



American College of Nurse Practitioners

2006 National Clinical Conference

Disney Coronado Springs • Orlando, FL

October 11–15, 2006



*Nurse Practitioners:
Shaping Policy, Improving
Practice*



ACNP

AMERICAN COLLEGE OF
NURSE PRACTITIONERS

Exhibitor Prospectus
www.acnpconference.com

Join These Top Exhibitors at ACNP

3M

Alcoholics Anonymous

Alcon Laboratories

American Association of Critical-Care Nurses

Amgen

AstraZeneca

Berlex

Calmoseptine, Inc.

CDC – Nat'l. Ctr. HIV, STD & TB Prevention

CDC – Nat'l. Ctr. on Birth Defects & Dev.

Disease

CDC – Nat'l. Immunization Program

Daiichi Pharmaceutical Corporation

Dermalogix Partners, Inc.

Elsevier

Endo Pharmaceuticals, Inc.

Evercare

FDA Center for Drug Evaluation & Research

Genentech BioOncology

Fitzgerald Health Education Associates

Food and Drug Administration

The Gideons International

The Journal for Nurse Practitioners

Lexi-Comp, Inc.

Mayo Clinic

MedImmune

Memorial Sloan Kettering Cancer Center

Merck Human Health

Merck Oncology

Metagenics, Inc.

The Methodist Hospital

National Association Pediatric Nurse
Practitioners

National Certification Board for Therapeutic
Massage & Bodywork

NP Prescribing Reference

Nurses Service Organization

Ortho-McNeil Neurologics, Inc.

Ortho-McNeil Pharmaceuticals, Inc.

Partnership for Prescription Assistance

PEPID, LLC

Pfizer

Presutti Laboratories, Inc.

Preventive Cardiovascular Nurses Association

Purdue Pharma

Sanofi-Aventis

Schwarz Pharma, Inc.

SCIOS, Inc.

Susan G. Komen Breast Cancer Foundation

Takeda Pharmaceuticals America, Inc.

Warner Chilcott



Reach a Powerful Market of Buying Authorities!

The American College of Nurse Practitioners (ACNP) National Clinical Conference is the premier educational event for Nurse Practitioners (NPs). Consistent with ACNP's mission of providing professional and political advocacy, the ACNP National Clinical Conference provides a high-quality education program that develops and enhances the skills of NPs. In addition, the Conference features an exhibition where Nurse Practitioners see and discover new products and services available within the health care industry.

Exhibitors at the ACNP National Clinical Conference will:

- Demonstrate and Showcase products and services to a qualified audience of Nurse Practitioners
- Develop new customers and business partnerships
- Renew old relationships with face-to-face meetings
- Expand your company's image in the marketplace
- Network with industry experts
- Evaluate your competition

Top Visibility for Exhibitors

As an exhibitor, you will receive the following benefits:

- One full conference registration per 100 sq. ft.
- Company listing with description in the official show program
- Complimentary pre-show and post-show attendee mailing list
- Link to your web site from the official show web site
- Company listing with description on the official show web site
- Inline booths receive 8' back drape and 3' side drape
- Identification sign listing your company name and booth number

***This is your chance to develop crucial relationships
Space is limited. Call 800-564-4220 or 703-631-6200***

ACNP Attendee Demographics

National Clinical Conference Attendees have the Interest and Authority to Buy Your Products and Services

- Attendees come from across the 50 states and the District of Columbia
- 98% are in active clinical practice; 84% in practice 4 years or more
- 95% hold a graduate degree
- 56% of the attendees spend 3 to 8 hours visiting the exhibits
- 83% have prescriptive authority

Attendee demographics based on 2004 Conference statistics.

Prescribing Characteristics

- 69% give product samples to patients
- 63% indicate that their prescriptions are not restricted to a specific institutional, state, or federally-governed formulary
- 65% of NPs recommend prescription or non-prescription products by brand name more than 25% of the time
- 60% recommend 6 or more OTCs in a "typical" clinical day
- 68% write more than 16 prescriptions per day
- Average number of prescriptions written per week is 81, with a range between 2 to 600.
- 49 states grant prescriptive authority to NPs; 46 states plus the District of Columbia grant authority for controlled substances.

(Sources: Practice Patterns Among Select NPs 2005 (ACNP Research Committee) and ACNP Prescribing Characteristics Survey, 2002)

Attendee Practice Characteristics

Practice Setting

Urban	52%
Suburban	22%
Rural	26%

Additionally, 23% say that their practice includes underserved populations.

Client Focus*

Adult Health.....	39%
Family Practice**.....	26%
Women's Health.....	12%
Geriatrics	15%
Pediatric/Adolescent Health	7%
Acute Care	12%
Psych/Mental Health.....	1%

(Source: 2004 Clinical Conference Attendee Data) * The total % exceeds 100%, as some NPs had more than one client focus area of practice. ** Family Practice includes care across the age span.

78% of attendees indicate that the Conference Exhibit Hall is a key source of information about new pharmaceutical and medical products and health care services.

Nurse Practitioners are Active Participants in Patient Care

There are more than 140,000 Nurse Practitioners in the U.S. who:

- Are prepared at the graduate level
- Exercise autonomy in clinical decision-making
- Provide a broad range of diagnostic and therapeutic health services
- Perform physical exams and health histories
- Order and interpret laboratory tests and diagnostic studies
- Diagnose and treat illness
- Perform procedures
- Provide patient education and counseling
- Promote wellness and prevention of disease and injury
- Practice in collaboration with all members of the health care team
- Engage in research, education, patient advocacy, and administrative activities



**Join us with key members of the health care community ... Nurse Practitioners.
Call today to reserve your booth space today!**



Connect with ACNP's Members!

About ACNP

The American College of Nurse Practitioners (ACNP), located in Washington, DC, is a national, non-profit membership organization whose mission is to ensure a solid policy and regulatory foundation that enables Nurse Practitioners to continue providing accessible, high-quality healthcare to the nation. ACNP's unique membership structure, consisting of both individual Nurse Practitioners as well as national and state NP organizations, unites the diverse practice specialties of NPs.

ACNP's Core Values

- Nurse Practitioners have the ability and responsibility to positively influence health policy.
- The care of individuals, families, and communities is the foundation of our nursing profession.
- Nurse Practitioners provide high-quality, cost-effective care.
- Interdisciplinary non-hierarchical team care is the highest quality of care.
- Organizational collaboration and inclusiveness is essential.



National Affiliate Members

American Association of Critical-Care Nurses
 National Association of NPs in Women's Health
 National Conference of Gerontological Nurse Practitioners
 National Organization of Nurse Practitioner Faculties
 Nurse Practitioner Associates for Continuing Education

State Affiliates Members

Alabama	Michigan
Alaska	Minnesota
Arizona	Mississippi
Arkansas	New Hampshire
California	New Jersey
Colorado	New Mexico
Connecticut	New York
Delaware	North Carolina
District of Columbia	Ohio
Florida	Pennsylvania
Georgia	South Dakota
Illinois	Tennessee
Iowa	Texas
Kentucky	Vermont
Louisiana	Virginia
Maine	Washington
Maryland	Wisconsin
Massachusetts	

Group Affiliate Members

Nurse Practitioner Group of Spokane
 Northern Advanced Practice Nurses Network (Michigan)
 Illinois Society of Advanced Practice Nursing

To Reserve Your Exhibit Space, Contact:

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