

# EXHIBITOR PROSPECTUS

# WOUND WEEK™ 2020

*For Clinicians, By Clinicians*

April 16-19, 2020 | Milwaukee, WI

HOST  
SOCIETY



AMERICAN PROFESSIONAL  
WOUND CARE ASSOCIATION

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Suite 4210  
Milwaukee, WI 53214  
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[www.apwca.org](http://www.apwca.org)



## PARTICIPATING SOCIETIES



[www.woundweek.com](http://www.woundweek.com)

# ABOUT WOUND WEEK™

Wound Week™ 2020 is an innovative, unparalleled educational opportunity that will feature superior content delivered by multidisciplinary faculty with true clinical expertise. This conference will allow clinician driven training and education in wound care, vascular and hyperbaric medicine. In addition to education and training, this meeting will offer unmatched clinician networking and focus groups comprised of the leadership of the various societies, allowing open discussion for ideas in planning future events; where the strength of partnership and teamwork through unification can be realized.

The American Professional Wound Care Association (APWCA) is the Host Society for Wound Week™ 2020. The Education Planning Committee (EPC), under the leadership of the APWCA was comprised of members of the participating societies. The EPC provided input to create the agenda and determine the content for the preconference and main conference sessions. The EPC also suggested content experts that could be selected to serve as faculty. Special tracks with emphasis on clinically relevant evidence-based practice standards will focus on specific subject matter, with content delivery by speakers from the various societies. The APWCA serving in its capacity as Host Society finalized the agenda, coordinated the faculty, obtained the accreditation and assumed responsibility for the operationalization of Wound Week™ 2020.

## HOST SOCIETY

- American Professional Wound Care Association (APWCA)

## PARTICIPATING SOCIETIES

- American College of Clinical Wound Specialists (ACCWS)
- American College of Hyperbaric Medicine (ACHM)
- American Professional Wound Care Association (APWCA)
- Association for the Advancement of Wound Care (AAWC)
- Asociación Mexicana para el cuidado integral y cicatrización de heridas (AMCICHAC)

## ENDORISING ORGANIZATIONS

- The American Board of Wound Healing
- Great Lakes Wound & Limb Salvage Symposium
- International Surgical Wound Complications Advisory Panel (ISWCAP)
- Serena Group® Research Foundation (SGRF)

## LEARNING OBJECTIVES

Following this activity, participants should be able to:

- Identify chronic wounds and distinguish ulcers of all etiologies including: diabetic, surgical, arterial and venous insufficiency, atypical wounds, and pressure ulcers.
- Understand wound healing physiology and recognize how to identify and correct factors that can disrupt normal wound healing trajectories.
- Describe general diagnostics and treatment strategies to manage ulcers of various etiologies.
- Explain surgical and non-surgical wound management protocols and discuss various treatment options including advanced and adjunctive therapies.

## ACTIVITY GOAL

This educational program is designed to be a comprehensive course associated with concepts in the diagnosis and treatment of non-healing ulcers and chronic wounds by providing clinically relevant educational topics for daily wound care treatment and best practices management protocols for achieving optimal patient outcomes. This conference complies with "Patient Care and Medical Knowledge" and was developed in the context of desirable physician attributes as designated by the Institution of Medicine (IOM) and American Board of Medical Specialties (ABMS)/Accreditation Council of Continuing Graduate Medical Education (ACGME) Competencies.

## LEARNING METHODS

Didactic Lectures • Panel Discussions • Case-Based Presentation and Discussion • Hands-On Demonstrations/Workshops • Skills Labs

## EDUCATIONAL SESSIONS

Topics will include, but will not be limited to:

Comprehensive Wound Care Review Course • Conducting Clinical Trials • Pressure Ulcer Workshop and Current Concepts in Pressure Ulcer Management • Debridement Skills • Hands-On Technology & Skills Workshop • Powerful & Provoking Patient Presentations • Healthcare Reform • Critical Wound Colonization • Combining Surgical and Wound Care Skills to Heal Foot Ulcers • Arterial Ulcers: Diagnosing & Treating PAD • Diagnosing and Treating Chronic Venous Insufficiency • Nutrition & Wound Healing • Surgical Wound Complications • Hyperbaric Highlights • Innovative Technologies • Artificial Intelligence • Lymphedema and Physical Therapy • Advanced Wound Healing Techniques & Technologies • Global Perspective on Wound Healing • The Biofilm Battlefield • Healthcare Reform • Surgical Wound Complications • Building Your Business • Inflammation & Cancer and Chronic Wound Healing • Difficult Diagnostic Dilemmas & Dermatopathology • Pharmacology and Wound Healing



# ABOUT THE PARTICIPATING SOCIETIES

## HOST SOCIETY



### **American Professional Wound Care Association (APWCA)**

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The American Professional Wound Care Association (APWCA) is a non-profit medical association welcoming medical providers from all disciplines involved in prevention and treatment of difficult wounds. Through a synergy of disciplines, APWCA has been a worldwide leader in clinician advocacy and education for the prevention and treatment of acute and chronic wounds since 2001. This association provides an informational and educational forum for healthcare providers, while promoting excellence in wound healing and patient advocacy.



### **American College of Clinical Wound Specialists (ACCWS)**

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The American College of Clinical Wound Specialists is dedicated to the advocacy, ongoing wound care education, and support of credentialed wound care providers of all disciplines. Their members strive to improve the public's health by practicing and encouraging evidence-based wound care management to promote healing.



### **American College Hyperbaric Medicine (ACHM)**

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The American College of Hyperbaric Medicine is a professional organization founded to support the clinical applications and professional practice of hyperbaric oxygen therapy and wound care. Members of the ACHM include physicians, nurses, technicians, and allied healthcare professionals who are dedicated to the appropriate utilization of hyperbaric oxygen for the benefit of patients. Hyperbaric oxygen therapy is a distinct medical specialty and the ACHM understands and outlines the standards of care for the use of oxygen as a therapeutic agent. Quality assurance and improvement in the practice of hyperbaric medicine and educational activities to enhance the understanding of the scientific evidence supporting oxygen-based technologies in clinical practice are integral parts of the organization's mission.



### **Association for the Advancement of Wound Care (AAWC)**

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The Association for the Advancement of Wound Care (AAWC) is the largest, non-profit, interdisciplinary wound care organization in the US, focused on education, public policy and the application of evidence-based wound care practice. Conceived in 1995, the mission of the AAWC is to advance the care of people with and at risk for wounds. Membership in the AAWC is open to individuals working in healthcare or a healthcare-related environment and/or who specialize in wound care, its education or its research.



### **Mexican Association for Comprehensive Care and Healing of Wounds, Civil Association (AMCICHAC)**

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The Mexican Association for Comprehensive Care and Healing of Wounds, Civil Association is a professional association recognized as the Mexican national advisory group for all areas in the field of healing and caring for patients with wounds and stoma. The organization provides and open space for academic development and growth within a framework of multidisciplinary, respectful, and plural debate. The group facilitates research, the defense of the rights of patients with wounds and stoma, team practice, as well as the creation of management guides and education based on academy, all of which translates into better patient care and at the same time more satisfaction in the daily practice of its members. The association has been a support and link for other Spanish-speaking groups and associations that share the ideals and principles of AMCICHAC. "Building a solid and plural Association that generates progress in the care of patients with wounds and stoma."



# SPONSOR OPPORTUNITIES

## PREMIER SPONSOR PACKAGES

### PLATINUM – \$40,000

- 2 Premium exhibit Tabletops
- Breakfast or lunch symposium
- 20 Complimentary exhibitor registrations\*
- Hands-on workshop\*\*
- 1 Full-page back cover ad in conference program
- 1 Full-page ad in conference program

### GOLD – \$30,000

- 2 Premium exhibit Tabletops
- Breakfast symposium
- 15 Complimentary exhibitor registrations\*
- Hands-on workshop\*\*
- 1 Full-page ad in conference program

### SILVER – \$20,000

- 2 Premium exhibit Tabletops
- Exhibit refreshment break
- 10 Complimentary exhibitor registrations\*
- Hands-on workshop\*\*
- 1 Full-page ad in conference program

## EXHIBIT SPACE

### 1 PREMIUM EXHIBIT TABLETOP – \$6,000

- 1 Exhibit Tabletop
- 3 Complimentary exhibitor registrations\*

### 1 EXHIBIT TABLETOP – \$4,000

- 1 Exhibit Tabletop
- 2 Complimentary exhibitor registrations\*

## SYMPOSIA

### BREAKFAST SYMPOSIUM – \$10,000

### LUNCH SYMPOSIUM – \$15,000

- 45-minute symposium with a buffet served outside of the symposium theater.

## ADVERTISING OPPORTUNITIES

### CONFERENCE TOTE BAGS – \$6,000

- Tote bags with sponsor logo distributed at registration.

### NAME BADGE LANYARDS – \$5,000

- Custom lanyards distributed at registration to all conference attendees. Lanyards provided by sponsor.

### EXHIBIT REFRESHMENT BREAK – \$5,000

- Host a refreshment break served by the sponsor.

### CONFERENCE PROGRAM – \$1,000- \$5,000

- Full page ad. Price dependent on number of pages and location.

### HANDS-ON WORKSHOP\*\* – \$2,000

*\* Complimentary if pre-registered by published deadline; \$50 late fee if registered onsite. \$300 per additional badge.*

*\*\* To qualify, the hands-on workshop application must be submitted by published deadline.*



# HANDS-ON WORKSHOP

## OVERVIEW

Exhibiting sponsors of the Wound Week™ 2020 are invited to participate in a NON-CME Hands-on Workshop Pre-conference session. The Hands-on Preconference session is intended to provide participants with an introduction to new technologies and an interactive environment to improve clinical skills using advanced training. Workshop sponsors must provide products and materials for the personalized hands-on experience.

Wound Week™ 2020 encourages dynamic demonstration with an educational focus led by a clinically experienced and trained proctor with an at each workshop. Participating sponsors are welcome to invite Wound Week™ 2020 faculty members to be a workshop proctor. It is the responsibility of the workshop sponsor to recruit proctor(s), negotiate honoraria and expenses and communicate all necessary workshop details.

Company name, workshop title, description, and proctor will be included in the onsite printed program. Wound Week™ 2020 will also promote the workshops online, via emails, and in other materials. Space for this event is limited. Applications will be accepted on a first come basis. Final selection of sponsors may be based on specific educational content/topic.

## APPLICATION DETAILS & STANDARD EQUIPMENT

### APPLICATION DETAILS

- \$2,000
- Additional tables may be rented for \$1,000 per table.
- To obtain the application email [exhibits@apwca.org](mailto:exhibits@apwca.org).
- Receive a \$500 discount if also exhibiting.

### EQUIPMENT

- Two 6'x30" tables with linens and two (2) chairs.
- Electrical and internet may be ordered directly from the venue.



# EXHIBIT SPACE & SUPPORT APPLICATION

WOUND WEEK™ 2020 • FOR CLINICIANS, BY CLINICIANS • APRIL 16-19, 2020 | MILWAUKEE, WI

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

Address \_\_\_\_\_

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

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Work Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_

## PAYMENT REGISTRATION

Upon receipt of application, an invoice will be sent to the email address provided above with online credit card and Check payment options.

Payments must be received prior to the meeting date; move-in will not be permitted without final payment.

APWCA is a 501(c)(6) non-profit organization, Tax ID 23-3078561. A W-9 is available upon request.

- **Credit Cards**  
3% processing fee, all major credit cards accepted
- **Checks**  
Payable to APWCA, mail to:  
6737 West Washington Street, Suite 4210  
Milwaukee, WI 53214

## EXHIBIT SUPPORT

exhibits@apwca.org

## TABLETOP CANCELLATIONS

Cancellations must be provided in writing; refunds will be as follows:

- 50% penalty on/after February 17, 2020 – before March 15, 2020
- No refunds will be given after March 16, 2020 – no refunds for “no-shows”

## SUPPORT OPPORTUNITIES

- Platinum Sponsor Package** ..... \$40,000
- Gold Sponsor Package** ..... \$30,000
- Silver Sponsor Package** ..... \$20,000
- 1 Premium Exhibit Tabletop** ..... \$6,000
- 1 Exhibit Tabletop** ..... \$4,000
- Conference Tote Bags** ..... \$6,000
- Name Badge Lanyards** ..... \$5,000
- Exhibit Refreshment Break** ..... \$5,000
- Hands-On Workshop** ..... \$2,000
- Breakfast Symposium**..... \$10,000
- Lunch Symposium** ..... \$15,000
- Conference Program Ad** ..... \$ \_\_\_\_\_
- Other** ..... \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

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