



# GHAPP

Gastroenterology & Hepatology  
Advanced Practice Providers

## **2021 NATIONAL CONFERENCE**

**September 9-11, 2021**

Red Rock Hotel

11011 W Charleston Blvd

Las Vegas, NV

SPONSORSHIP PROSPECTUS

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# MESSAGE FROM THE COURSE DIRECTORS

The GHAPP conference is the only conference specifically designed by advanced practice providers (APPs) for the purpose of meeting the educational needs of APPs who specialize in the management of patients with GI disorders and chronic liver disease. APPs, also known as nurse practitioners and physician assistants, have become important members of the care team in today's healthcare environment. With an aging U.S. population and the growing shortage of physicians, APPs play a key role in the health care and management of patients with chronic illnesses. Therefore, we are excited to launch the fourth annual GHAPP conference and we are confident that it will surpass the success we had with the 2020 conference.

The 2020 GHAPP conference was very successful with 150 live attendees and 260 virtual attendees from 38 states. Eighty-seven percent (229) of APP attendees specialize in gastroenterology and the remaining 13% of primary care attendees expressed a high Gi/Liver patient load.

We are now planning for another great conference in 2021 filled with scientific information on the latest developments and important concepts in the multidisciplinary treatment of patients with GI disorders and chronic liver disease.

We are excited to report the following post-conference outcomes and survey results:

# ABOUT GHAPP

LEADING THE WAY IN EDUCATION FOR ADVANCED PRACTICE PROVIDERS IN GASTROENTEROLOGY AND HEPATOLOGY



#### GHAPP ACADEMY

##### INTRODUCTORY COURSES

- DISEASE STATE MODULES
- PRECEPTORSHIPS
- NATIONAL LECTURE SERIES



#### NATIONAL CONFERENCE

- ONLINE MODULES
- REGIONAL MEETINGS
- E-JOURNAL



#### GE & LIVER COMMUNITY OUTREACH

- LUNCH & LEARN SERIES
- SCREENING & LINKAGE TO CARE
- PRIOR AUTHORIZATION & PATIENT COMPLIANCE PROGRAMS
- ADVANCING GI AND LIVER CARE IN THE COMMUNITY

The GI & Hepatology Advanced Practice Providers (GHAPP) organization is playing a key role in provider education and a critical role in the healthcare and management of patients with chronic liver disease (CLD) and gastrointestinal (GI) disorders which include, but not limited to:

- Acute hepatic porphyria (AHP)
- Clostridium Difficile
- Complications of cirrhosis
- Congenital sucrase-isomaltase deficiency (CSID)
- Eosinophilic gastrointestinal disorders (EGID)
- Gastroparesis
- Hepatitis B (HBV)
- Hepatitis C (HCV)
- Inflammatory bowel disease (IBD)
- Iron deficiency and Iron deficiency anemia
- Irritable bowel syndrome (IBS)
- Nonalcoholic fatty liver disease (NAFLD)
- Nonalcoholic steatohepatitis (NASH)
- Short Bowel Syndrome (SBS)

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## 2020 GHAPP CONFERENCE OBJECTIVES & OUTCOMES

### OBJECTIVES:

- Describe current screening, diagnosis and management options for patients with CLD and GI disorders
- Optimize treatment results for patients with CLD and GI disorders
- Compare and contrast currently available treatment modalities for CLD and GI disorders

OUR 2020 CONFERENCE HAD...

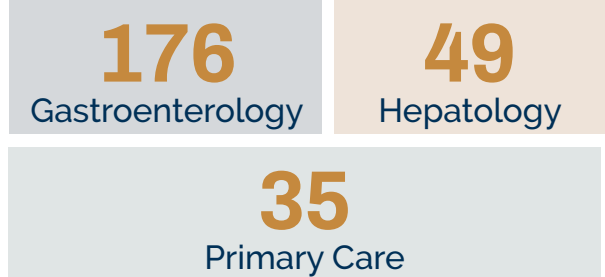


**410**  
attendees

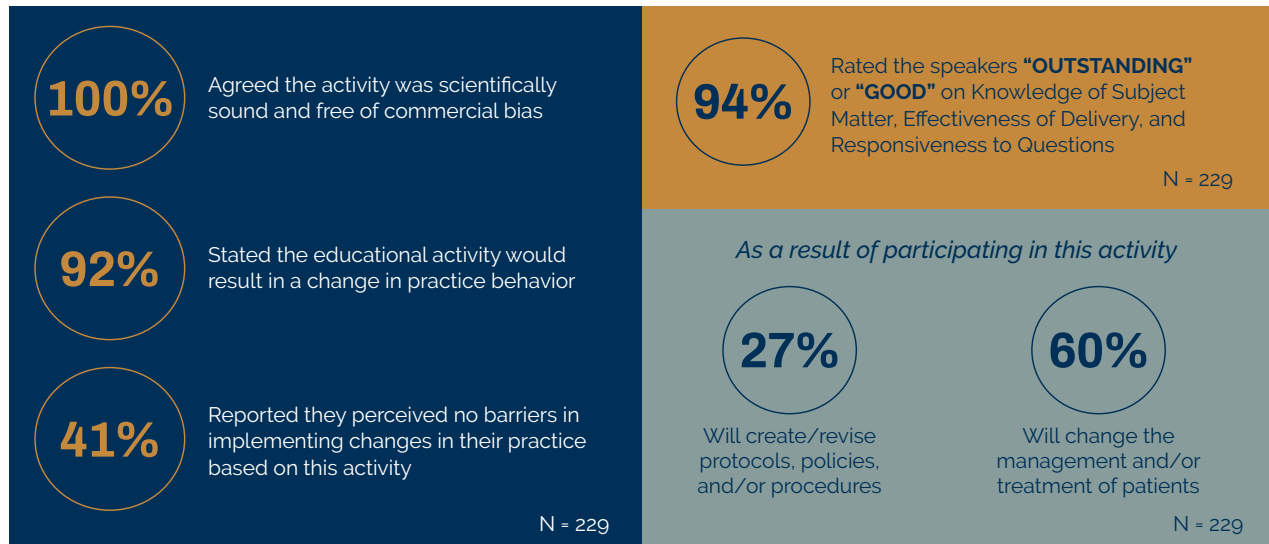


Originating from  
**38** states

Including NPs/PAs/Students specializing in



SEE WHAT OUR ATTENDEES HAD TO SAY...



# ABOUT THE GHAPP 2021 CONFERENCE



## COURSE OVERVIEW

The objective of the 2021 GHAPP conference is to bring together APPs for an in-depth clinical update, to foster an interactive discussion on the latest scientific and clinical developments and to review important current concepts in the multidisciplinary treatment of patients with GI disorders and chronic liver disease. The conference will exclusively feature expert APP speakers and will offer a combined plenary and small-group learning environment to facilitate interaction between attendees and faculty on the most clinically relevant topics, including viral hepatitis, NASH, cirrhosis, and GI disorders: IBD, IBS, and OIC.

The conference plans to foster collaboration, share best practices, provide a forum for peer-to-peer interaction among advanced practice providers, and provide attendees with:

- Clinically relevant research advances via scientific posters, abstracts, and presentations
- An opportunity for professional development and interaction with leading experts in gastroenterology and hepatology
- The latest research/abstracts: access to information on the most recently presented abstracts at the DDW & AASLD meetings and the most up-to-date scientific knowledge on various topics
- The opportunity to network with colleagues and meet up with peers to exchange ideas and forge new contacts and friendships

## INTENDED AUDIENCE

Nurse practitioners and physician assistants involved in managing patients with GI and chronic liver disease.

## PRODUCTION OF ON-LINE, ON-DEMAND MODULES

The GHAPP conference will produce on-demand video modules. Presentations will be reviewed/approved by the Annenberg Center with the on-demand series, which will be posted on the GHAPP educational portals on [www.GHAPP.org](http://www.GHAPP.org).

*\*\*Sponsorship dollars from commercial entities will not be used to cover these costs but GHAPP may pursue educational grants for this component of the initiative.*



## AANP Statistics

- There are more than **290,000** nurse practitioners (NPs) licensed in the U.S.<sup>1</sup>
- 89.7% of NPs are certified in an area of primary care, and **69.0% of all NPs** deliver primary care.<sup>3</sup>
- The majority of NPs (57.4%) see **three or more patients per hour**.<sup>4</sup>
- By 2026, the Bureau of Labor Statistics projects that the NP role will have **grown by 36% compared to 13%** for physicians (this excludes anesthesiologists and surgeons).<sup>5</sup>

### Updated August 2020

1. AANP National Nurse Practitioner Database, 2020;
3. 2019 AANP National Workforce Survey;
4. 2018 AANP National Nurse Practitioner Sample Survey;
5. 2019 AANP Nurse Practitioner Role Grows.

## Physicians Assistants

- The Bureau of Labor Statistics projects **31.3% employment growth** for physician assistants between 2019 and 2029.<sup>1</sup>

1. USNews & World Report - Physician Assistant - Career Rankings, Salary, Reviews and Advice | US News Best Jobs

# COURSE DIRECTORS



**Sharon Dudley-Brown, PhD,  
FNP-BC, FAAN**  
Johns Hopkins University  
Baltimore, MD



**Elisabeth Evans, MSN, FNP-BC**  
San Diego, CA



**Andrea Gossard, APRN, CNP**  
Mayo Clinic  
Mantorville, MN



**Christina Hanson, FNP-C**  
South Denver Gastroenterology  
Highlands Ranch, CO



**Patrick Horne, MSN, ARNP**  
University of Florida  
Gainesville, FL



**Amy Kassebaum, PA-C, RD, MMS**  
Northwestern Memorial Hospital  
Chicago, IL



**Nicole Martinez de Andino,  
RD, APRN**  
Augusta University  
Augusta, GA



**April Morris, FNP**  
Hunter Holmes McGuire VA  
Medical Center  
Richmond, VA



**Barbara Andrews, NP**  
UC San Diego Health Systems  
San Diego, CA

**Carol Antequera, PA**  
University of Miami  
Miami Beach, FL

**Shana Arnhold, PA**  
Westglen Gastrointestinal Consultants  
Lenexa, KS

**Kasiah Banks, NP**  
VCU Medical Center  
Ashland, VA

**Janica Barnett, NP**  
New York Presbyterian –  
Columbia University Medical Center  
New York, NY

**Michelle Barnett, PA**  
Associates in Gastroenterology  
Colorado Springs, CO

**Sherona Bau, NP**  
David Geffen School of Medicine at UCLA –  
The Pflieger Liver Institute  
Los Angeles, CA

**Corrie Berk, NP**  
Loma Linda University Medical Center  
Loma Linda, CA

**Sandra Bernklau, RN, MSN, APRN-BC, CGRN**  
Southwest Gastroenterology  
Oak Lawn, IL

**Rosa Berry, NP**  
New Haven Gastroenterology and Endoscopy Center  
West Bloomfield, MI

**Kristin Blankenship, PA**  
East Carolina Gastroenterology  
Richlands, NC

**Kristen Boardman, PA-C**  
University of Michigan  
Ann Arbor, MI

**Jamie Brogan, NP**  
Northwestern Medicine  
Chicago, IL

**Crystal Carmichael-Kusy, PA**  
Hospital of the University of Pennsylvania  
Philadelphia, PA

**Damaris Carriero, NP**  
Columbia University Medical Center  
New York, NY

**Gwen Cassidy, NP**  
Northwestern Hospital, Digestive Health Center  
Chicago, IL

**Carolyn Catalano, MSN, APN, RN**  
Rutgers – RWJ Medical School  
New Brunswick, NJ

**Barbra Cave, NP**  
University of Louisville  
Louisville, KY

**Amanda Chaney, NP**  
Mayo Clinic  
Jacksonville, FL

**Mary Ciechoski, NP**  
Gastroenterology Associates/Kaleida Health System  
Grand Island, NY

**Mary Clarke, NP**  
UC San Diego Health System  
San Diego, CA

**Amber Crosby, NP**  
Norman Gastroenterology Associates  
Oklahoma City, OK

**Erin Darguzas, NP**  
Northwestern Medicine  
Chicago, IL

**Rick Davis, PA**  
University of Florida  
Gainesville, FL

**Heidi Drescher, PA**  
Western Montana Clinic  
Missoula, MT

**Carolyn Driscoll, NP**  
Charlottesville Gastroenterology Associates  
Richmond, VA

**Sharon Dudley-Brown, NP**  
Johns Hopkins University  
Baltimore, MD

**Rebecca Duke, NP**  
Northwestern Memorial Hospital  
Chicago, IL

**Ngoc Duong, PA**  
Michael E. DeBakey VA, Houston  
Houston, TX

**Elisabeth Evans, NP**  
San Diego, CA

**Nancy Farrar, PA**  
Texas Digestive Disease Consultants  
Southlake, TX

**Anne Feldman, NP**  
Cleveland Clinic  
Cleveland, OH

**Kaitlin Fiore, APN**  
Northwestern Medicine  
Chicago, IL

**Barbara Fishkin, PA**  
New York Presbyterian-Weill Cornell  
New York, NY

**Jeremy Flowers, NP**  
UCSD  
San Diego, CA

**Melissa Franco, PA**  
University of Miami  
Miami, FL

**Erin Garris, PA**  
Duke University Medical Center  
Durham, NC

**Jennifer Geremia, PA**  
Gastrointestinal Medicine Associates  
Cranston, RI

**Angela Gieseler, PA**  
Saint Louis University  
Fenton, MO

**HoChong Gilles, NP**  
Richmond VA Medical Center  
Midlothian, VA

**Elizabeth Goacher, PA**  
Duke University Medical Center  
Durham, NC

**Andrea Gossard, NP**  
Mayo Clinic  
Mantorville, MN

**Joscelyn Greaves, NP**  
Gastroenterology Specialist Inc  
Canton, OH

**Christina Hanson, NP**  
South Denver Gastroenterology  
Highlands Ranch, CO

**Joanna Healey, NP**  
Henry Ford Hospital  
Berkley, MI

**Allison Hobbs, NP**  
University of Louisville Hospital  
Louisville, KY

**Michael Hodo, NP**  
Charlie Norwood VA Medical Center  
Clarks Hill, SC

**Patrick Horne, NP**  
University of Florida  
Gainesville, FL

**Bridget Howard, NP**  
Mayo Clinic  
Scottsdale, AZ

**Sarah Hubbard, PA**  
Liver Institute of Virginia  
Mechanicsville, VA

**Mackenzie Jarvis, PA**  
Carolinas Healthcare System  
Charlotte, NC

**Moriane Joseph, NP**  
University of Miami  
Miami, FL

**Simi Joseph, NP**  
Northwestern Medicine Digestive Health Center  
Chicago, IL

**Amy Kassebaum, PA**  
Northwestern Memorial Hospital  
Chicago, IL

**Michele Kissous-Hunt, PA**  
Fifth Avenue GI  
New York, NY

**Alex Lapasaran, NP**  
Las Vegas Gastroenterology  
Las Vegas, NV

**Stella Madu, PA**  
Michael E. DeBakey VAMC  
Missouri City, TX

**Sharon Magalona, NP**  
Reddy GI Associates  
Mesa, AZ

**Nicole Martinez de Andino, NP**  
Augusta University  
Augusta, GA



# FACULTY



**Lucy Mathew, NP**

Cedars-Sinai Medical Center  
Los Angeles, CA

**Jordan Mayberry, PA**

UT Southwestern  
Dallas, TX

**Meghan McAuliffe, NP**

Northwestern Medicine  
Chicago, IL

**Gabriella McCarty, NP**

North Shore Gastroenterology  
Westlake, OH

**Ann Moore, NP**

Arizona Liver Health  
Phoenix, AZ

**Carla Molliner, PA-C**

University of Miami  
Miami, FL

**April Morris, NP**

Hunter Holmes McGuire VA Medical Center  
Richmond, VA

**Megan Morsi, PA**

Wayne State University  
Ann Arbor, MI

**Monica Nandwani, NP**

Stanford Health Care  
Redwood City, CA

**Beth-Ann Norton, NP**

Brigham and Women's Hospital  
Crohn's and Colitis Center  
Boston, MA

**Jill Olmstead, NP**

St. Joseph's Heritage Health  
Fullerton, CA

**Kimberly Orleck, PA**

Atlanta Gastroenterology Associates  
Atlanta, GA

**Alexandra Parris, PA**

University of Pennsylvania  
Conshohocken, PA

**Sarah Patel, PA**

Weill Cornell Medicine and Rutgers University  
Westfield, NJ

**Ashley Peace, PA**

University of South Alabama  
Lucent, MS

**Gail Pearson, NP**

South Denver Gastroenterology  
Englewood, CO

**Oyin Penny, NP**

KCGI  
Kansas City, MO

**Dawn Piercy, NP**

Duke University Medical Center  
Durham, NC

**Mary Pollock, NP**

Private Gastroenterology Practice  
Sharpsville, PA

**Renee Pozza, NP**

Southern California Liver and GI Centers  
San Dimas, CA

**Glenda Quinones, NP**

University of Miami  
Miami, FL

**Lisa Richards, NP**

UC San Diego Health Care System  
San Diego, CA

**Yuki Rosenkoetter, PA**

Scripps Clinic Medical Group  
San Diego, CA

**Amy Rourke, PA**

BIDMC  
Natick, MA

**Sonia Saporito Alford, PA**

Philadelphia College of Osteopathic Medicine  
Easton, PA

**Lori Saunders, NP**

Scripps Torrey Pines  
Oceanside, CA

**Abigail Scherrer, PA**

Massachusetts General Hospital  
Boston, MA

**Shayla Schoenoff, PA**

Mayo Clinic  
Rochester, MN

**Vicki Shah, PA**

Rush University  
Chicago, IL

**Felicia Shaya, PA**

Henry Ford Health System  
St. Clair Shores, MI

**Lorie Sinese, PA**

Hospital of the University of Pennsylvania  
Plymouth Meeting, PA

**Christopher Smith, PA**

Gastroenterology Associates of Pensacola  
Cantonment, FL

**Norma Solis, NP**

University of Miami  
Miami, FL

**Hilary Ugras, NP**

University of Pennsylvania  
Philadelphia, PA

**Janette Villalon, PA**

University of California Irvine Medical Center  
Long Beach, CA

**Christina Walter, PA**

Sutter Health, California Pacific Medical Center  
San Francisco, CA

**Kristina Tuesday Werner, NP**

Mayo Clinic  
Phoenix, AZ

**Alana Wichmann, NP**

Clement J. Zablocki VA Medical Center  
Waukesha, WI

**Amanda Wilhite, PA-C**

Houston Methodist  
Houston, TX

**Carol Williams, NP**

Digestive Health Specialists of the Southeast  
Dothan, AL

# PROPOSED AGENDA



## THURSDAY, SEPTEMBER 9<sup>TH</sup>

### ALL DAY ARRIVALS AND ON-SITE REGISTRATION

- |                   |                   |
|-------------------|-------------------|
| 5:30 PM – 6:30 PM | Product Theater   |
| 6:30 PM – 8:30 PM | Welcome Reception |

## FRIDAY, SEPTEMBER 10<sup>TH</sup>

- |                      |   |
|----------------------|---|
| 7:00 AM – 8:00 AM    | Breakfast   |
| 7:00 AM – 8:00 AM    | Product Theater   |
| 8:00 AM – 12:00 NOON | Plenary Session – State-of-the-Art in Gastroenterology & Hepatology<br><i>featuring didactic updates, case-based reviews, and interactive discussions</i> |
| 12:00 NOON – 1:00 PM | Lunch   |
| 12:00 NOON – 1:00 PM | Product Theater   |
| 1:00 PM – 2:30 PM    | Parallel Plenary Sessions: Gastroenterology & Hepatology  |
| 3:00 PM – 5:00 PM    | Workshop Sessions   |
| 5:00 PM              | Meeting Adjourns  |
| 5:00 PM – 6:00 PM    | Product Theater   |
| 6:00 PM – 7:30 PM    | Faculty Dinner Reception  |

## SATURDAY, SEPTEMBER 11<sup>TH</sup>

- |                     |   |
|---------------------|---|
| 7:00 AM – 8:00 AM   | Breakfast   |
| 7:00 AM – 8:00 AM   | Product Theater   |
| 8:00 AM – 9:40 AM   | Plenary Session – State-of-the-Art in Gastroenterology & Hepatology<br><i>featuring didactic updates, case-based reviews, and interactive discussions</i> |
| 10:00 AM – 12:20 PM | Parallel Plenary Sessions: Gastroenterology & Hepatology  |
| 12:20 PM – 1:20 PM  | Lunch   |
| 12:20 PM – 1:20 PM  | Product Theater   |
| 1:20 PM – 2:40 PM   | Plenary Session – State-of-the-Art in Gastroenterology  |
| 3:00 PM – 4:40 PM   | Workshop Sessions   |
| 4:40 PM             | Close   |

### EXHIBIT HOURS

- |                                      |   |
|--------------------------------------|---|
| THURSDAY, SEPTEMBER 9 <sup>TH</sup>  | 6:30 PM – 8:30 PM; Reception at 6:30 PM                       |
| FRIDAY, SEPTEMBER 10 <sup>TH</sup>   | 7:00 AM – 6:00 PM; Breaks at 10 AM, 12 Noon (lunch), and 3 PM |
| SATURDAY, SEPTEMBER 11 <sup>TH</sup> | 7:00 AM – 1:00 PM; Breaks at 10 AM & 12 Noon (lunch)          |

# SPONSORSHIP OPPORTUNITIES



The GHAPP Annual Conference provides an outstanding opportunity to build exposure and generate new leads by offering the following levels of sponsorship opportunities.

Benefits at the GHAPP Annual Conference	Diamond \$185,000	Gold \$100,000	Silver \$50,000
Acknowledgment and recognition as a major sponsor during conference's opening remarks, on the GHAPP website, and on all conference materials and website. Logos will be displayed on conference materials, at the reception, and in the common areas	√	√	√
Recognized as sponsor of the Thursday night reception	√	√	√
Complimentary Conference Registrations and networking events	√ Eight (8)	√ Six (6)	√ Four (4)
Exhibit Space	√ 10'x10' Booth Space	√ 12' Table	√ 6' Table
Banner advertisement on the conference app's main screen to ensure maximum visibility	√	√	
Customized push notifications on conference app	√ Two (2) push notifications on app	√ One (1) push notification on app	√ One (1) push notification on app
Two (2) email blasts with corporate communication/advertisements to GHAPP conference attendees	√		
Promotional product bag inserts in the conference bag	√ Two (2) bag inserts	√ One (1) bag insert	√ One (1) bag insert
Corporate logo on conference bag	√		
Opportunity to meet with the GHAPP Faculty at the GHAPP Faculty Dinner on Friday night	√	√	
Company product theater (45-minutes to address the audience) – The live conference Product Theater will also be livestreamed to the virtual national audience to expand reach. <i>- Only six (6) time slots available. First-come, first-served.</i> (Product theater signage at the registration desk). The non-CME programs are sponsored and supported by commercial entities	√		
<b>ADVISORY BOARD</b> – An opportunity to host an ad board with up to 15 disease state experts <i>- Ad board to be scheduled during non-conference hours (Thursday or Sunday)</i>	√ Fifteen (15) experts	√ Ten (10) experts	√ Seven (7) experts

Benefits Throughout the Year	Diamond \$185,000	Gold \$100,000	Silver \$50,000
Throughout 2021, acknowledgment and recognition as Diamond, Gold, or Silver sponsor on the GHAPP website	√	√	√
Your corporate logo with a hyperlink in the Industry-Resources section of the app. <i>Under the Industry-Resources section, there are three subsections for exposure opportunities: Product Theaters, Patient Assistance Programs and Product Resources</i>	√	√	
Recognized as an early career scholarship sponsor with travel support for young and upcoming APPs. Opportunity to meet the individuals at the GHAPP Conference Welcome Reception on Thursday night	√	√	√
Recognized as a sponsor at GHAPP regional educational events throughout 2021 – Four (4) regional community CME educational programs proposed	√		

## Conference Exhibitor: \$10,000

- Throughout 2021, acknowledgment and recognition as a conference sponsor during opening remarks, on the GHAPP conference website and on all conference materials
- Two (2) conference registrations
- Standard exhibit space
- One (1) promotional product bag insert in the conference bag

## Conference Bag Sponsor: \$10,000

Corporate logo on the conference bag

## Industry-Supported Satellite Symposia: \$65,000

We are excited to offer commercial supporters a new opportunity to host and offer independent CME educational programs through satellite symposia. These symposia will take place on designated days and times.\* Satellite symposia must be sponsored/organized by an ACCME accredited organization and offer CME credits. Providers must designate activities for category 1 (one) credit in advance. An application must be submitted to GHAPP for approval. Details about the application to follow after the fee has been submitted.

\*Two opportunities for satellite symposia: Thursday evening 5:45PM - 6:30PM or Saturday morning from 7:00AM - 7:45AM.

A la carte Opportunities	Price
Wi-Fi Station	\$10,000
Charging Stations	\$10,000
Full-Page Advertisement in GHAPP News (Conference Periodical)	\$3,500
Full-Page Advertisement in GHAPP's Quarterly E-newsletter	\$3,500
App Ad	\$2,500
App Push Notification	\$2,500

# GHAPP SPONSORSHIP FORM

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TO SECURE YOUR SPONSORSHIP,  
**CLICK HERE**  
TO COMPLETE THE ONLINE FORM AND AGREEMENT

To further discuss conference support opportunities, please contact:

**Pablo Gabella**  
Senior Director, Business Development  
Focus Medical Communications  
**Tel: 714-890-2769**  
**pgabella@focusmeded.com**

MAKE CHECKS PAYABLE TO:  
**GHAPP**

MAIL CHECKS TO:  
**Focus Medical Communications**  
Attn: GHAPP Conference  
7 Century Drive, Suite 104  
Parsippany, NJ 07054

# TERMS AND CONDITIONS

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## **PAYMENT TERMS**

Confirmation of your sponsorship/exhibit space is contingent upon receiving full payment prior to the scheduled event date. Payment instructions will be provided in a confirmation email upon submission of this form.

## **CANCELLATION POLICY**

A refund, less a handling fee of 10%, will be given for cancellations received in writing within 3 business days after the Sponsorship/Exhibitor's Agreement is completed using the online webform. After this date, no refunds will be granted unless the conference is cancelled altogether.

If the conference is postponed and rescheduled within one year of the originally scheduled date, no refunds will be granted. However, the sponsorship/exhibitor fee shall be applied to the rescheduled conference.

Should the conference be cancelled and does not take place within one year of the originally scheduled date, a full refund shall be granted.

## **LIABILITY**

The Exhibitor agrees to defend, indemnify and hold harmless the conference venue Hotel, GHAPP and Focus Medical Communications, along with their employees, agents, representatives, and guests, from any third party claim, cause of action, liability, damage, cost or expense of any kind whatsoever arising out of or relating in any way to the Exhibitor's alleged intentional or negligent conduct during or in connection with its participation in the conference, including the reimbursement of all damages assessed and reasonable attorneys' fees and costs incurred.

## **INSURANCE FOR EXHIBIT ITEMS**

The Exhibitor assumes all risk and financial responsibility for the loss or damage of its personal property during or related in any to the conference. The Exhibitor further acknowledges that it is responsible for insuring its personal property and that GHAPP does not maintain any insurance coverage for that purpose. The Exhibitor forever releases and otherwise waives all claims against the conference venue Hotel, GHAPP and Focus Medical Communications, along with their employees, agents, representatives, and guests, arising out of or relating to the loss or damage of the Exhibitor's personal property.

## **EXHIBIT LOGISTICS**

All requests (e.g., power source, internet access) will be handled between the exhibitor and the hotel. The costs will be directly charged to the exhibitor.

The GHAPP planners will assign the exhibit location within the expo area.



# GHAPP

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Advanced Practice Providers