Meet face-to-face with more than 1,000 leading Nurse Practitioners who are transforming the healthcare marketplace
Nurse Practitioners are transforming the healthcare marketplace.

Nurse Practitioners (NPs) are the healthcare providers of choice for millions of Americans. They evaluate patients, diagnose, write prescriptions, and counsel patients on disease prevention. Their presence in the healthcare market is increasing each year.

Did you know?

80% of NPs are prepared in primary care programs
More than 80% of nurse practitioners are prepared in primary care, compared with just 14.6% of physicians in a primary care residency.

16% of U.S. retail prescriptions are written by NPs
Nurse Practitioners can prescribe medications in all 50 states and DC. In 2015, NPs wrote more than 487 million prescriptions.

4,300 the number of patients treated by an average NP each year

70% the percentage of NPs who see 3 or more patients per hour

40% projected growth in the NP professions by 2025

Top 10 prescribing habits for NPs each week
Nurse Practitioners treat a wide range of conditions and prescribe medications for a variety of drug classes.

- Musculoskeletal (analgesics) 79%
- Infectious disease 74%
- Central nervous system (CNS) 72%
- Dermatologic 72%
- Gastrointestinal 71%
- Respiratory system 71%
- Cardiovascular 60%
- Diabetes 59%
- Women’s health 53%
- Men’s health 44%

Nurse Practitioners are a critical component to the future of patient-centered, accessible healthcare. NCNP is where NP leaders find innovative, educational opportunities and new products for advanced practice clinicians.
Connect with advanced practice clinicians making a difference in today’s healthcare arena.

NCNP is your opportunity to connect with NPs who practice and prescribe in primary care and a variety of specialties, including diabetes, cardiology, surgery, psychiatry, women’s health, and emergency medicine.

Who attends?

96% said the NCNP met their expectation in evaluating current and new treatment methods and therapies.

NCNP attendees are an exclusive audience. The conference offers up to 22 hours of CE and 17.5 pharmacology hours, which is why advanced practice clinicians prefer NCNP over other meetings.

• 94% do NOT attend AANP
• 96% do NOT attend NPACE
• 94% do NOT attend Pri-Med

To exhibit, contact Greg Andruch, Show Manager, E: GAndruch@heiexpo.com, P: 1.630.929.7972, or visit www.NCNPconference.com/fall2016
Your partner in reaching more NPs than anyone in the market

Leverage Wolters Kluwer’s NP channel that provides the largest reach of any publisher. With direct contact to subscribers of *The Nurse Practitioner* journal, NCNP will use a combination of direct mail, print advertising, eNewsletters, opt-in email, and digital advertising to promote the conference and exhibit hall to a rapidly growing marketplace of advanced practice clinicians.

The Wolters Kluwer NP channel:

- 138,712 Total access subscribers
- 156,150 Average monthly website banner impressions
- 122,941 eNewsletter subscribers

Exhibit Schedule that features 8 hours of unopposed exhibit time!

**Thursday, October 6**

- Exhibit Installation ........................................ 8:00 am – 5:00 pm
- Exhibit Hall Opening Reception ......................... 6:00 pm – 7:30 pm

**Friday, October 7**

**Continental Breakfast** ......................... 7:30 am – 8:30 am
- CE Sessions ........................................ 8:30 am – 10:00 am
- Break in Exhibit Hall .......................... 10:00 am – 10:30 am
- CE Sessions ..................................... 10:30 am – 12:00 pm

**Afternoon Break with Lunch**
- Available in Exhibit Hall ................. 12:00 pm – 1:30 pm
- CE Sessions ....................................... 1:30 pm – 3:00 pm
- Break in Exhibit Hall ..................... 3:00 pm – 3:30 pm
- **Exhibits Close** ................................ 3:30 pm
- CE Sessions ..................................... 3:30 pm – 5:00 pm

**Saturday, October 8**

**Continental Breakfast** ............. 7:30 am – 8:30 am
- CE Sessions ..................................... 8:30 am – 10:00 am
- Break in Exhibit Hall ..................... 10:00 am – 10:30 am
- CE Sessions ..................................... 10:30 am – 12:00 pm

**Afternoon Break with Lunch**
- Available in Exhibit Hall ................. 12:00 pm – 1:30 pm
- **Exhibits Close** ................................ 1:30 pm
- Exhibit Dismantling .................. 1:30 pm – 5:00 pm

**Exhibit rates starting at just $2,095 for a first-time exhibitor!**

(Available in increments of 100 NSF)

- Island Booth (20' x 20' minimum) .................. $31.95 NSF
- Standard In-Line ................................... $30.95 NSF
- Hospital/Recruitment ........................... $25.95 NSF
- Not-for-Profit Organization .............. $ 8.95 NSF
- Corner Premium for In-Line Booths ........ $100 per corner

First-time Exhibitor (one 10' x 10' booth) ........... $2,095

Additional booth space @ $30.95 NSF

**Each booth includes the following:**

- Standard booth equipment – 8' high drape background with 33" high side rails, carpet, and a uniform identification sign 7" x 44" showing company name and booth number.
- Badges to the exhibit hall for three of your personnel per 10' x 10' booth.
- Invitations for reduced rate badges to the exhibit hall for your customers and prospects (when ordered by the deadline)

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