

NACNS

2018 ANNUAL CONFERENCE

PUTTING THE PIECES TOGETHER



CNSs Bridging the Gaps in Health Care

Partnership Prospectus

February 28—March 3, 2018

Renaissance Austin Hotel

Austin, TX

About NACNS

The National Association of Clinical Nurse Specialists, founded in 1995, exists to enhance and promote the unique, high value contribution clinical nurse specialists make to the health and health care.

National Association of Clinical Nurse Specialists is the only association representing the unique role of the CNS. Our members are advanced practice registered nurses who have graduate preparation (Master's or Doctorate) in nursing. Like other APRNs, they are trained in physiology, pharmacology and physical assessment in addition to their particular areas of specialty. Our members work across the continuum of care in a variety of specialties-from acute care to diabetes to pain management and more to ensure high-quality, evidence-based, patient-centered care.

CLINICAL NURSE SPECIALISTS:

- Prescribe drugs, treatments and durable medical equipment;
- Engage in systems and cost benefit analysis;
- Identify need for new products for patient care;
- Are key team members in system-wide purchasing decision-making processes;
- Facilitate implementation of new products and clinical interventions;
- Conduct and/or manage clinical trials in a wide-range of facilities;
- Teach and mentor students and staff from multiple disciplines;
- Design and implement quality improvement strategies;
- Serve as expert resources on safety, quality, and cost effectiveness in health care; and
- Publish in nationally recognized journals.

The NACNS 2018 Annual Conference, *Putting the Pieces Together: CNSs Bridging the Gaps in Health Care*, will welcome 600 attendees to the Renaissance Austin Hotel from February 28—March 3, 2018. This partnership prospectus provides your organization with numerous opportunities to engage this group of healthcare leaders.

The Renaissance Austin Hotel offers the discounted rate of \$199 for single & double occupancy. Reservations must be made before **February 5, 2018** to receive the discounted rate. Mention the NACNS Conference when calling 800-468-3571 for reservations.

Renaissance Austin Hotel
9721 Arboretum Blvd, Austin, TX 78759
(512)343-2626

Supporting NACNS is good for business. It allows for:

- Targeted branding and advertising opportunities to CNSs, executive-level hospital and university staff and nursing students throughout the United States;
- Unique recognition on www.nacns.org and in printed materials;
- Opportunities to address conference attendees;
- Recruitment opportunities through the NACNS website and email listserv, and much more.

Premier Partner • Investment: \$25,000 and up

BENEFITS:

Year Round Marketing/Recognition:

- One advertisement of 1/4 page, 3" x 5" in up to two issues of the CNS Communiqué
- Recognition of Premier Partner's work on the NACNS homepage
- Premier Partner recognition on the NACNS conference website
- NACNS mailing list for up to three blast emails to membership, per NACNS guidelines
- Upon request, informational press releases to be posted on the Nursing News section of the NACNS website

Marketing at the Annual Conference:

- Premier Partner recognition in the NACNS onsite conference brochure and on the NACNS conference website.
- Free meeting space for up to two hours at the annual conference
- Exhibit space in choice location
- Five full conference registrations (all access)
- One free room drop or registration bag insert
- Recognition as Premier Partner from the podium
- Recognition as Premier Partner on registration area signage
- Upon request, a list of NACNS 2018 annual conference registrants

Distinguished Partner • Investment: \$20,000

BENEFITS:

Year Round Marketing/Recognition:

- One advertisement of 1/4 page, 3" x 5" in one issue of the CNS Communiqué
- Recognition of Distinguished Partners work on the NACNS homepage **(I took out the info on logos on the homepage cause I didn't know if we could do that.)**
- Distinguished Partner recognition on the NACNS Conference website
- NACNS mailing list for two blast emails to membership, per NACNS guidelines

Marketing at the Annual Conference:

- Distinguished Partner recognition in the NACNS onsite conference brochure and on NACNS conference website
- Exhibit space in choice location
- Four full conference registrations (all access)
- Recognition as Distinguished Partner from the podium
- Recognition as Distinguished Partner on signage at the registration area

Strategic Partner • Investment: \$15,000

BENEFITS:

Year Round Marketing/Recognition:

- One advertisement 1/4 page of 3" x 5" in two issues of the CNS Communiqué
- Recognition of Strategic Partner's work on NACNS homepage and conference website
- NACNS mailing list for one-time use, per NACNS guidelines

Marketing at the Annual Conference:

- Strategic Partner recognition in the NACNS onsite conference brochure and in conference website
- Exhibit space in choice location
- Two full conference registrations (all access)
- Recognition as Strategic Partner from the podium
- Recognition as Strategic Partner on signage at the registration area

Sustaining Partner • Investment: \$5,000

BENEFITS:

Year Round Marketing/Recognition:

- One advertisement 1/4 page, 3" x 5" in one issue of the CNS Communiqué
- Recognition of Sustaining Partner on the NACNS conference website

Marketing at the Annual Conference:

- Sustaining Partner recognition in the NACNS onsite conference brochure and on the NACNS conference website
- Exhibit space in choice location
- Two full conference registrations (all access)
- Recognition as Sustaining Partner from the podium
- Recognition as Sustaining Partner on signage at the registration area

Supporting Partner • Investment: \$3,000

BENEFITS:

Marketing at the Annual Conference:

- Supporting Partner recognition in NACNS onsite conference brochure and on the NACNS conference website
- Exhibit space in choice location
- One full conference registration (all access)
- Recognition as Supporting Partner from the podium
- Recognition as Supporting Partner on signage at the registration area

Advertising Opportunities

The electronic registration brochure is sent to more than 2,500 clinical nurse specialists and health leaders, including past and present NACNS members, conference attendees and prospective members. The final program is distributed to all conference attendees.

To place an ad in the electronic registration brochure and/or the annual conference final program, please complete the ad order section on the application form.

	Registration Brochure (Distributed Electronically)	Onsite Printed Brochure
Inside Front Cover – Full color	N/A	\$1,250
Inside Back Cover – Full Color	N/A	\$1,000
Outside Back Cover – Full Color	N/A	\$1,500
Full Page: 6" wide x 9" tall	Full Color - \$650	B&W - \$650
Half Page: 6" wide x 4.5" tall	Full Color - \$450	B&W - \$450

Ad Specifications:

There are no bleeds for ads. Please submit ads in the following formats: PDF, TIFF, JPG. All files must be high resolution with images at 300 dpi. For black and white ads, submit grayscale. If possible, please outline fonts before creating PDF's.

- **Ads for the registration brochure are due Friday, October 20, 2017.**
- **Ads for the onsite brochures are due Thursday, February 1, 2018.**
- **All ads should be submitted to NACNS Meeting Manager, Amy Valentin, CMP, at avalentin@fernley.com.**

A la Carte Support Opportunities for the 2018 Annual Conference

Attendee Bags • \$3,000 (exclusive)

Your company's logo branded on every attendees conference bag!

- Recognition on signage at the registration area
- Recognition in the onsite conference brochure and on the NACNS conference website

Bag Stuffer • \$750 (three available)

Include your flyer or other promotional materials in each attendee's conference bag!

(Sponsor is responsible for all costs associated with producing and shipping materials. All material must be preapproved by NACNS.)

- Inclusion of sponsor material in each attendee's conference bag

Badge Lanyard • \$3,000 (exclusive)

Your company's logo on every attendees badge holder!

- Recognition on signage at the registration area
- Recognition in the onsite conference brochure and on the NACNS conference website

Refreshment Break • \$2,500 (five available)

Host a refreshment break during the conference!

- Recognition on signage at designated break area
- Area for company literature/promotional product at designated break area
- Recognition on signage at the registration area
- Recognition in the onsite conference brochure and on the NACNS Conference Website

NOTE: Opportunities to sponsor a meal are available. Contact Melinda Ray at mray@nacns.org for details.

Room Drop • \$1,000 (two available)

Make sure attendees see your materials in their room!

(Sponsor is responsible for all costs associated with producing and shipping materials and all material must be preapproved by NACNS.)

- Inclusion of sponsor material in each attendee's room on the night of the drop

A la Carte Support Opportunities for the 2018 Annual Conference

Mobile Application • \$5,000 (exclusive)

Advertise on the NACNS conference app!

Using the mobile app, attendees access the online program, exhibitor information and attendee information through their cell phones and tablets.

- Your company advertisement with prime placement within the app
- Recognition on signage at the registration area
- Recognition in the onsite conference brochure and on the NACNS conference website

Printing Kiosks/Stations • \$7,500 (exclusive)

Give attendees access to print materials at the conference!

- Recognition on signage at the kiosks – guaranteed to be set up in the conference’s high traffic areas
- Sponsorship includes two printing stations
- Recognition on signage at the registration area
- Recognition in the onsite conference brochure and on the NACNS conference website
- Opportunity to distribute literature or promotional item in the printing kiosk area

Exhibitor Information

EXHIBIT HOURS (subject to change)

Thursday, March 1, 2018

7:00 a.m. – 7:00 p.m.	Registration
8:00 a.m. – 11:00 a.m.	Exhibit Setup
12:15 p.m. – 1:45 p.m.	Opening of the Exhibit Hall Luncheon
3:00 p.m. – 3:30 p.m.	Afternoon Break with Exhibitors
6:00 p.m. – 7:00 p.m.	Welcome Reception with Exhibitors

Friday, March 2, 2018

8:00 a.m. – 9:00 a.m.	Continental Breakfast with Exhibitors
11:15 a.m. – 12:00 p.m.	Morning Break with Exhibitors
4:15 p.m. – 5:00 p.m.	Afternoon Break with Exhibitors

Saturday, March 3, 2018

8:00 a.m. – 9:00 a.m.	Continental Breakfast with Exhibitors
9:00 a.m. – 12:00 p.m.	Exhibitor Tear Down

*Detailed agenda will be provided closer to the conference. Times are subject to change.

CORPORATE TABLE-TOP EXHIBIT SPACE • \$1,000

- Six foot draped table for a tabletop display with two chairs
- One all access badge (allowing one to attend any of the educational sessions)
- One exhibit floor only badge

ACADEMIC INSTITUTION TABLE-TOP EXHIBIT SPACE • \$600

- Six foot draped table for a tabletop display with two chairs
- One exhibit floor only badge

Note: If display sits on table, it cannot exceed three feet in height and six feet in width. Banners behind the table may not exceed the width of the table. Tabletops are not separated by draping.

FLOORPLAN

The NACNS 2018 floor plan will be available in **September 2017** for booth selections to be made. Should you turn in your application prior to this date, you will be asked for your preferences once the floor plan becomes available. Exhibitors are assigned on a first come, first serve basis with the exception of preferential placement being given to NACNS Partner Sponsors.

NEED ADDITIONAL SPACE TO CONDUCT MEETINGS? • \$100/hour

Is your company in need of private space to conduct interviews, small meetings or focus groups? Rent a designated space from NACNS for \$100 an hour. NACNS will provide available time slots throughout the conference and will request a description of activities for the meeting room before approving the request.

PAYMENT INFORMATION

Payment is required with this application. If full payment is not received prior to the start of the Exhibition, NACNS reserves the right to deny entrance to the exhibitor. All exhibitor applications are due no later than Friday, January 19, 2018 to secure space. Applications received after January 19 will be accepted based on availability.

CANCELLATIONS AND REFUNDS

Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50 percent of the net contract price, will be refunded. No refund or cancellation will be made after Friday, January 26, 2018.

PRODUCT/SERVICES DESCRIPTION

Please provide a 50-word or less description of your products or services, which will appear in the onsite program. This description should inform the attendee of what he or she may learn while visiting your booth. It is the responsibility of the exhibitor to provide this information and NACNS staff will not follow up to secure it. Only the company name and booth number will appear if the description is not received by Thursday, February 1, 2018. Email your description to Amy Valentin at avalentin@fernley.com.

EXHIBITOR BADGE NAMES

Please provide the names of all exhibitors attending no later than Monday, February 12, 2018. to ensure each individual receives a badge.

CRITICAL DEADLINES:

Friday, January 19	Exhibitor Applications Due
Friday, January 26	Last Day to Cancel Exhibit Space
Thursday, February 1	50-word Company Descriptions Due
Monday, February 12	Exhibitor Badge Names Due

Exhibitor Rules & Regulations

General Information

All demonstrations or other promotional activities must be confined to the limits of your assigned space. Exhibit representatives may not work in other than their own space. If display sits on table, it cannot exceed 3' in height and 6' in width. Banners behind the table may not exceed the width of the table. Samples, publications, etc., may be distributed by the exhibitor only from within the exhibitor's own space. No food or beverages may be dispensed within the show facility without prior permission of the association.

Assignment of Space

Exhibitors will be able to list their top three table location choices. Space will be assigned on the basis of the order in which the applications are received, subject to the availability of space preferences, special needs, and compatibility of exhibitors. Every effort will be made to respect exhibitor's space choices whenever possible, but the National Association of Clinical Nurse Specialists (hereinafter known as "exhibit management") decisions shall be final.

In order to obtain the best booth assignment possible, your contract should be received at the NACNS office with full payment by January 19, 2018. Any contract received after January 19, 2018 will be assigned booth space remaining in order of receipt. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibit effort.

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted to him or her or exhibit therein any goods other than those manufactured or sold in the regular course of business by the exhibitor.

Staffing

Exhibits must be staffed by qualified employees of the exhibitor at all times during peak traffic periods of the exhibition. Each individual staffing an exhibit booth is required to register and must wear the exhibitor badge provided. Dismantling or removing an exhibit or materials before the official closing of the exhibit hall is prohibited.

Cancellations and Refunds

Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50 percent of the net contract price, will be refunded. No refund or cancellation will be made after Friday, January 26, 2018.

Liability

The NACNS and the Loews Atlanta, their agents and employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor or his or her employees or representatives. Furthermore, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his or her assigns. The exhibitor shall indemnify and hold harmless exhibit management from all liability that might ensue from any cause whatsoever. If the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder.

Exhibitors are requested to carry special insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others.

Termination of Exhibit

In the event that the premises where the exposition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, or state of emergency declared by any government agency, or by reason of any municipal, state, or federal law or regulation, or by any reason of any occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's pro rata share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exposition, including a reserve for future claims and expenses in connection therewith. In case exhibit management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against management a refund of all amounts paid by the exhibitor to exhibit management in accordance with this agreement.

Amendments

These rules may be amended at any time by exhibit management, provided the amendments shall not substantially diminish the rights or increase the liability of the exhibitor and the association. They have been formulated in the best interest of the exhibitors. Exhibit management respectfully asks the full cooperation of the exhibitors in their observance. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of exhibit management.

Security

During non-exhibit hours, each exhibitor should make provisions to safeguard his or her goods from the time they are placed in the booth until the time they are removed. The NACNS and show management will be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damages caused by theft and those perils normally covered by a fire and extended policy.

These Rules and Regulations are to be construed as part of all space contracts. NACNS reserves the right to interpret them as well as to make final decisions on all points not specifically covered.