Exhibitor prospectus

2027 Sentara Advanced Practice Provider Conference
APPs: Driving the Future of Healthcare

April 29-30, 2027
Hilton Virginia Beach Oceanfront



Sentara®

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Dear Exhibitor,

On behalf of the Sentara Health APP Council, we are pleased to announce the "**2027 APP Conference - APPs: Driving the Future of Healthcare**". The APP Conference connects advanced practice providers through educational sessions on current healthcare topics, emerging evidence, and clinical guidelines while promoting professional growth, collaboration, networking, and best practices in patient care. Topics to be included are Psychiatry, Orthopedics, Cardiology, Women's Health, AI, Human Trafficking, Gerontology, Dermatology, Obesity, Pediatrics, Nephrology, Antibiotic Stewardship, General Surgery, Neurology.

Nurse Practitioners, Physician Assistants, CRNAs, leaders, students, and other health care professionals will benefit from the wide range of topics discussed to confirm and enhance their practice for patients seen daily. We are anticipating 150 participants.

Program details at Sentara.com/APP-Conference

Your organization is invited to participate in the conference by providing an exhibit fee in the amount of $1,700. Included with the exhibit fee is a table (6 ft), two chairs, and recognition of exhibitors onsite. All exhibitors will be acknowledged in materials distributed during the conference.

Product exhibits will be available during the conference on April 29-30, 2027, at the Hilton Virginia Beach Oceanfront. Exhibitors may have displays during registration, breakfasts, morning and afternoon breaks, lunches, and the social event following day one.

As an organization approved by the Southern States CME Collaborative (an approved Accreditation Council for Continuing Medical Education (ACCME) provider) to provide accredited continuing medical education (CME), Sentara Health conducts such programs in accordance with the policies and guidelines of that organization. As indicated in the ACCME Standards for Commercial Support, live promotional activities will be kept separate from the CME.

To support this exceptional conference with an exhibit, please complete the **online registration** (select Exhibitors tab) process as indicated by April 16, 2027. If there is an additional person at your organization with whom we should correspond, please let us know. We are excited about this program and hope that you will join us.

If you have any questions about this conference or need additional information, please contact:

Beth Herman, CME Associate
P: 757-363-6636
bxherman@sentara.com

Maggie Ruch, CME Consultant
P: 757-974-0565
mxruch@sentara.com

Agenda

(subject to change)

Day one
Thursday, April 29, 2027

Time	Topic
9:00 – 9:45 a.m.	**Registration/Breakfast**
9:45 – 10:00 a.m.	Introduction/Welcome
10:00 – 1 1:00 a.m.	ADHD and Autism
11:00 a.m. – 12:00 p.m.	Acute Joint Evaluation and Treatment
12:00 - 1:00 p.m.	**Lunch**
1:00 – 2:00 p.m.	Recurrent UTIs with ABX Pearls and Benefits of Vaginal Estrogen Cream
2:00 – 3:00 p.m.	Management of Heart Block
3:00 – 3:15 p.m.	**Break**
3:15 – 4:15 p.m.	Endocrine Pearls
4:15 – 5:00 p.m.	Food as Medicine
5:00 – 5:05 p.m.	Closing Remarks
5:05 – 6:30 p.m.	**Meet and Greet**

Day two
Friday, April 30, 2027

Time	Topic
6:45 – 7:45 a.m.	**Registration/Breakfast**
7:45 – 8:00 a.m.	Introduction/Welcome
8:00 – 9:00 a.m.	How APPs are Driving the Future of Healthcare
9:00 – 10:00 a.m.	Pain Management Strategies
10:00 – 10:15 a.m.	**Break**
10:15 – 11:10 a.m.	The Business of Medicine: What Every APP Should Know
10:15 – 11:10 a.m.	Bipap, High Flow, And NIV Treatment Pearls
10:15 – 11:10 a.m.	Sleep Apnea
11:15 a.m. – 12:10 p.m.	Provider Self Care
11:15 a.m. – 12:10 p.m.	VMAP for MOMS+ Program
11:15 a.m. – 12:10 p.m.	General Derm Procedures in the Office
12:15 – 1:15 p.m.	**Lunch**
1:15 – 2:15 p.m.	Stroke Updates
2:15 – 3:15 p.m.	Anemia Including Sickle Cell, Syncope, And Dizziness
3:15 – 3:30 p.m.	Closing Remarks

Exhibitor Information

Event information

Exhibit contact

Beth Herman, CME Associate
CME Associate, Sentara Health CME
bxherman@sentara.com

Event location

Hilton Virginia Beach Oceanfront
3001 Atlantic Avenue
Virginia Beach, VA 23451

Book your room for the APP conference

Hotel information: **SMG APP Conference**

Exhibit location and hours

Exhibits will be held in Peacock Ballroom Salon C near the general session. A beverage table will be available in Salon C. Breakfast and lunch will be held in the Peacock Foyer. Storage space is limited to what can fit under your skirted table.

Thursday, April 29, 2027

7:00 – 10:00 a.m.	Exhibit setup
9:00 – 5:00 p.m.	Exhibit hours
5:00 – 6:30 p.m.	Reception

Friday, April 30, 2027

6:45 – 3:30 p.m.	Exhibit hours
3:30 – 4:30 p.m.	Exhibit tear down

Exhibit fees

Standard tabletop exhibit: $1,700

- One 6' table and two chairs
- Wi-Fi
- Access to networking opportunities throughout the conference
- Recognition in conference materials

Sentara Health is a not-for-profit organization, and our Tax ID number is 52-1271901.

Payment via credit card is preferred. If payment must be made via check, we prefer you send it via FedEx or UPS mail, and share the tracking information with us.

We accept the following payment methods:

- **Credit Card** – this is the preferred payment method. We accept Visa/Mastercard/AMEX. The portal to process credit card payments is at the end of the registration process.
- **ACH** – reach out to Beth Herman (**bxherman@ sentara.com**) for information on this process.
- **Check** - If payment must be made via check, we prefer you to send it via FedEx or UPS mail and share the tracking information with us.

Checks should be made payable to:

Sentara Health
Attn: Elena Neal
1300 Sentara Park (W2-07)
Virginia Beach, VA 23464

Include "**2027 APP Conference**" in the note/memo section of the check.

Exhibitor assignments

Table space will be assigned in order of receipt of payment.

Exhibitor Information

Event information and logistics

Accommodation

Guest rooms have been reserved for attendees and their guests with special activity rates at the Hilton Virginia Beach Oceanfront. In order to receive the group rate, reservations must be made before the room block is filled or before the expiration date of 5:00 p.m., March 29, 2027, whichever comes first. Reservations will be taken after this date based on space and rate availability.

Shipping

Packages may be shipped directly to the hotel but may not arrive more than three (3) days prior to the meeting. A $25.00 per box handling and storage fee will be charged for any additional incoming boxes. Please provide the CME office with shipping numbers for UPS and/or FedEx. Package charges will apply at the hotel.

Shipping address

Hilton Virginia Beach Oceanfront
Attn: Catering Department
3001 Atlantic Ave
Virginia Beach VA 23451
HOLD FOR: Sentara Advanced Practice Provider Annual Conference/Name of Recipient
Date of Meeting/Total Number of Boxes (i.e. 1 of 4)

Exhibit policies

Each company may designate up to two people to be responsible for the exhibit space during the exhibit times.

Exhibits and exhibitors must comply with all relevant Sentara Health, American Medical Association, and Accreditation Council for Continuing Medical Education policies.

Per CME compliance, we do not distribute or allow access to the attendee lists. You may have a sign in sheet at your booth.

Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display at all times. No formal security will be hired for this meeting. It is understood that Sentara Health is not liable for any loss or damages to property or personal injury caused by the exhibitor or his agents, representatives, employees, or any other persons. It is further understood and agreed that Sentara Health shall not be held liable to an exhibitor for any lost profits, sales, or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of these policies.

CME guidelines related to exhibit space and promotional activities

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/ commercial support.
- All exhibitors must be in a room or other area separate from the education, and the exhibits must not interfere with or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities, including interviews, demonstrations, and the distribution of literature or samples, must be done within the exhibitor's space.
- Canvassing or distributing promotion materials outside the exhibitor's rented exhibit space is not permitted.
- Company representatives may attend CME activities for the sole purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the educational space.
- Company representatives must remove their name badge and company logo before entering the educational space.