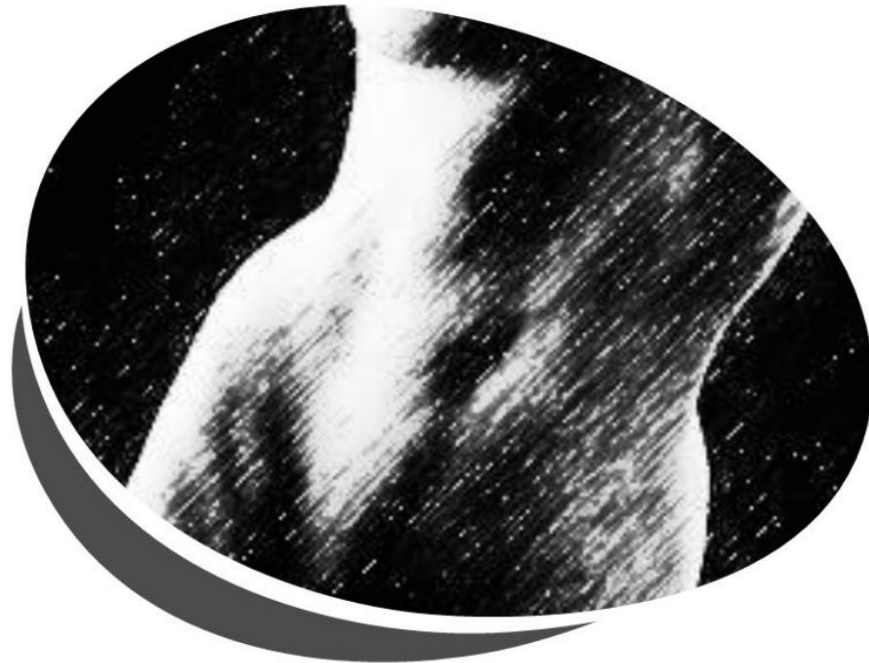


*Association for Pelvic Organ Prolapse Support
Proudly Presents*

WHEN2024

Women's Pelvic Health Expo



**SPONSOR & EXHIBITOR
PROSPECTUS**



HILTON EMBASSY SUITES
MILWAUKEE, WI

AUGUST 8-9, 2024

<https://www.pelvicorganprolapsesupport.org/when2024>

WHEN, Women's Health Empowerment Network, is an APOPS program addressing shortfalls in the pelvic organ prolapse space.



WHEN 2024
Women's Pelvic
Health Expo

***Increase Awareness and Understanding
of Women's Vaginal, Urinary,
Defecatory, and Intimate Health
Concerns***

Dear Women's Pelvic Health Constituents,

Since 2010, the Association for Pelvic Organ Prolapse Support (APOPS) has been making every effort to lift the shroud of silence regarding the chronic, cryptic, quality-of-life ramifications of pelvic organ prolapse (POP) to women's lives. Circling the patient, practitioner, research, academic, industry and policy wagons has always been a significant core of APOPS sub-structure, to usher in the next significant evolution of women's pelvic health awareness, screening, practice, and policy.

APOPS WHEN vision (Women's Health Empowerment Network) was born in 2014, with intent to address shortfalls within the global pelvic organ prolapse space. The **WHEN2024** Women's Pelvic Health Expo vision additionally includes multiple female below-the-waist health concerns that rarely see the light of day in open, comfortable conversation. While hybrid events including both patients and practitioners are rare, APOPS feels it is critical we address gaps on both sides of the healthcare fence to optimize women's wellness. Thus, WHEN was born.

The **WHEN2024** Women's Pelvic Health Expo objectives are:

1. Lift the veil of secrecy that encases vaginal health in general, and pelvic organ prolapse specific.
2. Educate women about pelvic organ prolapse and associated disorders to enable them to recognize symptoms and indicators of vaginal health disorders.
3. Encourage women to seek POP screening if they are experiencing symptoms.
4. Stimulate standardized POP screening processes.
5. Facilitate an industry platform to reach both patients and practitioners regarding tooling to treat pelvic organ prolapse and additional pelvic floor disorders.

APOPS is scouting for like-minded forward-thinking industry and practitioner experts to engage in our **WHEN2024** Women's Pelvic Health Expo via sponsorship, lunch symposium presentations, and exhibition booths. We must empower and encourage women to recapture health ballast.

Women are hungry for hope and APOPS will make every effort to fulfill their needs with information about conditions and treatment options at WHEN2024. We anticipate industry will quickly fill our space for this event. **Early industry registration is recommended.** Be a driver in the next significant evolution of and revolution in women's wellness. Register today to participate in APOPS stalwart efforts to lift the veil. Submit questions to Sherrie Palm at info.apops@gmail.com.

Thank you for all you do to advance women's health!

Respectfully,



Sherrie Palm, APOPS Founder/CEO

The WHEN Vision

The most common question APOPS is asked is

“why wasn't I informed of or screened for pelvic organ prolapse sooner?”

WHEN2024 will be a two-day live/recorded hybrid event held August 8-9, 2024 in Milwaukee, Wisconsin to enlighten and educate women, with a secondary focus of advancing POP curriculum within the women's health diagnostic practitioner space.

This expo has value for Patients, Practitioners, Research, Industry, and Policy, coming together to address and advance women's most intimate health needs!

Women want to know what's going on down below. Those with vaginal, urinary, defecatory, and intimate health issues are hungry for hope, answers, treatment options. WHEN2024 is your opportunity to share targeted information about the tools and treatments you have available with women actively seeking answers.

WHEN will be a gathering of female patients of all ages and women's health diagnostic practitioners from around the world, seeking insights about aspects of women's below-the-waist health in a conference format. Topics will include pelvic organ prolapse, urinary incontinence, overactive bladder, fecal incontinence, pain with intimacy, hormones, menopause, fibroids, endometriosis, atrophy, levator avulsion, hysterectomy, mesh, lichen sclerosis, cosmetic gynecology, and more.

Who Will Be There?

Female Patients, Teens through Baby Boomers and Beyond

Gynecologists

Urologists

Primary Care Practitioners

Physical Therapists

Nurse Practitioners and multiple fields of Nursing Practice

Medical Students

Midwives, Doulas

WHEN is an unprecedented opportunity to educate women and advance best practice in healthcare.

Exceptional opportunity for product and services exposure to both patients and practitioners.

WHEN2024 PRELIMINARY PROGRAM

~Exhibits in Atrium will be open throughout the Expo~

WHEN2024 PRELIMINARY PROGRAM

~Exhibits in Atrium will be open throughout the Expo~

DAY 1: THURSDAY, AUGUST 8, 2024

8:00 AM - 10:00 AM

PELVIC ORGAN PROLAPSE BASICS AND QOL

10:00 AM - 10:30 AM

BREAK, BEVERAGE, SWEETS AND SAVORY

10:30 AM - 12:10 PM

PELVIC ORGAN PROLAPSE NONSURGICAL TREATMENT OPTIONS

12:10 PM - 12:30 PM

LUNCH SETUP, VISIT EXHIBITORS

12:30 PM - 1:30 PM

LUNCH SYMPOSIUM

1:30 PM - 4:00 PM

PELVIC ORGAN PROLAPSE SURGICAL TREATMENT OPTIONS

5:30 - 6:30

ATRIUM EXHIBIT HALL COCKTAIL/APPETIZER RECEPTION

DAY 2: FRIDAY, AUGUST 9, 2024

8:00 AM - 10:00 AM

MENOPAUSE, ATROPHY, FIBROIDS, ENDOMETRIOSIS, VULVAR PAIN

10:00 AM - 10:30 AM

BREAK: BEVERAGE, SWEETS AND SAVORY

10:30 AM - 12:10 PM

LEVATOR AVULSION, LICHEN SCLEROSUS, EHLERS DANLOS, PAIN W INTIMACY

12:10 PM - 12:30 PM

LUNCH SETUP, VISIT EXHIBITORS

12:30 PM - 1:30 PM

LUNCH SYMPOSIUM

1:30 PM - 4:30 PM

POP SELF-SCREENING, COSMETIC GYNECOLOGY, FITNESS

ATRIUM EXHIBIT HALL FLOOR PLAN

The **WHEN2024** Exhibit Hall is located in the beautiful Hilton Embassy Suites Atrium, where both WHEN participants and flow-through hotel traffic will have access to vendor energy.



To reduce close proximity of like products and effectively optimize traffic flow, APOPS will make every effort to honor a vendor's booth preference, but it is not guaranteed.

Exhibit Booth Rental

All exhibitor booth rentals are provided on a first come, first served basis and include a trestle table, two chairs, and secured electrical cords. Power strips and additional A/V equipment needed must be arranged directly with hotel or self-supplied. Booths include 2 exhibitor badges plus exhibitor inline listing in program and on APOPS website. Lunch is included.

Book early to secure your spot. Send questions to info.apops@gmail.com

VENDOR BOOTH RENTAL FEES

April 4 - May 31, 2024 **\$2800.00**

June 1 - June 30, 2024 **\$3200.00**

bit.ly/WHEN2024Registration



MEETING SITE HOTEL

Hilton Embassy Suites
1200 S Moorland Rd
Brookfield, WI 53005
Front Desk Phone +1 262.782.2900
Fax +1 262.290.4874

Event Coordinator Claudia Surtees
Executive Meetings Manager
Claudia.Surtees@Hilton.com
+1 262.796.9104

EXHIBIT HALL LOCATION

Atrium

EXHIBITOR SETUP/MOVE OUT HOURS

Set up Wednesday August 7, 2024 6-10:00 PM
Move out Friday August 9, 2024 after 4:00: PM

EXHIBITION HOURS

Thursday August 8, 2024 8:00AM - 7PM
Friday August 9, 2024 8:00AM - 4PM

SHIPPING AND INSTALLATION SCHEDULE

Exhibit booth items/materials should be shipped to arrive at Hilton Embassy Suites between August 5-7, 2024, addressed to

Hilton Embassy Suites
Guest name:
WHEN2024, Group 921
Attn: Claudia Surtees
1200 S Moorland Rd
Brookfield, WI 53005

ROOM RESERVATIONS

All rooms are king or 2 queen suites including living room sofa sleeper. A limited block of rooms are available at a discounted group rate of \$139/night + taxes + hotel fees for Wednesday and Thursday nights. Rooms are available on a first come first served basis. We advise vendors to book their rooms early. The discount block rate will be available until block sells out or by July 7, 2024, 11:59pm, whichever comes first. Reservations for dates outside the blocked dates will need to contact the hotel directly at 1 262.796.9104.

WHEN Group code 921 Reservation Link:

<https://bit.ly/WHENhotelroom>

CANCELATIONS & DEPOSITS

Cancellation of exhibit space should be submitted via email but must be confirmed in writing via snail mail by June 30, 2024 to both

info.apops@gmail.com

Plus

Association for Pelvic Organ Prolapse Support
% WHEN2024
8225 State Rd 83
Mukwonago, WI 53149

Cancellation of exhibit reservation space prior to May 31, 2024 will result in exhibit space refund minus a \$300 non-refundable processing fee per exhibitor space. No funds reimbursed on cancellations on or after the May 31, 2024 cutoff date.

Contact
Sherrie Palm info.apops@gmail.com
262-706-3177

#WHEN2024

Women's Health Empowerment Network

Increase Awareness and Understanding of Vaginal, Urinary, Defecatory, and Intimate Health Concerns

LUNCH SYMPOSIUM SPONSORSHIP

Lunch symposium, 45-minute (inclusive of Q&A session per vendor design). Thursday and Friday sessions available. Secure your voice as a leader in women's health today!

Includes display in Atrium, trestle table, two chairs, and secured electrical cords. Power strips and additional A/V equipment needed must be arranged directly with hotel or self-supplied. Booths include 2 exhibitor badges plus exhibitor inline listing in program and on APOPS website. Lunch for exhibitors included.

Registration May 1 - May 31, 2024 \$5000.00
Registration June 1 - June 30, 2024 \$5500.00



Additional Branding Opportunities

Morning coffee breaks Thursday or Friday session. \$3200
Afternoon coffee break Friday. \$3200
Cocktail and appetizer reception Thursday evening. \$3800
Company logo on one side of conference tote. \$2500
Company logo on lanyard. \$1500
Company logo on table notepads. \$1000
Company logo on table pens. \$1000

bit.ly/WHEN2024Registration

Company ad in program, quarter page (ad artwork/layout must be submitted by June 15, 2024). \$1500

Company ad in program, half page (ad artwork/layout must be submitted by June 15, 2024). \$2000

Company ad in program, full page (ad artwork/layout must be submitted by June 15, 2024). \$2500



WHY SPONSOR OR EXHIBIT?

Increase your impact beyond the booth! Conference sponsorship increases visibility and company brand as you share your support of women at WHEN2024 socially, clarifying company dedication to women's health.

- **Expand exposure.**
- **Increase traffic to your website and social spaces.**
- **Spotlight a new brand, product or service.**
- **Differentiate your company from the competition.**
- **Capture brand exposure via APOPS website, eblasts, and global social spaces.**
- **Exposure in the Atrium to potential clients and customers who are not Expo participants but are using hotel facilities.**
- **Networking.**
- **Informal, relaxed opportunities to communicate face-to-face to better understand client needs.**

Submit general exhibitor and sponsor questions to
Sherrie Palm at sherriepalm.apops@gmail.com

Registration Link

bit.ly/WHEN2024Registration



THANK YOU FOR YOUR SUPPORT!

Advancing women's health through education within both patient and practitioner sectors is a not a maybe, it's a must. Your sponsorship of **WHEN2024 Women's Pelvic Health Expo** plays a notable role in APOPS efforts to address shortfalls in pelvic organ prolapse awareness, screening, practice, and policy. Side-by-side let's move women's below-the-waist health forward!

FOR APOPS USE ONLY

Date request received _____

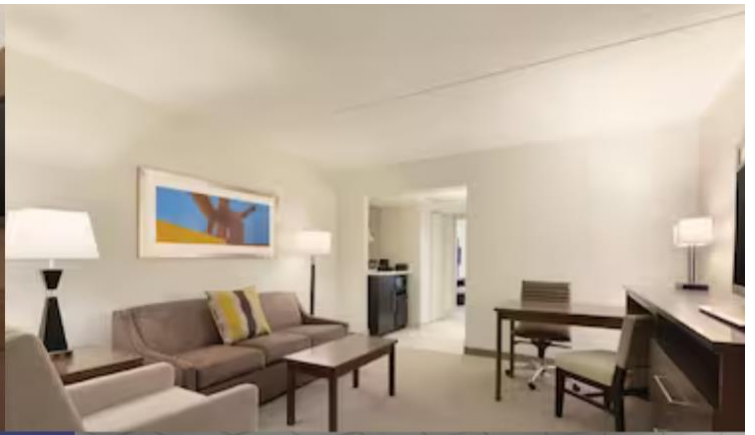
Invoice Ttl _____

Full payment received _____

Deposit payment received _____ Balance Due _____

Order # _____

APOPS Signature _____



**EMBASSY
SUITES
by Hilton™**