Get to Know CPNP

The College of Psychiatric and Neurologic Pharmacists (CPNP) is a professional association representing nearly 3000 psychiatric pharmacists and trainees. CPNP’s membership consists of pharmacists who are specialized and highly trained in psychiatry, addiction, psychopharmacology, and neurology. Psychiatric pharmacists, as members of an interprofessional team of health care 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 23rd Annual Meeting. Your involvement supports CPNP in:

- Developing best-in-class, professional education.
- Providing professional development opportunities as the sole provider of recertification education for Board Certified Psychiatric Pharmacists (BCPP).
- Advocating for recognition of pharmacists as a solution to increasing access to care and easing the psychiatric workforce shortage.
- Developing important professional resources and toolkits supporting advancement in the field.
- Shaping and influencing regulatory actions impacting patients.
- Offering specialized expertise to policy makers and regulatory agencies such as the FDA Network of Experts and SAMHSA.
- Providing opportunities for professional networking and collaboration through 12 practice communities.
- Offering conduits for the distribution of research and cutting-edge practice through the PubMed indexed Mental Health Clinician and scientific poster sessions.
- Confronting the opioid crisis head-on through educational offerings, toolkits, and other immediately applicable resources.
- Collaborating with industry, professional, and consumer organizations on projects, educational programs, and policies impacting the lives of patients.

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Psychiatric pharmacists are evidence-based practitioners who work as members of interprofessional health care teams in a variety of practice settings. They collaborate with other health care professionals to treat patients who are living with depression, schizophrenia spectrum disorders, bipolar spectrum disorders, substance use disorders, anxiety disorders, PTSD, dementia, seizures, traumatic brain injury, pain, and intellectual disabilities.

### Psychiatric Pharmacists Have Far Reaching Impact

**Clinical Practice and Patient Care**
- Prescribe medications independently and in collaborative practices
- Provide consultations to physicians and patients about drug/dose selection
- Manage specialty/high risk drugs such as long-acting injectables, clozapine, lithium, and substance use disorder treatments
- Assist in transitions of care between inpatient to outpatient settings

**Education and Training**
- Precept pharmacy and medicine residents and fellows
- Provide continuing education presentations
- Provide core psychopharmacology training to students and trainees
- Partner with advocacy and consumer organizations to provide medication resources, expertise, and to bring visibility to the needs of the underserved

**Research**
- Author peer-reviewed publications and presentations
- Conduct clinical trials, pharmacogenomics studies, and original clinical research
- Serve on select government panels such as the FDA Network of Experts

**Medication Use**
- Serve as formulary decision makers on P & T Committees in hospitals, state, and VA facilities
- Serve as decision makers for drug use and policy in state medicaid programs
- Develop and implement medication use policies and guidelines
- Conduct drug utilization reviews

**Serving Special Population Groups**
- Geriatric
- Veterans
- Homeless
- Incarcerated
- Pregnant and lactating women
- Gender nonconforming
- Forensics

### Psychiatric Pharmacists Do the Following

- Optimize drug therapy by working collaboratively with other members of the interprofessional team to optimize drug therapy.
- Provide evidence-based, direct patient care, including treatment assessment and medication management.
- Assess and manage potential adverse drug reactions and interactions.
- Educate patients and families on psychiatric and addiction medications and conditions.
- Engage in patient advocacy efforts as coalition members and as volunteers with consumer groups.
- Teach pharmacy students and trainees.
- Educate other health care providers.
- Conduct original research and publish in peer-reviewed journals and texts.
- Develop medication and formulary policies for state Medicaid programs.
- Promote appropriate medication use, inventory control, and demonstrate cost savings to health care systems.
- Serve as key opinion leaders in the field.
CPNP Membership

<table>
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<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1803</td>
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<tr>
<td>2016</td>
<td>2057</td>
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<tr>
<td>2017</td>
<td>2319</td>
</tr>
<tr>
<td>2018</td>
<td>2566</td>
</tr>
<tr>
<td>2019</td>
<td>2964</td>
</tr>
</tbody>
</table>

Pharmacist Member Expertise

- CPNP Members Credentialed as Board Certified Psychiatric Pharmacists: 69%
- Residency or Fellowship Trained: 61%
- Programs and Institutions Utilize Pharmacists to Teach Pharmacy Students, Medical Residents, and Nurses: 150

Practice in Diverse Settings

- Government Supported Hospitals (VA, DoD, State): 40%
- Community/Private or University Hospitals: 24%
- Other (LTC, Managed Care, Primary Care): 15%
- Private Mental Health: 2%
- Pharmaceutical Industry: 6%
- Colleges of Pharmacy: 13%

Number of Board Certified Psychiatric Pharmacists (BCPPs)

- 2015: 845
- 2019: 1159

Annual Meeting Attendance

- 2015: 656
- 2019: 952

Scientific Posters Presented at the Annual Meeting

- 2015: 186
- 2019: 266

Psychiatric Pharmacy Residency Positions

- 2015: 73
- 2019: 97

CPNP Student Chapters

- 2015: 20
- 2019: 49
Corporate Sponsor Program

CPNP’s corporate sponsor program allows you as a company to differentiate yourself and be recognized by psychiatric pharmacists as an essential component to their success. Your corporate sponsorship provides you with visibility before a community of specialist pharmacists in psychiatry and their professional association. Given its dedication to the worlds of both pharmacy and psychiatry, CPNP’s reach extends to a number of other coalitions, association partners, consumer advocacy organizations, and other professional organizations recognizing our unique expertise in the field. Gain:

1. Opportunities for visibility within CPNP and with the CPNP membership commencing January 1 through December 31, 2020.
2. Opportunities for visibility at the CPNP Annual Meeting.
3. Advance notification of sponsorship opportunities.

Corporate Sponsor Benefits

- Recognition of corporate sponsorship in CPNP’s member newsletter, the CPNP Perspectives.
- 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 psychiatric 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 as a corporate sponsor on CPNP’s website with company name listed by sponsor level under the About CPNP tab.
- Discounts on digital advertising.
- Reduced rate for bulk purchases of CPNP products.

Levels of Corporate Sponsorship—Evaluating Your Options for 2020

<table>
<thead>
<tr>
<th>CPNP Perspectives Newsletter Recognition</th>
<th>GOLD $15,000</th>
<th>SILVER $10,000</th>
<th>BRONZE $5,000</th>
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<tr>
<td>Full Year</td>
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<td>√</td>
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<tr>
<td>3 Editions</td>
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<tr>
<td>1 Edition</td>
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<td>Complimentary Non-Member Registrations to the Annual Meeting</td>
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<tr>
<td>Acknowledgement at Annual Meeting</td>
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<tr>
<td>First Notification of Sponsorship Opportunities</td>
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<td>Web Listing</td>
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<td>√</td>
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<td>Digital Advertising Savings</td>
<td>√ 20% Discount</td>
<td>√ 10% Discount</td>
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<tr>
<td>Reduced Rate for Bulk CPNP Product Purchases</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>
Digital Advertising Opportunities

CPNP is the home association for the psychiatric pharmacist specialist but our reach extends to other health care professionals interested in psychiatry and effective, evidence-based treatment for those living with mental illness, substance use disorders, and neurologic disorders. Gold level corporate sponsors are eligible for a 20% discount on pricing quoted below while silver level sponsors are eligible for a 10% discount.

Start Your Digital Campaign with Email • $6,000
CPNP can start your digital campaign of a supplement/newsletter PDF through a dedicated email to a recipient list of up to 8,000 people interested in psychiatric pharmacotherapy. This opportunity is only offered to 1 advertiser (one email) per calendar month. You provide content for the email that will be sent under the CPNP header with appropriate disclosures. CPNP’s best results have exceeded 5,000 clicks for a single send. A second send of the exact same email can be conducted for an additional $3,000. Email distribution only to current CPNP members is available for $4,000.

Add-on Option: Expand your Digital Campaign with Social Media • $4,000
With a growing number of followers on the major social networks, CPNP social media distribution allows you to broaden the reach of your content. When you add social media distribution to your digital campaign, CPNP guarantees 2,500 clicks by utilizing paid promotion to a targeted audience as necessary.

Add-on Option: Complete Your Digital Campaign by Publishing on CPNP.org • $3,000
Your PDF resource can be added to our community shared resources for a period of 6 months. This will cause the landing page for your PDF (an abstract, thumbnail, and link) to appear in site search results and be available to CPNP members. Alternately, you can choose to have that content made available to the general public without a login, and it will then additionally be indexable by search engines like Google.

Sponsored ACPE Supplement • Contact CPNP
As an approved provider of ACPE credit, CPNP partners with medical education companies to host and distribute ACPE approved endurings, webcasts, and live programs. Contact CPNP to discuss goals and pricing.

Mental Health Clinician (MHC) Supplement • $25,000
As an open access, peer-reviewed journal, the MHC has a dynamic audience with 28,000+ readers in any given month. The MHC has established itself as part of the scholarly record with the utilization of leading journal hosting software and indexing with PubMed Central, PubMed, CrossRef, Google Scholar and others. External organizations can commission the development of a supplemental issue wherein the sponsor identifies the theme of the issue, while editorial oversight is still managed by the MHC Editorial Board. CPNP will guarantee that the issue receives at least 1,000 page views within the first 3 months.

Engage the CPNP Audience
Every Year CPNP...

18,000+
Provides users over 18,000 hours of ACPE approved credit

28,000+
Welcomes 28,000+ distinct monthly readers to the MHC journal

8,400+
Engages with over 8,400 professionals via opened email
The CPNP Annual Meeting is regarded as the premier conference on psychiatric pharmacy. Attended by over 950 participants in 2019, the CPNP meeting is unique in its focus on psychiatric, substance use, and neurologic disorders and treatment. Organizations can sponsor many aspects of the CPNP Annual Meeting ranging from event sponsorships to product theater and symposia sponsorships as detailed on pages 8-9.

Sponsorship Benefits Include:
- Frequent recognition in CPNP’s electronic publications sent to over 25,000 pharmacists and other health care professionals
- Logo visibility on the Annual Meeting website at cpnp.org/2020
- On-site visibility through signage, announcements, ribbons, and in the conference program
- Other benefits unique to each sponsorship as detailed throughout this prospectus

For More Information on Sponsor Opportunities:
cpnp.org/2020sponsors
Brenda Schimenti, Executive Director
bschimenti@cpnp.org
402.476.1677
Annual Meeting Sponsorships

**Focus Group • $20,000**
Dialogue with a small group of psychiatric pharmacists invited per your specific criteria. CPNP will organize the event which will include snacks, beverages, meeting space, and basic audiovisual.

**Mental Health First Aid Training Sponsored by the CPNP Foundation • $10,000**
Support the CPNP Foundation in offering the nationally respected Mental Health First Aid program to student pharmacists. This program helps students have an impact on their community and their future patients by teaching them to identify, understand and respond to signs of mental illness, intent to commit suicide, and substance use disorders.

**Full 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.

**Insert in Tote Bag • $5,000**
Create visibility for your company or an event at the Annual Meeting with an insert in the ever-popular conference tote bag distributed to attendees upon arrival.

**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. Your company’s support will be recognized throughout the Annual Meeting.

**Half Page Ad in Conference Program • $2,500**
Include your company ad in the guide that is flipped through thousands of times both online and on-site at the conference.

**New! MSL Tabletop Display • $2,500**
Medical science liaisons from your company can dialogue with CPNP attendees at an informational tabletop display. Benefit from a minimum 3 hours of networking time. This low-tech, high-touch opportunity includes a table for your displays, chairs, and signage.

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**CPNP 2020 At a Glance**

**SATURDAY, APRIL 25**
1:00-6:00 PM Mental Health First Aid (Supported by CPNP Foundation)

**SUNDAY, APRIL 26**
8:00-11:15 AM Mental Health First Aid Continued
8:00-11:15 AM Pre-Meeting Workshop: Pharmacogenomics
11:30 AM-1:15 PM Industry Symposium or Product Theater #1
1:15-4:45 PM Student Programming Track
1:15-4:45 PM General Session Programming
1:30-4:45 PM Resident Programming Track
4:45-6:15 PM CPNP’s Forum on our Future
6:30-7:30 PM Opening Reception

**MONDAY, APRIL 27**
8:30-9:30 AM Keynote: Patient Perspective-Psychosis, Schizophrenia, Homelessness
9:30-10:30 AM Keynote: Antipsychotics and Metabolic Syndrome
10:45-11:45 AM General Session: Psychedelics & Psychiatry
11:45 AM-1:30 PM Industry Symposium or Product Theater #2
1:30-3:45 PM Four Concurrent Tracks of Programming Including Research Platform Presentations
3:45-5:30 PM Industry Symposium or Product Theater #3
5:30-7:00 PM Poster Session #1

**TUESDAY, APRIL 28**
7:00-8:30 AM Industry Symposium or Product Theater #4
8:45-9:45 AM Keynote: Biomarker Profiling and Novel Pharmacologies for Psychosis
10:00-11:00 AM General Session: Gun Violence and Mental Health
11:15 AM-12:45 PM Industry Symposium or Product Theater #5
1:00-4:30 PM Four Concurrent Tracks of Programming
4:30-6:00 PM Poster Session #2

**WEDNESDAY, APRIL 29**
8:00-9:00 AM Keynote: E-Cigarettes
9:15-10:15 AM General Session: Forensic Toxicology
10:15-11:15 AM General Session: Psychiatric and Neurologic Medication Pipeline
CPNP has reserved 5 prime blocks of time, at varying fee levels, for either industry supported symposia or product theaters. Applications are reviewed and approved upon receipt of application, required information, and payment. Slots are awarded on a first-come, first-served basis.

Benefits of presenting your event at CPNP 2020 include:

**HIGHLY QUALIFIED AUDIENCE**
Your content deserves the attention of an engaged audience eager to learn about the latest advances in the specialty.

**STRONG ATTENDANCE**
All symposia/product theaters are scheduled during mealtimes—without competing activities—ensuring robust participation levels from these uniquely qualified pharmacists.

**MULTI-PLATFORM PROMOTION**
Your symposium or product theater will benefit from a high level of visibility before and during the live event on our website, in the conference program, and on on-site signage. The sooner you reserve your event, the more visibility it will receive.

**COST EFFICIENCY AND HIGH ROI**
Your event will take place near CPNP’s general session room, making it easy for attendees to locate. Base audiovisual equipment and communication regarding your event are included in your fee.

### Fees Include
- CPNP website and conference schedule listing
- Inclusion in the printed conference program schedule and in verbal announcements
- Listings within CPNP’s monthly electronic registrant and membership e-blasts
- On-site signage
- One-time use of registrant mailing list for invitation issuance only
- Meeting room rental and set-up at the Hyatt Regency Dallas
- Registration desk in industry event foyer
- Access to a speaker ready room
- QR coded badges for efficient scanning of attendee badges via cell phone
- Audiovisual and staging to include:
  - 18,000 square foot ballroom set banquet style for approximately 500
  - Floor to ceiling black drapery behind the stage
  - One (1) 24’ (W) x 12’ (D) stage riser with a head table for three and a podium
  - Two (2) Projectors with rear projection, 7k lumens
  - Seven (7) Speakers
  - One (1) Podium microphone
  - Two (2) Wireless microphones
  - Stage lighting package and LED up-lighting package
  - One speaker timer, presentation remote, confidence monitor
  - CPNP’s complimentary wireless internet access (lower bandwidth)

### Available Symposia and Product Theater Slots

<table>
<thead>
<tr>
<th>Sunday, April 26</th>
<th>Monday, April 27</th>
<th>Tuesday, April 28</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lunch</strong></td>
<td><strong>Lunch</strong></td>
<td><strong>Breakfast</strong></td>
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<tr>
<td><strong>Time:</strong> 11:30 AM-1:15 PM</td>
<td><strong>Time:</strong> 11:45 AM-1:30 PM</td>
<td><strong>Time:</strong> 7:00-8:30 AM</td>
</tr>
<tr>
<td><strong>Fee:</strong> $35,000</td>
<td><strong>Fee:</strong> $35,000</td>
<td><strong>Fee:</strong> $20,000</td>
</tr>
<tr>
<td><strong>Estimated Attendance:</strong> 400</td>
<td><strong>Estimated Attendance:</strong> 400</td>
<td><strong>Estimated Attendance:</strong> 120</td>
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<tr>
<td><strong>Mid-Afternoon</strong>*</td>
<td><strong>Time:</strong> 3:45-5:30 PM</td>
<td><strong>Time:</strong> 11:15 AM-12:45 PM</td>
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<td>2020 Annual Meeting • April 26-29</td>
<td>2020 Annual Meeting • April 26-29</td>
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<td>cpnp.org/2020</td>
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</table>

*Note: No meal/break service required for this slot

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.

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

Product Theaters
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 healthcare products.

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 500 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 must 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.
- The full CPNP fee is due at time of application.
- Multiple uses of the same speakers between events is discouraged. CPNP must approve speakers as a result.

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.
- Programming is limited to 90 minutes. Total symposium length is limited to 1.5 hours. Time available may be less depending on scheduling and slot assigned.
- If the goal is to provide 1.5 hours of ACPE credit, meals must be served very briefly before programming or concurrently with programming due to the 90 minute session length.

Product Theater Specific Guidelines
- Product Theater applications will be reviewed and approved by CPNP to ensure information is suitable for conference attendees.
- Meal is limited to 30 minutes and programming is limited to 60 minutes.

Deadlines
**September 14, 2019-January 31, 2020**
- Satellite symposia and product theater applications accepted. CPNP awards slots on a first-come, first-served basis so early submission of applications is recommended.
- Applications must be accompanied by the full CPNP fee.
- Applications will be reviewed to ensure they meet all CPNP criteria and slots will be awarded immediately upon approval.

**October 2019**
- First marketing piece distributed to potential attendees (over 25,000 individuals).
- Annual Meeting website at cpnp.org/2020 launches.
- Information promoting the product theaters and symposia is added to the Annual Meeting website as soon as it is available.

**January 2020**
- Second attendee marketing brochure is sent to over 25,000 individuals and posted on the CPNP website.

**March 11, 2020**
- Pre-registrant mailing list made available to symposium and product theater providers for promotion.
I am submitting a:  □ Corporate Sponsorship □ Digital Advertising Request □ Annual Meeting Sponsorship Request

(please check all that apply)

Contact Name and Title: ____________________________________________________________

Organization: ________________________________________________________________

Street: ____________________________________________ City, State, Zip: _____________

Phone: __________________ Fax: ___________________________ Email: ___________________________

Sponsoring Company (required if not noted above): ____________________________

Contact Name and Title: ___________________________________________________________

Street: ____________________________________________ City, State, Zip: _____________

Phone: __________________ Fax: ___________________________ Email: ___________________________

MSL Display Contact Company (if applicable): _________________________________________

MSL Display Contact Name, Email, Phone: __________________________________________

Corporate Sponsorship

□ Gold $15,000
□ Silver $10,000
□ Bronze $5,000

Digital Advertising

□ E-Blasts $6,000
□ Social Media $4,000
□ Website $3,000
□ ACPE Supplement $2,500
□ Contact CPNP $25,000
□ MHC Supplement $25,000

Symposium or Product Theater

The following information needs to be submitted along with this application:

Symposium
• Title of Symposium
• Abstract of Content, Learning Objectives and Proposed Agenda
• Program Chair (must be CPNP member)
• Faculty Listing
• Information on Third Party/Medical Education Company if no prior relationship with CPNP
• Fee

Product Theater
• Title of Product Theater
• Product/Research Being Discussed at Product Theater
• Brief Description of the Product Theater, Including an Agenda
• Faculty Listing and CV/Bio
• Faculty Disclosure
• Fee

Symposium or Product Theater Preferred Date and Time
Please rank your preferred date and time, 1-5 with 1 being your first choice. Times subject to change based on the final program schedule.

_____ Sunday, April 26, 2019 • 11:30 AM-1:15 PM • $35,000
_____ Monday, April 27, 2019 • 11:45 AM-1:30 PM • $35,000
_____ Monday, April 28, 2019 • 3:45-5:30 PM • $25,000

_____ Tuesday, April 29, 2019 • 7:00-8:30 AM • $20,000
_____ Tuesday, April 29, 2019 • 11:15 AM-12:45 PM • $35,000

Payment
• Payment is due when submitting application.
• 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 $ _______________ is enclosed.

Contact Information:
Phone: 402-476-1677
Fax: 888-551-7617
Email: Info@cpnp.org
Website: cpnp.org
Annual Meeting: cpnp.org/2020