



# RhAPP

RHEUMATOLOGY ADVANCED  
PRACTICE PROVIDERS

## 2021 SPONSOR PROSPECTUS

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[www.rhapp.org](http://www.rhapp.org)

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**RhAPP**  
RHEUMATOLOGY ADVANCED  
PRACTICE PROVIDERS



# RhAPP

RHEUMATOLOGY ADVANCED  
PRACTICE PROVIDERS

## ABOUT RhAPP

**Rheumatology Advanced Practice Providers (RhAPP)** is an initiative dedicated to developing educational programs, providing professional advancement services, and assembling resources for—and guided by—advanced practice providers (APPs).

Through our peer-to-peer network, we seek to support the integral role APPs play in the rheumatology healthcare community by providing the most relevant and timely information and communication for the treatment of their patients with rheumatic diseases.

## MISSION STATEMENT

To have APPs deliver comprehensive educational updates through a platform designed to allow for rich interaction and exchange of ideas between NPs, PAs, & PharmDs on the topics most clinically relevant to the treatment of immune-mediated inflammatory diseases.

## CURRENT FOCI

- Workforce issues
- Unmet educational needs
- Diagnosis, management, and treatment of immune-mediated inflammatory diseases
- Management of comorbidities
- Safety and use of conventional DMARDs, biologic and biosimilar therapies, and small molecule therapies
- Guideline implementation

In addition, RhAPP will provide programming and opportunities designed to support peer-to-peer networking, career development, and advancement for existing APPs as well as clinical placement for APPs joining the rheumatology workforce.

*Annually, RhAPP will provide educational programming in the following content areas:*

Antiphospholipid Syndrome (APS)

Crystal Arthropathies

Dermatology

Fibromyalgia

Hypermobility

Immunology

Inflammatory Eye Disease

Lupus/Lupus Nephritis

Metabolic Bone Disease

Mixed Connective Tissue Disease

Myositis

Osteoarthritis

Pain Management

Pediatric Disease

Pulmonary

Radiology

Rheumatoid Arthritis

Spondyloarthritis

Sarcoidosis

Scleroderma

Sjogren's Syndrome

Telemedicine

Vaccines

Vasculitis

**...Plus Cross-Specialty Courses!**

## THE RhAPP APPROACH

**RhAPP is the preeminent educational opportunity for APPs** in the field of rheumatology. RhAPP provides cutting-edge education, peer-to-peer networking, and resources, all of which are developed by APPs for APPs. APPs play a critical role in the care and management of patients with rheumatic diseases, and RhAPP equips colleagues with the education, tools, and resources they need to be leaders in the field and provide unmatched care for their patients.

## 2021 CONFERENCE OVERVIEW

The objectives of the 2021 RhAPP conference are to bring APPs together for an in-depth clinical update, to foster an interactive discussion of the latest scientific and clinical developments, and to review important, current concepts relating to the multidisciplinary treatment of patients with rheumatic diseases. The conference will exclusively feature expert APP speakers and will offer a combined plenary, small-group learning environment to facilitate interaction between attendees and faculty on the most clinically relevant topics, including RA, SpA, lupus, lupus nephritis, vasculitis, pediatric disease, scleroderma, bone disease, gout, pain management, sarcoidosis, and mixed connective tissue disease.

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

- Clinically relevant information concerning advances in research via scientific posters, abstracts, and presentations
- An opportunity for professional development and interaction with leading experts in rheumatology
- The latest research/abstracts: access to information on the most recently presented abstracts at the EULAR & ACR 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

## 2021 SPONSORSHIP OPPORTUNITIES

RhAPP will offer a number of sponsorship opportunities designed to provide interaction and engagement with the RhAPP community, which includes the Steering Committee, RhAPP faculty, and our APP database. Sponsorship packages include visibility at the conference and on the RhAPP website, [www.rhapp.org](http://www.rhapp.org).

### Some of the benefits available to Premier Sponsors include:

- Logo placement on educational materials distributed monthly to the RhAPP database
- Priority selection of Product Theater at the 2021 National Conference
- Recognition as a corporate sponsor on all 2021 National Conference materials and the RhAPP website
- Opportunity to host an Advisory Board with the RhAPP Steering Committee at the Annual Conference
- Complimentary Annual Conference registrations
- Premier placement of the exhibit booth
- Complimentary insert in attendee conference bags
- Company and product resources included on our RhAPP mobile app, Application for Clinical Exchange (ACE)

***SAVE THE DATE!***

**RhAPP 2021  
NATIONAL CONFERENCE**

**September 30<sup>th</sup> - October 2<sup>nd</sup>  
Phoenix, AZ**

*Please see pages 6-7 for  
complete details on all  
sponsorship opportunities.*



## RhAPP COMMUNITY

Our Steering Committee and Faculty are made up of NPs, PAs, and clinical PharmDs who practice in a variety of settings, from leading academic institutions to group rheumatology practices and private practices. They practice in cities across the United States and bring their experiences from the myriad of clinical settings they represent to RhAPP's approach to educational programming and professional opportunities.

## 2021 STEERING COMMITTEE



**Jessica Farrell, PharmD**  
The Center for Rheumatology  
Albany, NY



**Danielle Gatti, PharmD**  
Northwell Health  
Great Neck, NY



**Kyle George, PA-C**  
Idaho Arthritis Center  
Meridian, ID



**Elizabeth (Betsy) Kirchner,  
CNP, RN-BC**  
Cleveland Clinic  
Cleveland, OH



**Eileen Lydon, ANP-BC**  
NYU Hospital for Joint Diseases  
New York, NY



**Amanda Mixon, PA-C**  
Private Practice  
Denver, CO



**Monica Richey, MSN,  
ANP-BC/GNP, BSN**  
Northwell Health  
Great Neck, NY



**Wendy Simmons, PA-C,  
DFAAPA**  
Carolina Arthritis Associates  
Wilmington, NC



**Patricia Travis, CNP**  
Cleveland Clinic  
Cleveland, OH



**Christy Vath, PA-C**  
Seattle Rheumatology Associates  
Seattle, WA

## 2021 FACULTY

Kara Addison, DNP, DCNP, FNP-BC, APRN

Lisa Alleman, MPAS, PA-C

Naomi Amudala, MSN, FNP-BC

Susan Barrett, RN, MSN, CNP

Margaret Bobonich, DNP, FNP-C, DCNP, FAANP

Rachel Busch, NP

Lisa Butler, DO

Caroline Cameron, PA-C

Eric Campbell, PA-C

Michele Cerra, MSN, FNP-C

Tiffany Clark, RN, MSN, CNP

Katherine Cole, MMS, PA-C

Denise Costanzo, MSN

Nancy Eisenberger, FNP

Beth Faiman, PhD, APRN-BC, AOCN

Jessica Farrell, PharmD

Melissa Fessel, DNP-AGNP

Heather Finlayson, MS, PA-C

Jackie Fritz, RN, BSN, MSN, CNS, PHN, RN-BC

Kyle George, PA-C

Shannon Ghizzoni, PA-C

Audrey Gibson, PA-C, MSPAS

Linda Grinnell-Merrick, NP-BC

Tanya Golovanoff, PharmD

Erin Haines, PA-C

Jeannette Hart, PA-C, MCHS

Isabel Hartig, AGNP-C

Michelle Hicks, MSN, RN, FNP-C

Richard Horn, NP

Laurie Hughell, PA-C, MPH

Julie Keegan Strosser, MMS, PA-C

Tara Kennedy, FNP, RN

Chris Kottenstette, PA-C, CPE

Robert Laugherty, JD, MBA, PA-C

Andrea Mace, PA-C

Tegan Magsam, PharmD, BCACP, CPP

Jen McGill, PA-C

Donald Miller, PharmD

Nathan Mitchell, PharmD

Tony Mixon, PharmD

Patricia Murphy, MSN, CNP, CNM

Wendy Ramey, BS, Pharm, RPh, CSP

Beth Resman-Targoff, PharmD, FCCP

Christine Rodenbo, DNP

Katherine Rosen, RN, MSN, NP-C

William Saalfeld, DNP, APRN

Erin Siceloff, PA

Jennifer Simpson, DNP

Katie Springer, PA-C

Anne Sullivan, APRN, MSN, CNP

Janine Sullivan, FNP-C

Michelle Sutter, CPNP-PC

Chris Title, RRT, RN, BSN, MSN

Stacey Voorheis, PA-C

Rebecca Wideman, MSN, NP-C

Sue Williams-Judge, ARNP

Sarah Wilmsmeyer, PA-C

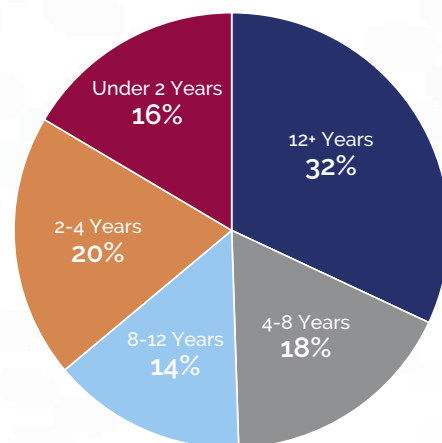
Elaine Zobrist, AGNP-C

Iris Zink, MSN, RN, ANP-BC, RN-BC

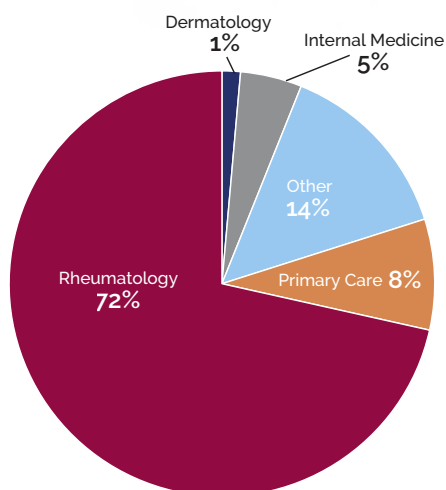
## 2020 INAUGURAL NATIONAL CONFERENCE METRICS

Our 2020 RhAPP National Conference attendees came from **over**

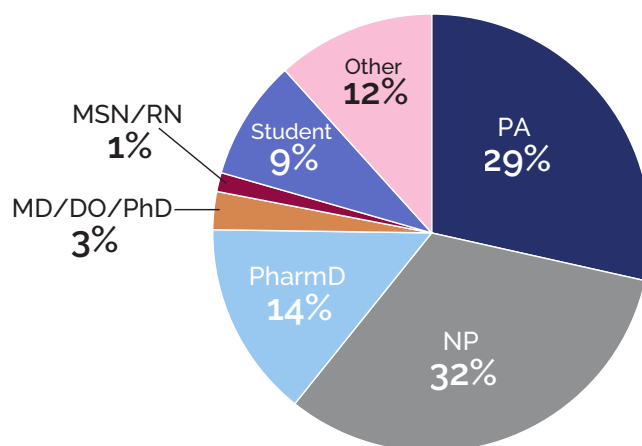
**40 states** across the US. See where our attendees are from:



Years in Practice



Specialty



Degrees

**88%**

Stated the activity would result in a change of practice behavior

**95%**

Rated the speakers **"OUTSTANDING"** or **"GOOD"** on knowledge of subject matter, effectiveness of delivery, and responsiveness to questions

**97%**

Said this activity was scientifically sound and free of commercial bias or influence

**96%**

Agree this educational activity will enhance their professional effectiveness in treating patients

As a result of participating in this activity

**34%**

Will create/revise protocols, policies, and/or procedures

**57%**

Will change the management and/or treatment of patients

The 2020 RhAPP National Conference reached over **260 virtual attendees!** The impact of this education and networking experience is evident in the comments of our attendees. Hear what they have to say:

"I just wanted to thank you for inviting me to be part of the inaugural RhAPP conference. It was a **REALLY WONDERFUL EDUCATIONAL EXPERIENCE**, and I learned so much.

When I first started in rheumatology 11 years ago, I didn't know a single other rheumatology APP. Being part of something like this would have been a game changer!

I'm excited to watch how RhAPP will grow in the future!"

**Naomi Amudala, MSN, FNP-BC**

Clinical Nurse Manager  
Penn Vasculitis Center/Rheumatology  
Philadelphia, PA

"**WOW! WOW!! WHAT AN AMAZING CONFERENCE!** I am humbled to work with such fabulous and knowledgeable caregivers. I just want to personally thank the RhAPP course directors for tackling this ginormous job!!! I am so excited to have all this incredible knowledge presented. I look forward to relearning as I continue to make each presentation part of my daily practice."

**Jackie Fritz, RN, MSN, RN-BC**

Medical Advancement Center  
Los Alamitos, CA

"I was **SO IMPRESSED WITH THE PROFESSIONALISM, KNOWLEDGE BASE OF THE PRESENTERS, AND THE VIRTUAL PLATFORM.** Also found the presentations to be very applicable to my current practice, and I learned a lot that can help me in treating my patients. The crossover sessions combined with other specialties were very useful, and I learned so much. Plus, the **VIRTUAL EXHIBIT HALL WAS SO WELL DONE**, and info was very helpful."

**Katie Springer, PA-C**

Northwestern Medical Group/Rheumatology  
Lake Forest, IL

"I feel the content was presented well and really enjoyed all the topics. I especially liked the cross-specialty presentations along with Q&A afterwards. I also felt quite engaged with the small-group presentations virtually.

**THANK YOU FOR PUTTING ON SUCH A GREAT CONFERENCE,** I look forward to attending the next in person."

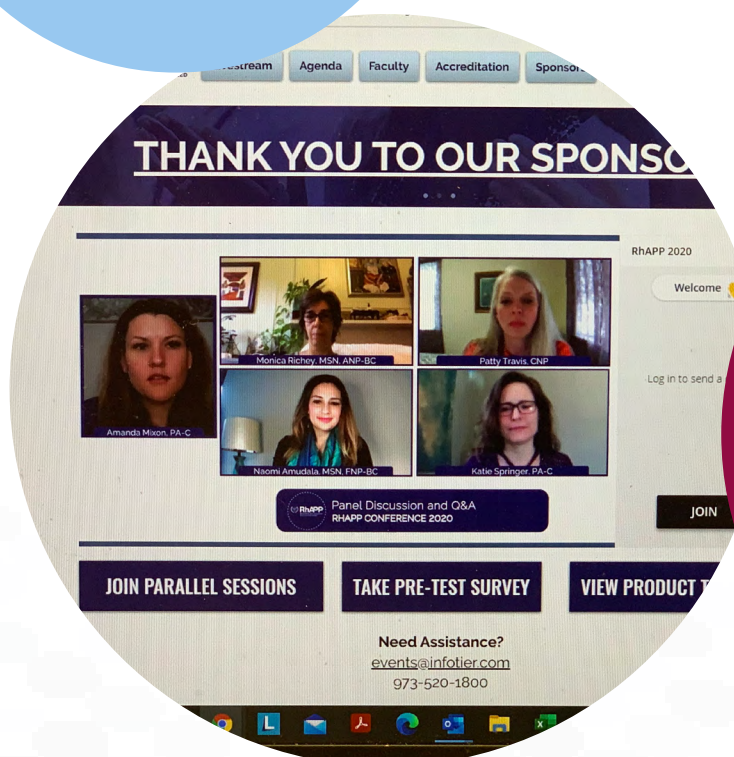
**Tanya Golovanoff, PharmD, BCSCP**

Poudre Infusion Therapy LLC  
Fort Collins, CO

"It was refreshing to see the RhAPP faculty so excited about this inaugural conference, despite the challenges of the pandemic. It is easy to engage when you're surrounded (virtually) by people who really care about our mission with RhAPP. **I WAS AGAIN IMPRESSED BY THE BROAD KNOWLEDGE BASE WE HAVE WITH RHAPP;** I'm blown away by the expertise and insight every time we meet."

**Jeanette Hart, PA-C, MCHS**

Kadlec Regional Medical Center and Clinics  
Kennewick, WA



## 2021 CORPORATE SPONSORSHIP OPPORTUNITIES

RhAPP provides an outstanding opportunity to build exposure and generate new leads by offering various levels of sponsorship opportunities, both annually and at the 2021 National Conference that will be held from September 30 to October 2, 2021.

Benefits at the RhAPP National Conference	Diamond \$160,000	Gold \$85,000	Silver \$35,000
Opportunity to host a Product Theater (50 minutes to address the audience) <i>• Product Theater time slots are available on a first-come, first-served basis</i> <i>• Available time slots: Thursday dinner, Friday breakfast, Friday lunch, Friday dinner, Saturday breakfast, Saturday lunch</i> <i>• All food costs are covered by RhAPP</i> <i>• Audio/visual components – including a podium microphone, a lavalier microphone, projection, and screen and sound equipment – are covered by RhAPP</i> <i>• One-page announcement for the Product Theater distributed to all conference attendees</i> <i>• Product Theater signage at the registration desk</i>	√		
Opportunity to host a Faculty Roundtable discussion with up to 12 faculty members <i>• Roundtable to be scheduled during non-conference hours (Thursday afternoon; Friday morning or afternoon; Saturday morning or afternoon)</i>	√ Twelve (12) experts	√ Eight (8) experts	√ Five (5) experts
Sponsorship of the RhAPP Welcome Reception <i>• Corporate logos will be displayed on signage throughout the reception</i>	√	√	√
Seats at the RhAPP faculty dinner	Four	Two	One
Conference registrations	Ten	Six	Three
Exhibit space	√ 10x10 Booth Space	√ 12' Table	√ 6' Table
Logo recognition on all national conference materials and signage	√	√	√
Company logo featured on attendee conference bags	√		
Promotional product bag inserts in attendee conference bags	Four	Two	One
Digital/social media <i>• Banner advertisement on conference app main screen (DIAMOND ONLY)</i> <i>• One customized push notification on conference app (DIAMOND &amp; GOLD ONLY)</i> <i>• Dedicated social media post (Twitter, Facebook, Instagram) posted during conference (ALL)</i>	√	√	√
Access to electronic media advertising	√	√	√
Two (2) email blasts with corporate communication/advertisements to RhAPP conference attendees	√		
Benefits Throughout 2021			
Opportunity to participate in monthly teleconference with RhAPP Steering Committee	√		
Recognition as a corporate sponsor on the RhAPP website; logo and link to company website	√	√	√
Recognition in the quarterly RhAPP educational newsletter	√	√	√
Opportunity to host a live online Product Theater with RhAPP membership during 2021	√	√	
Company and product resources listed on RhAPP mobile app, Application for Clinical Exchange (ACE)	√	√	√
Patient Education and Assistance Programs featured on RhAPP mobile app, ACE	√	√	



## 2021 NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

### 2<sup>nd</sup> Annual National Conference September 30 - October 2, 2021 Phoenix, AZ

#### CONFERENCE EXHIBITOR: \$10,000

- Six-foot exhibit space
- Two conference registrations
- Logo recognition on all national conference materials and signage
- Throughout 2021, acknowledgment as an exhibitor on the RhAPP website, [www.RhAPP.org](http://www.RhAPP.org), and all RhAPP materials

#### WI-FI: \$7,500

- Wi-Fi network name and password chosen by sponsor
- Sponsor logo featured on all Wi-Fi signage placed throughout the conference space

#### HOTEL KEY CARDS: \$6,000

- Sponsor logo and artwork featured on the hotel key cards used by all conference attendees

#### CONFERENCE LANYARDS: \$3,000

- Sponsor logo and artwork featured on conference lanyards worn by all conference attendees

# RhAPP SPONSORSHIP FORM

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

To further discuss conference support opportunities, please contact:

**Anne Michaels**  
Focus Medical Communications  
**Tel: 504-208-0122**  
**amichaels@focusmeded.com**

Make checks payable to  
RHAPP

MAIL CHECKS TO:

**RHAPP**  
**c/o HBK CPAs & Consultants**  
100 Walnut Avenue  
Suite 103  
Clark, NJ 07066

# TERMS & CONDITIONS

## 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, the Rheumatology Advanced Practice Providers (RhAPP) National Conference, 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 AND RELEASE

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 the Rheumatology Advanced Practice Providers (RhAPP) National Conference does not maintain any insurance coverage for that purpose. The EXHIBITOR forever releases and otherwise waives all claims against the conference venue, the Rheumatology Advanced Practice Providers (RhAPP) National Conference, 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 Rheumatology Advanced Practice Providers (RhAPP) National Conference planners will assign the exhibit location within the expo area.



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