CPNP 2017 Sponsor Prospectus











Get to Know CPNP

The College of Psychiatric and Neurologic Pharmacists (CPNP) is a professional association representing over 2000 psychiatric and neurologic pharmacists. CPNP's membership consists of specialty pharmacists who are trained in pharmacology, pharmacokinetics, drug-drug and drug-disease state interactions, and in optimizing medication adherence. Psychiatric and neurologic pharmacists, as members of a treatment team of healthcare professionals, can and do make a difference in patient recovery and quality of life.

Partner with CPNP

CPNP invites you to become a visible part of our organization as a corporate sponsor, advertiser, and/or as a sponsor of the 20th Annual Meeting. Your involvement supports CPNP in:

- Oeveloping best-in-class education and professional development.
- Serving as the sole provider of recertification education for Board Certified Psychiatric Pharmacists (BCPP).
- Advocating for recognition of pharmacists as providers.
- Educating healthcare professionals on comprehensive medication management as the gold standard practice model.
- Shaping and influencing regulatory actions such as the Clozapine REMS.
- Offering specialized expertise to policy makers and regulatory agencies such as the FDA Network of Experts.
- Providing opportunities for professional networking and collaboration through 9 practice communities.
- Offering conduits for the distribution of research and cutting edge practice through the *Mental Health Clinician* and scientific poster sessions.
- Confronting the opioid crisis head-on through educational offerings and the distribution of guides on naloxone access and the role of the pharmacist in identifying opioid addiction.
- Collaborating with industry, professional and consumer organizations to improve the lives of the patients we serve.

Prospectus Table of Contents

Connect Through CPNP	3
The Power of Psychiatric and Neurologic Pharmacists	4
Corporate Sponsor Program	5-6
2017 Annual Meeting • April 23-27 • Phoenix, AZ • cpnp.org/2017	
Annual Meeting Sponsorships	7-8
Satellite Symposia & Product Theaters	9-10
Sponsor Application Form	11

The Power of Psychiatric and Neurologic Pharmacists



Member Psychiatric and Neurologic Pharmacists...

Practice in These Primary Areas

Clinical Practice



Provide Consultation to Physicians



Select/Dose Medication



Consult Individually with Patients

Education and Training



Precept Residents and Fellows



Provide CME/ACPE Presentations

Drug Policy



Conduct
Drug Utilization
Reviews



Conduct Formulary Reviews



Develop Drug Use Policy

Research

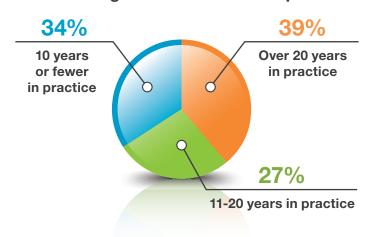


Present
Peer Reviewed
Publications/
Posters

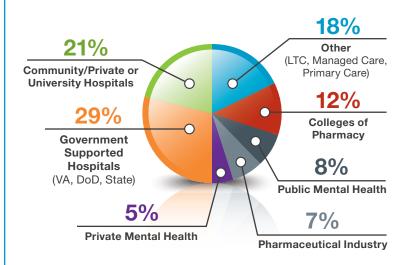


Conduct Clinical Research

Have a Range of Professional Experience

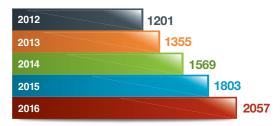


Practice in Diverse Settings



CPNP—The Industry's Home Association

CPNP Membership



Pharmacist Member Expertise



Board Certified Psychiatric Pharmacists



Residency or Fellowship Trained



Programs and Institutions Utilize Pharmacists to Teach Pharmacy Students, Medical Residents, and Nurses

Psychiatric and Neurologic Pharmacists:



Prescribe, adjust, and discontinue medications independently or under collaborative practice agreements.



Develop drug use policy, treatment guidelines, and disease management protocols.



Manage annual drug budgets and formulary decisions.



Provide comprehensive medication management which involves assessing the efficacy of psychiatric and neurologic medications, performing medication histories, and providing treatment strategies for a therapeutic plan.



Increase treatment adherence.



Evaluate and manage comorbid health conditions in collaboration with other providers.



Perform patient assessments such as metabolic monitoring; order and interpret medication-related tests.



Train and educate other healthcare professionals.

Number of Board Certified Psychiatric Pharmacists (BCPPs)



Annual Meeting Attendance



Scientific Posters Presented at the Annual Meeting



Psychiatric Pharmacy Residency Positions



CPNP Student Chapters



Corporate Sponsor Program



CPNP's corporate sponsor program allows you as a company to differentiate yourself and be recognized by your customers as an essential component to their success. Your corporate sponsorship provides you with an important year-round link to a community of specialist pharmacists in psychiatry and neurology and their professional association. Given its dedication to the worlds of both pharmacy and psychiatry, CPNP's reach extends to a number of other association partners, consumer advocacy organizations, and other professional organizations recognizing our unique expertise in the field.

CPNP Encourages You to Participate in the CPNP Corporate Sponsor Program to Gain:

- 1. Opportunities for year-round visibility within CPNP and with the CPNP membership commencing January 1 through December 31, 2017.
- 2. Opportunities for visibility at the CPNP Annual Meeting.
- 3. Advance notification of sponsorship and pharmaceutical pipeline presentation opportunities.

CPNP Offers Three Levels of Corporate Sponsorship

Level Unique Benefits

GOLD \$15,000

- Year-round recognition of corporate sponsorship on the *Mental Health Clinician (MHC)* web site (mhc.cpnp.org), CPNP's official journal. Several ad slots rotate through 180x150 banners provided by corporate sponsors. Along with open submissions, themes for 2017 editions include Therapeutic uses for Illicit Substances, Psychiatric Management of the Medically Complicated Patient, Updates in Drug Therapy, Cannabinoid Therapeutics, Complementary and Alternative Medicine (CAM) in Psychiatry and Neurology, Combating Benzodiazepine and Opioid Abuse, and a Geropsych Update.
- Four (4) complimentary non-member registrations to the CPNP Annual Meeting.
- Invitation to the Industry Relations Meeting held at each Annual Meeting allowing for networking and discussion on the future of neuropsychiatric pharmacy and enhancing patient care.

- Acknowledgement of corporate sponsor status with ribbons, signage and in opening remarks at the Annual Meeting.
- First notification of Annual Meeting product theater and sponsorship opportunities.
- Acknowledgement year-round as a corporate sponsor on CPNP's website with company name listed by sponsor level under the About CPNP tab (cpnp.org/about/sponsors).
- Hosting of one (1) peer-reviewed corporate sponsor supplement in a 2017 edition of the MHC for a reduced fee of \$10,000 (33% savings).
- Reduced rate for bulk purchases of CPNP products.

SILVER \$10,000

- Recognition of corporate sponsorship on the *Mental Health Clinician (MHC)* web site (mhc.cpnp.org), CPNP's official journal, for a period of six (6) months. Several ad slots rotate through 180x150 banners provided by corporate sponsors.
- Two (2) complimentary non-member registrations to the CPNP Annual Meeting.
- Invitation to the Industry Relations Meeting held at each Annual Meeting allowing for networking and discussion on the future of neuropsychiatric pharmacy and enhancing patient care.
- Acknowledgement of corporate sponsor status with ribbons, signage and in opening remarks at the Annual Meeting.

- First notification of Annual Meeting product theater and sponsorship opportunities.
- Acknowledgement year-round as a corporate sponsor on CPNP's website with company name listed by sponsor level under the About CPNP tab (cpnp.org/about/sponsors).
- Hosting of one (1) peer-reviewed corporate sponsor supplement in a 2017 edition of the MHC for a reduced fee of \$12,500 (20% savings).
- Reduced rate for bulk purchases of CPNP products.

BRONZE \$5,000

- Recognition of corporate sponsorship on the *Mental Health Clinician (MHC)* web site (mhc.cpnp.org), CPNP's official journal, for a period of one (1) month. Several ad slots rotate through 180x150 banners provided by corporate sponsors.
- One (1) complimentary non-member registration to the CPNP Annual Meeting.
- Invitation to the Industry Relations Meeting held at each Annual Meeting allowing for networking and discussion on the future of neuropsychiatric pharmacy and enhancing patient care.
- Acknowledgement of corporate sponsor status with ribbons, signage and in opening remarks at the Annual Meeting.
- First notification of Annual Meeting product theater and sponsorship opportunities.
- Acknowledgement year-round as a corporate sponsor on CPNP's website with company name listed by sponsor level under the About CPNP tab (cpnp.org/about/sponsors).
- Reduced rate for bulk purchases of CPNP products.





Levels of Corporate Sponsorship-Evaluating Your Options for 2017

	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Mental Health Clinician Banner Ad	12 Months	√ 6 Months	√ 1 Month
Complimentary Non-Member Registrations to the Annual Meeting	√ 4	√ 2	√ 1
Industry Relations Meeting Invite	\checkmark	V	V
Acknowledgement at Annual Meeting	\checkmark	V	\checkmark
First Notification of Sponsorship Opportunities	V	V	V
Web Listing	\checkmark	V	\checkmark
Mental Health Clinician Supplement Savings	√ 33% Discount	√ 20% Discount	N/A
Reduced Rate for Bulk CPNP Product Purchases	\checkmark	√	\checkmark

Corporate Sponsors Support CPNP's Strategic Initiatives

- Our Profession: CPNP will promote inclusion of psychiatric and neurologic pharmacists as an important component of the health care team in improving outcomes for those living with mental illness.
- Our Expertise: CPNP will advance our various educational products to remain innovative and to provide the best value to our members.
- 3. Our Organization: CPNP will maintain a fiscally and operationally effective organization as well as cultivate new leaders, improve committee structures, and enhance the member and volunteer experience through involvement and participation.
- **4. Our Membership:** CPNP will focus on connecting members with the peers and resources most important to them.
- 5. Our Voice: CPNP will improve our visibility by establishing the Mental Health Clinician (MHC) as a respected peer-reviewed journal.

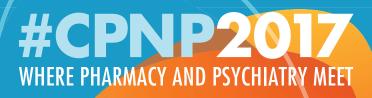
2016 Corporate Sponsors







Annual Meeting Sponsorships





PHOENIX CONVENTION CENTER PHOENIX, ARIZONA

The CPNP Annual Meeting is regarded as the premier conference on psychiatric and neurologic pharmacy. Attended by nearly 700 participants in 2016, the CPNP meeting is unique in its focus on psychiatric disorders and treatment. Organizations can sponsor many aspects of the CPNP Annual Meeting ranging from event sponsorships to product theater and symposium sponsorships as detailed on pages 7-8.

Sponsorship Benefits Include:

- Frequent recognition in CPNP's electronic publications sent to over 20,000 pharmacists and other health care professionals.
- Logo visibility on the Annual Meeting website at cpnp.org/2017 and in promotional ads
- On-site visibility through signage, announcements, ribbons, and in the conference program
- Other benefits unique to each sponsorship

For More Information on Sponsor Opportunities:

- Visit: cpnp.org/2017sponsors
- Contact:
 Brenda Schimenti, Executive Director bschimenti@cpnp.org

 402.476.1677

CPNP 2017 Sponsorship Opportunities



Industry Symposium or Product Theater Luncheon Program • \$35,000

Three 1.5 to 2 hour luncheon slots are available to companies desiring to present either an ACPE approved educational program or promotional product theater aligned with clinical areas served by the organization. Additional information is available on pages 8 and 9.



Industry Symposium or Product Theater Mid-Afternoon Program • \$25,000

One 1.5 hour slot is available to a company desiring to present either an ACPE approved educational program or promotional product theater aligned with clinical areas served by the organization. Additional information is available on pages 8 and 9.



Industry Symposium or Product Theater Breakfast Program • \$20,000

One 1.5 hour slot is available to a company desiring to present either an ACPE approved educational program or promotional product theater aligned with clinical areas served by the organization. Additional information is available on pages 8 and 9.



Internet Access and Mobile App Supporter • \$25,000

Be front and center by providing complimentary internet access in all meeting spaces throughout the Annual Meeting. Additionally, promote your company on a banner ad featured on the mobile event app. One tap can take the user to your company's website.

Annual Meeting Sponsorships



Reception Supporter • \$20,000

Promote your organization through signage, ads, and napkins while Annual Meeting attendees enjoy Southwestern themed food and beverage as they network with peers. Three complimentary tickets to the reception are included.



Discussion Dens • \$15,000

New to the CPNP Annual Meeting, support a living room conversation atmosphere designed to encourage small group meetings on topics pertinent to the profession. The dens will be labeled with your company name and signage will be plentiful. Treat attendees to practical peer dialogue and an espresso.



Advisory Group Roundtable • \$15,000

Dialogue with a small group of CPNP Annual Meeting attendees invited per your specific criteria. A snack and beverages for participants is included along with meeting space and basic audiovisual.



Audience Response System • \$10,000

Support a valuable learning tool utilized in the 'majority of the educational sessions at the meeting. Recognition is provided in the conference program, on the website and through signage.



Tote Bag • \$10,000

A favorite of attendees, this conference remembrance has true practical value. The tote bag is distributed to all attendees of the CPNP 20th Annual Conference and will be in use long after the conference is over. Your company logo will be printed on the outside of the tote bag with approval of the artwork by CPNP required.



Full Page Ad in Conference Program • \$7,500

Include your company ad in the guide that is flipped through thousands of times both online and on-site at the conference.



Conference Notepad • \$6,000

Notepads will be placed in every attendee's tote bag for their use throughout and after the conference. This is a great way to promote your company as attendees take notes during the informative educational sessions. Your company logo is printed on the notepad and your organization will be recognized as a sponsor on signage, on the website, and in the conference program.



Insert in Tote Bag • \$5,000

Create visibility for your company, a product, or an event at the Annual Meeting with an insert in the ever-popular conference tote bag distributed to attendees upon arrival.



Half Page Ad in Conference Program • \$5,000

Include your company ad in the guide that is flipped through thousands of times both online and on-site at the conference.



Research Award Supporter • \$5,000

Join CPNP and the CPNP Foundation in recognizing 5 award recipients resulting from the scientific poster sessions and platform presentations. Signage, web recognition, and inclusion in the conference program are all included in this sponsorship.

Pharmaceutical Pipeline Session

Your company can submit pharmaceutical pipeline presentation proposals to provide the very latest information about new CNS compounds to attendees at the CPNP Annual Meeting. The presentations will be held Tuesday, April 25 from 4:30-5:30 p.m. Submissions accepted include:

- Phase 1 or 2 studies of CNS compounds for which Phase 3 data have not been presented
- Clinical data in Phase 3 focused on tested and untested pharmacological mechanisms to inform the field for future work
- Proof of concept studies
- Proof of mechanism studies

Submissions will be accepted online at cpnp.org/2017pipeline through February 1, 2017

Industry Supported Satellite Symposia and Product Theaters at the Annual Meeting

CPNP has reserved 5 prime blocks of time, at varying fee levels, for either industry supported symposia or product theaters. These opportunities are unopposed by other events or programming unless noted. Symposia applications are reviewed and approved upon receipt of application, copy of grant letter of agreement, and deposit. Symposium slots are assigned at the time of approval by CPNP. Product theater slots are awarded after January 23, 2017.

Industry Symposia

The CPNP Annual Meeting offers the perfect opportunity to provide topical information on clinical areas consistent with your corporate objectives. A grant supported educational symposium is defined as a scientific program developed for educational purposes. All programs must provide ACPE contact hours and be in compliance with federal and state laws that regulate the marketing and promotion of reimbursable health care products. Symposia slots are awarded at time of application if all criteria are met and slots remain available.

Product Theaters

Sunday April 23

The Product Theater sessions allow your company to present new research findings on products, give product details, give demonstrations, and highlight new products to a key audience. These sessions are promotional and are not eligible for continuing education contact hours. Product Theaters must be delivered by company-designated speaker(s). All programs must be in compliance with federal and state laws that regulate the marketing and promotion of reimbursable health care products. Product theater slots are awarded after January 23, 2017 when application is accompanied by all required information and meets CPNP criteria.

Fees Include:

- CPNP web site promotion
- Inclusion in on-site program schedule and in verbal announcements
- Promotion within CPNP's monthly electronic registrant and membership newsletters
- On-site signage
- One-time use of registrant mailing list for invitation issuance only
- Meeting room rental and set-up at the Phoenix Convention Center
- Registration desk
- · Access to a speaker ready room
- Audiovisual and staging to include:
 - Floor to ceiling black drapery for back wall (for length of stage)
 - 2 Screens
 - Function space set banquet style for 400
 - A raised stage with space for a head table for three and podium
 - Appropriate staging lights and lighting dimmer hardware
 - Speaker timer



CPNP is an approved provider of ACPE credit and will accredit industry symposia for a fee of \$5,000 each. Compliance with all accreditation guidelines and deadlines is required.



Endurings resulting from symposia can be hosted as a supplement within the *Mental Health Clinician* (mhc.cpnp.org) for a fee of \$12,500 inclusive of ACPE credit.

If interested in these services, please contact Brenda Schimenti, Executive Director, at bschimenti@cpnp.org or at 402.476.1677.

Tuesday April 25

Available Symposium and Product Theater Slots

Monday April 24

Suriday, April 25	Worlday, April 24	ruesuay, April 25
Lunch	Lunch	Breakfast
Time: 11:15 a.m1:00 p.m. Fee: \$35,000 Estimated Attendance: 250	Time: 11:45 a.m1:30 p.m. Fee: \$35,000 Estimated Attendance: 325	Time: 7:00-8:30 a.m. Fee: \$20,000 Estimated Attendance: 100
	Mid-Afternoon*	Lunch
2017 Annual Meeting April 23-26 Phoenix Convention Center Phoenix, AZ cpnp.org/2017	Time: 4:15-6:00 p.m. Fee: \$25,000 Estimated Attendance: 200 *Note: No meal/break service required for this slot	Time: 12:00-2:00 p.m. Fee: \$35,000 Estimated Attendance: 300

Industry Supported Satellite Symposia and Product Theaters at the Annual Meeting

Symposia and Product Theater Guidelines

- No competing events are held during Satellite Symposia or Product Theaters, with the exception of the Tuesday breakfast slot when a limited audience community meeting may be offered.
- All events, with the exception of the Monday mid-afternoon slot, must provide an appropriate meal. The cost of the meal is the responsibility of the provider, not CPNP.
- CPNP will assign one dedicated meeting room to symposia and product theaters. This room will be set banquet style (rounds) for approximately 400 attendees.
- With the use of one dedicated meeting room for all symposia and product theaters and a tight schedule, a standard room set and basic audiovisual package are required and are included in the fee.
- Symposia and Product Theater providers <u>must</u> use CPNP's preferred audiovisual provider for additional equipment and services.

- Once CPNP confirms your meeting room, time slot, and topic, all arrangements and expenses for catering (not applicable for Monday mid-afternoon slot) and other meeting services will be the responsibility of the supporting organization or their assigned contractor.
- A speaker ready room is provided.
- Attendance must be open to all CPNP Annual Meeting attendees and is only available to individuals registered for the CPNP Annual Meeting. Attendance can be capped due to budget limitations with permission from CPNP.
- Speakers for the symposium or product theater must be registered to the CPNP Annual Meeting for at least the day of the event.

Symposia Specific Guidelines

- All Satellite Symposia must be approved for ACPE credit. Providers can contract with CPNP to provide ACPE services as detailed on page 8.
- A CPNP member must be selected as Program Chair and written symposia proposals must be approved by CPNP prior to submission to pharmaceutical grant providers.
- All Satellite Symposia meals are limited to 30 minutes.
- Programming is limited to 90 minutes. Total symposium length is limited to 2 hours. Time available may be less depending on scheduling and slot assigned.
- Fifty percent of the fee is due at time of application with the remaining balance due by March 20, 2017.

Product Theater Specific Guidelines

- Product Theater applications will be reviewed and approved by CPNP to ensure information is suitable for conference attendees.
- Product theater slot assignments will occur after January 23, 2017. Date and time of application submission will be considered when slots are awarded.
- Meal is limited to 30 minutes and programming is limited to 60 minutes.
- The entire fee is due within 30 days after the product theater slot is awarded by CPNP.

Deadlines

October 2016-January 23, 2017

- Satellite symposia and product theater applications accepted. CPNP does consider date of receipt of the application when awarding slots so early submission of applications is recommended.
- Symposium applications must be accompanied by a payment of 50% of the symposium fee.
- Product theater applications will be reviewed to ensure they meet all CPNP criteria and slots will be awarded after January 23, 2017. The product theater fee is due within 30 days after the slot is awarded.

October 2016

- First marketing piece distributed to potential attendees (over 25,000 individuals).
- Annual Meeting website at cpnp.org/2017 launches.

January 2017

- Product theater slot assignments are made after January 23, 2017. Fee payment due in full within 30 days after slot assignment.
- Second attendee marketing brochure outlining full meeting schedule, grant supporters, and industry sponsored symposia and product theaters is sent to over 25,000 individuals and posted on the CPNP website.
- Detailed information regarding Industry Satellite Symposia content, speakers and ACPE information is due.
- Product theater information added to the website as available.

March 20, 2017

- Remaining 50% of any outstanding symposium fees are due.
- Pre-registrant mailing list made available to symposium and product theater providers for promotion.

Sponsor Application Form

(check all that apply) Produ	ct Theater Application					
Contact Name and Title:						
Organization:						
Street:			City, State, Zip:			
Phone:F	Fax:	E	Email:			
Contact Name and Title:						
				p:		
			-	ρ'		
Corporate Sponsorship	Annual Meeting Spo	onso	rship			
☐ Gold \$15,000	■ Symposium/Product The	eater	\$35,000	☐ Audience Response System	\$10,00	
☐ Silver \$10,000	☐ Symposium/Product The	eater	\$25,000	☐ Tote Bag	\$10,00	
☐ Bronze \$5,000	Symposium/Product The	eater	\$20,000	Program Full Page Ad	\$7,50	
	☐ Internet Access/Mobile /	■ Internet Access/Mobile App		□ Conference Notepad	\$6,00	
	Reception		\$20,000	☐ Tote Bag Insert	\$5,00	
	□ Discussion Dens		\$15,000	Program Half Page Ad	\$5,00	
	☐ Advisory Group Roundta	able	\$15,000	Research Award Supporter	\$5,00	
Symposium or Product Th	neater					
The following information needs to	be submitted along with this a	applic	ation:			
Symposium		Product Theater				
Title of Symposium			tle of Product			
Abstract of Content, Learning Objectives and Proposed Agenda			Product/Research Being Discussed at Product Theater Priof Description of the Braduct Theater Including on Amenda			
Program Chair (must be CPNP meFaculty Listing	ember)	 Brief Description of the Product Theater, Including an Agenda Faculty Listing and CV/Bio 				
 Information on Third Party/Medica 	al Education Company if no	Faculty Disclosure				
prior relationship with CPNP	a,		, 2.00.00			
• Fifty percent (50%) of fee						
Symposium or Product Theater P Please rank your preferred date and ti		ice. Ti	mes subject to	o change based on the final program so	chedule.	
Sunday, April 23, 2017 • 11:15 a.m1:00 p.m. • \$35,000			Tuesday, April 25, 2017 • 7:00-8:30 a.m. • \$20,000			
Monday, April 24, 2017 • 11:45	5 a.m1:30 p.m. • \$35,000		Tuesday, Apr	il 25, 2017 • 12:00-2:00 p.m. • \$35,00	0	
Monday, April 24, 2017 • 4:15-	-6:00 p.m. • \$25,000					
Payment						

- Annual Meeting Sponsorship: Payment is due when submitting application.
- Corporate Sponsorship: Payment is due when submitting application.
- Symposium: Fifty percent of fee is due with Symposium application.
- Product Theater: Payment is due in full within 30 days after slot assignment.

Payment must be in the form of a check drawn on a U.S. bank, in U.S. funds, made payable to "CPNP," a 501(c)6 non-profit organization.

CPNP's Tax ID Number is: 47-0808612

A check for \$ ___

Contact Information:

Phone: 402-476-1677 Fax: 888-551-7617 Email: Info@cpnp.org Website: cpnp.org

Annual Meeting: cpnp.org/2017