each participant assumes all risks and accepts sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense, of any kind, that the participant may experience or incur in connection with attending this event. Participant hereby releases, covenants not to sue, discharges, and holds harmless AAPPR, its employees, agents, and representatives, of and from any such claims, including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating thereto.

Specifically relating to the global COVID-19 pandemic, participant acknowledges the highly contagious nature of COVID-19 and voluntarily assumes the risk of exposure or infection by attending this event, and that such exposure or infection may result in personal injury, illness, disability, and/or death to participant. Participant understands that the risk of becoming exposed to or infected by COVID-19 at this event may result from the actions, omissions, or negligence of others who may attend the event or their families, colleagues, or others with whom they may have contact. Accordingly, participant understands and agrees that this release includes any claims based on the actions, omissions, or negligence of AAPPR, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in this event.

In addition to all other rules and regulations relating to the participant's attendance at this event, participant agrees to comply with all COVID-related procedures that may be implemented by AAPPR and the Gaylord Texan Resort, including, but not limited to, mask-wearing and social distancing requirements and restrictions on certain activities that carry higher COVID-related risk, in order to protect as much as possible the health and safety of all participants.