



**Skin, Bones,  
Hearts &  
Private Parts**

2020 PRODUCT THEATER,  
SPONSOR & EXHIBIT INVITATION

**SKINBONESCME.COM**



**SPONSORS HAVE INCLUDED:**



**THE MOST POPULAR AND FASTEST GROWING EVENTS FOR  
PHYSICIAN ASSISTANTS AND NURSE PRACTITIONERS IN THE COUNTRY!**



**Skin, Bones,  
Hearts &  
Private Parts**

## 2020 Destinations

**ACT NOW  
SELLOUT  
EXPECTED!**

**PAS & NPS WRITE 1.2 BILLION  
PRESCRIPTIONS IN THE U.S. EACH YEAR!**

**LAS VEGAS**  
NOV 10 - 13

**VIRGINIA BEACH**  
AUG 11 - 14

**ATLANTA**  
APRIL 21 - 24

**MYRTLE BEACH**  
JULY 27 - 30

**PENSACOLA BEACH**  
SEPT 15 - 18

**DESTIN**  
JUN 9 - 12

**SAN ANTONIO**  
OCT 6 - 9

**ORLANDO**  
OCT 19 - 22

**250 - 350  
Nurse Practitioners  
& Physician Assistants  
at Each Event**



**TO LEARN MORE, PLEASE CONTACT:**

**CHUCK DILLEHAY, PRESIDENT • 770.640.1022 • CHUCK@SKINBONESCME.COM**



## PAs & NPs ACROSS THE COUNTRY ARE CALLING THIS THE BEST CME EVENT THEY'VE EVER ATTENDED!



According to a recent study in The American Journal of Managed Care, there are 270,000 NPs and 140,000 PAs in the U.S. Collectively, these increasingly important healthcare providers write around 1,260,000,000 prescriptions in the U.S. each year!



**Whether your targets are Physician Assistants or Nurse Practitioners in primary or specialty care, the 2020 Skin, Bones, Hearts & Private Parts™ conferences are for you!**

Skin, Bones, Hearts & Private Parts™ conferences were founded in 2011 to provide CME to primary and specialty care Physician Assistants and Nurse Practitioners. Participation by attendees has grown during each of our events, and we are excited to provide this offering to several hundred healthcare practitioners 8 times across the country in 2020.

# PRODUCT THEATERS - GREAT RETURN ON INVESTMENT!

Product Theaters are the best opportunity to deliver your product information and education. Bring a speaker from your speaker bureau on your product or services. Offered over breakfast or lunch, 55 minutes are allotted for the presentation inclusive of questions/answers. Product Theaters are exclusive, unopposed presentations with an average attendance of 200 - 250. Product Theaters are promotional and may concentrate on a specific product, medication, or disease state (does not provide CME credit).

	Single Program	5+ Programs
Breakfast	\$31,250	\$29,685
Lunch	\$37,500	\$35,625

Food and beverage is included in the fixed pricing (based on an average attendance of 200 - 250 participants)

## PRODUCT THEATER BENEFITS

Meals

Ballroom

Audio Visual Technicians & Equipment (screen, LCD projector, microphone)

All time periods are exclusive

Electronic attendee file including full name, degree, address, e-mail and NPI#

Promotion on website, on-site at event, and inclusion in several e-mails

## SPONSORS HAVE INCLUDED:



“SBHPP is a much better value for our target audience – we can host multiple Product Theaters with SBHPP for what we’ve spent for just one at other national conventions. Our budgets are limited and SBHPP absolutely provides the best return on investment.” - Janssen

ATLANTA  
APRIL 21 - 24

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ORLANDO  
OCT. 19 - 22

LAS VEGAS  
NOV. 10 - 13

# THE SBHPP DIFFERENCE



## ARE THERE OTHER PRODUCT THEATERS AT THE SAME TIME AS MINE?

**National Associations:** Yes, often there are 3 or more Product Theaters running concurrently; Many national associations publish the policy of "Attendees are served on a 1st come, 1st served basis." Attendees are oftentimes confused about which program to attend, and although many may want to learn about your product, they are often turned away because space fills up.

**SBHPP:** There are NO competing programs - you have all the prescribers' undivided attention! Our management team is committed to hosting the most professional program for you; everyone can expect to be accommodated.

## HOW MANY PARTICIPANTS WILL ATTEND MY PRODUCT THEATER?

**National Associations:** Attendance is not guaranteed as there are usually multiple programs running at the same time.

**SBHPP:** Virtually all our conference attendees participate in the Product Theaters. We promote your programs multiple times via advance e-blasts. This way, attendees commit to attending the program and therefore increases overall Product Theater participation. Additionally, we promote your Product Theater on-site with registration staff and placement of materials, signage, etc.

## HOW MANY TIMES PER YEAR CAN YOU HOST A PRODUCT THEATER FOR ME?

**National Associations:** Just one time per year - during the annual meeting.

**SBHPP:** Most of our Product Theater sponsors like to engage our audience multiple times throughout the year. That's why we feature 8 programs across the country with dates and locations chosen by you.

## WHAT IS THE INVESTMENT?

**National Associations:** Fees are as high as \$75,000 - \$100,000 for each Product Theater; Association has only 1 chance per year to fill coffers.

**SBHPP:** We know ROI is important to you, and because we don't have expensive overhead like many national organizations, the investment is much more affordable. You could host multiple nationally attended Product Theaters with us for what you may spend at just 1 event with some other organizations. **GREAT VALUE!**



# PRODUCT THEATER FAQs

Once your Product Theater agreement has been signed, you will be assigned a logistics contact who will be in regular communication with you to ensure your program is executed flawlessly.

## **Q: Is there a sign-in procedure?**

A: We scan the QR code on attendee badges as they enter the room, and we provide you an electronic attendee file including full name, degree, address, e-mail and NPI#.

## **Q: Do I need to send representatives from my company?**

A: No, Product Theater sponsors are not required to send personnel to our events, but they are certainly welcome to do so. If there are flyers/packets to be distributed to attendees, our staff can handle that.

## **Q: What audio visual equipment is provided?**

A: The room will be set with a dedicated technician, screen, LCD projector, and lavalier microphone. Speakers are encouraged to bring their own laptop, but they can use ours if needed.

## **Q: Where does my speaker go when they arrive on-site?**

A: They should come to our registration desk – we will introduce the speaker to our audio visual team who can help with a slide review if needed. About 10 minutes before the session, our A/V team will provide the speaker with a lavalier microphone.

## **Q: How is the recruitment handled?**

A: All attendees are encouraged to attend the program multiple times. The title of the session will be posted to our web site, and attendees will receive multiple e-mails from us with general information about what to expect at the event.

## **Q: Are there opportunities available to promote the session via e-mail?**

A: Yes, for \$3,500 per event, there are “Pre & Post Event E-Blasts” available. Two pre-event e-mails to pre-registered attendees (to announce the program, build excitement, etc) and two post show e-mails to final attendee list (to reinforce key messaging, action items, links to provider and patient resources, questionnaire about program with contest to win prize, etc). E-mail content to be provided by sponsor.

## **Q: What materials do sponsors usually send?**

A: Sponsors frequently send literature and posters that we can place in our registration area.

## **Q: How does the food and beverage work?**

A: Our staff selects the menus and works with the venues for efficient service.

## **Q: What if we need hotel rooms?**

A: Your team, speaker, etc are certainly encouraged to stay at our host property. Information and special discounts are listed on our web site.

## **Q: When will I receive the address of the properties if I need to ship anything?**

A: Once your Product Theater agreement has been signed, we will provide the property addresses/instructions.

# GOLD DOUBLE DISPLAY EXHIBIT PACKAGE

- Two exhibit spaces (upfront double VIP tables)
- Recognition on conference website
- Enhanced listing and logo in conference exhibitors & sponsors guide
- Registration bag insert
- Full-Page ad in conference exhibitors & sponsors guide
- Enhanced company logo on conference shirt & registration bag
- Recognition from podium during opening & closing sessions

Investment: \$10,000/event



## EXHIBIT ONLY

- Early Bird Discount – 10% off if payment is received 60 days prior to conference
- Exhibit space includes one 6' skirted table and two chairs in carpeted exhibit area
- Conference Exhibitors & Sponsors Guide will include a listing for each exhibiting company
- All exhibitors will receive an attendee list post-conference

Investment: \$950/event

## PRE & POST EVENT E-BLASTS

- 2 Pre-event e-mails to pre-registered attendees (to announce the program, build excitement, etc)
- 2 Post show e-mails to final attendee list (to reinforce key messaging, action items, links to provider and patient resources, questionnaire about program with contest to win prize, etc)

Investment: \$3,500/event

## ON-GOING SBHPP PROMOTIONAL E-BLASTS

We can include your logo/links in a series of national SBHPP e-blasts throughout the year reaching over 130,000 PAs/NPs per blast (15 sends would total approx. 2 million exposures)

Investment: Provided upon request

# PROMOTION OPPORTUNITIES

Not able to commit to exhibiting at SBHPP throughout 2020? The following opportunities allow you to create a support package that meets your marketing goals, while staying within a more limited budget. Rates are per conference.

## REGISTRATION BAG INSERT: \$500

- Early Bird Discount – 10% off if payment is received 60 days prior to conference
- Sponsor may provide one literature or promotional piece to be inserted into the registration bag, which is given to each attendee at on-site conference registration/check-in

## EMAIL INVITATION: \$1,000

Make sure conference attendees stop by your exhibit by sending them a broadcast email invitation prior to the conference. Our professional system supports HTML and plain text email messages. Use this cost-efficient marketing effort to send professional emails, with opt-outs managed for you. Plus we will provide a real-time HTML tracking report. This opportunity is available only to companies who have secured exhibit space. Additional options are available for a national marketing email blast.

## LANYARDS: \$2,000

Get your company name seen by displaying it on the neck strap of the name badge lanyard that will be worn by each attendee during the conference. These lanyards are often also used post-conference by attendees in their home practices and clinics, extending your company recognition beyond the conference.

## GOBO LIGHTED LOGO: \$3,000

Catch attendees' attention as they enter the conference space by displaying your logo in the registration area. A GoBo lens will be created with your company logo and then placed in a lighting element that will shine on the wall in a prominent, welcoming space of the conference.



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**PHONE: 770.640.1022 • CHUCK@SKINBONESCME.COM**

# EXHIBITOR & SPONSORSHIP REGISTRATION FORM



**Skin, Bones,  
Hearts &  
Private Parts**

(Use one form for all conferences.)

**Complete this form and return to the address listed below.**

Please print or type

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ Toll Free \_\_\_\_\_ Ext \_\_\_\_\_

Email \_\_\_\_\_ Company Website \_\_\_\_\_ Fax \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_

Companies Preferred in Close Proximity \_\_\_\_\_

Companies to Avoid Placement by \_\_\_\_\_

## Payment Method

Enclosed is a check for \$ \_\_\_\_\_ (Payable to DMG) or Please charge my ☐ Mastercard ☐ VISA ☐ American Express ☐ Discover

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Billing Zip \_\_\_\_\_ Signature \_\_\_\_\_

**Registration Form Continues on Following Page**

# SPONSORSHIP & PROMOTION OPPORTUNITIES

(See page 7 for details.)

<b>ATLANTA</b> APRIL 21 - 24	<b>DESTIN</b> JUNE 9 - 12	<b>MYRTLE BEACH</b> JULY 27 - 30	<b>VIRGINIA BEACH</b> AUG. 11 - 14	<b>PENSACOLA</b> SEPT. 15 - 18	<b>SAN ANTONIO</b> OCT. 6 - 9	<b>ORLANDO</b> OCT. 19 - 22	<b>LAS VEGAS</b> NOV. 10 - 13
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Please check for each conference.

Opportunity	Cost	ATLANTA	DESTIN	MYRTLE BEACH	VIRGINIA BEACH	PENSACOLA	SAN ANTONIO	ORLANDO	LAS VEGAS
Exhibit Space Only	\$950								
Lanyards	\$2,000								
GoBo Lighted Logo	\$3,000								
Email Invitation (1x)	\$1,000								
Product Theater Breakfast	\$31,250								
Product Theater Lunch	\$37,500								
Contact the SBHPP office for details on Product Theater opportunities								TOTAL COSTS:	

Food and beverage is included in the fixed pricing of Product Theater (based on an average attendance of 200-250 participants). Discount provided on Product Theater with 5 or more programs.

## PLEASE COMPLETE AND RETURN FORM TO:



**Skin, Bones,  
Hearts &  
Private Parts**

Skin, Bones, Hearts & Private Parts  
1905 Woodstock Road  
Suite 2150  
Roswell, GA 30075

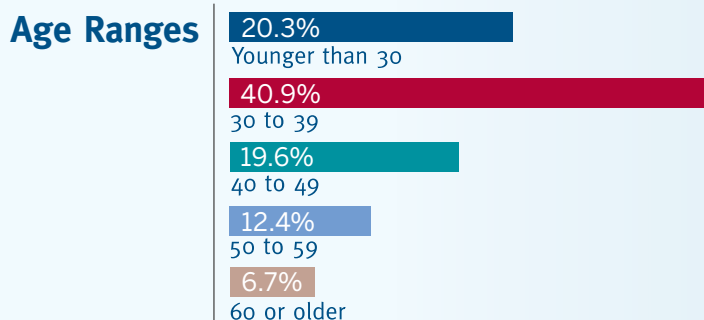
NOTE: Exhibit booths, product theaters, and other exhibit and sponsorship opportunities are assigned on a first come, first paid basis. We advise you to submit payment with your contract as soon as possible. Payment is required before booth setup. SBHPP agrees to hold space for the company signing this application and returning it with full payment (no refunds are permitted). The authorized signature above makes this contract firm and binding and we understand and agree to abide by all rules, regulations, and conditions of this contract.

Revised September, 2019

# Profile of a PA



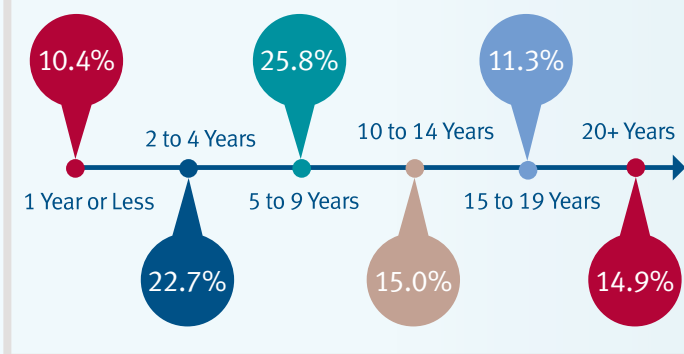
## MEDIAN AGE: 36



Numbers may not add up to 100 due to rounding.

## YEARS AS A PA

Median: 7



## SATISFACTION

PAs are satisfied with their career choice.

**PAs who would choose their career over again.**

**81.5%**

## NUMBER OF PATIENTS PAs SEE

**16** per day  
&  
**60** per week

Numbers vary by setting and specialty.



## TOP SPECIALTIES

Primary Care	24.4%
Surgical Subspecialties	26.3%
Emergency Medicine	10.5%
Internal Medicine Subspecialties	10.8%

Primary care includes family medicine/general practice, general internal medicine and general pediatrics.

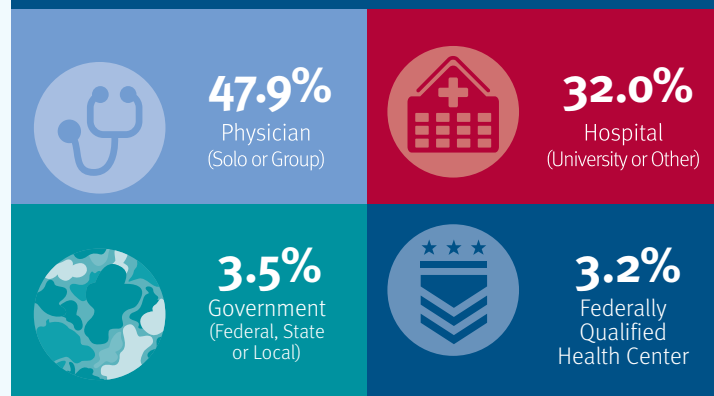
## COMPENSATION

Median Salary	\$97,000
Median Bonus	\$5,000
Receive Bonus	48.7%



Compensation reflects clinically practicing PAs who work 32 hours or more a week.

## PRIMARY EMPLOYER



An additional 13.4% of PAs work for another employer type.

# NURSE PRACTITIONERS

NPs are the providers of choice for millions of Americans. NPs evaluate patients, diagnose, write prescriptions and bring a comprehensive perspective to health care.



**NP:** Your Partner In Health

With a track record of **quality** health care delivery for nearly half a century ...

and a growing need for **health care providers**, especially in primary care ...

**nurse practitioners are a clear solution** for patient-centered, accessible health care.

## PRIMARY CARE FOCUS

NPs are choosing primary care more than physicians and physician assistants. In 2018, more than 87% of NPs were prepared in primary care programs, while only 8% of physicians entered a primary care residency.

MORE THAN **87%** PREPARED IN PRIMARY CARE

**7 out of 10**

DELIVER PRIMARY CARE

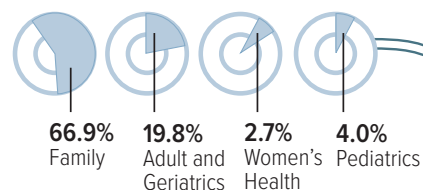
### NPs AT A GLANCE

More than **5 decades** of improving patient access and quality care

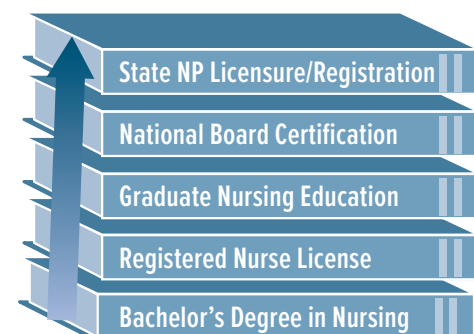
Estimated annual patient visits exceed **1.06 billion**

Prescribe medications in all **50 states** and D.C.

## AREA OF PRIMARY CARE PREPARATION



## REQUIREMENTS FOR PRACTICE



**6+**

YEARS OF ACADEMIC AND CLINICAL PREPARATION

**57.4%**

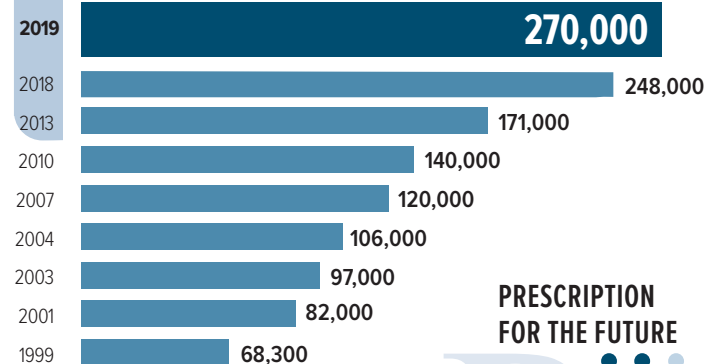
OF NPs SEE 3 OR MORE PATIENTS PER HOUR



An increase in the overall population, aging baby boomers and number of individuals living with chronic disease will drive the need for robust primary care access.

## INCREASING IN NUMBER

The number of nurse practitioners continues to grow rapidly.



## NPs BY THE NUMBERS

**83%** accept Medicare  
**80%** accept Medicaid  
**87%** accept Private Insurance  
**77%** accept Uninsured

## PRESCRIPTION FOR THE FUTURE



**2 out of 3** patients support legislation for greater access to NP services