



**NACNS**  
National Association of Clinical Nurse Specialists

# Partnership Prospectus

February 28 – March 3, 2018

Renaissance Austin Hotel

Austin, TX

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

# **NACNS** **2018 ANNUAL** **CONFERENCE**

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**PUTTING THE  
PIECES TOGETHER**



**CNSs Bridging the  
Gaps in Health Care**

## About NACNS

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The National Association of Clinical Nurse Specialists, founded in 1995, exists to enhance and promote the unique, high value contribution of the clinical nurse specialist to the health and well-being of individuals, families, groups, and communities and to promote and advance the practice of nursing.

The National Association of Clinical Nurse Specialists is the only association representing the unique role of the CNS. NACNS members are advanced practice registered nurses and leaders in health care. Our members work in a variety of specialties-from acute care to diabetes to pain management and more-across the continuum of health care to ensure high-quality, evidence-based, patient-centered care.

### Clinical Nurse Specialists:

- Prescribe drugs, treatments and durable medical equipment;
- Engage in systems analysis and cost benefit analysis;
- Identify need to use new products for patient care;
- Are key team members in system-wide purchasing and decision making processes;
- Facilitate implementation of new products and clinical interventions;
- Conduct clinical trials;
- Manage clinical care in patient care units in a wide-range of facilities;
- Teach 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 500 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 health care leaders.

### Hotel Information:

NACNS has secured a discounted rate of \$199 per night, plus applicable taxes for meeting attendees. Attendees are responsible for making their own hotel reservations. The special NACNS rate will be offered until **February 5, 2018** or until the group block is sold-out, whichever comes first. The discounted rate includes complimentary internet in the room. NACNS cannot guarantee rooms after this date or outside the conference dates. Reservations made after February 5, 2018, will be accepted on a first-come, first-serve basis at the nearest available rate and based on availability. Please make your hotel reservations directly with the [Renaissance Austin Hotel online](https://renaissance-hotels.marriott.com/renaissance-austin-hotel) or by calling 512-343-2626. When calling, be sure to reference 'NACNS' as the group name to take advantage of the group rate.

Renaissance Hotel Austin

The Arboretum

9721 Arboretum Blvd.

Austin, TX 78759

(512)343-2626

<https://renaissance-hotels.marriott.com/renaissance-austin-hotel>

## Partnership Opportunities & Advertisements

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### Supporting NACNS Provides You:

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

### *Premier Partner • Investment: \$25,000 and above*

#### **Benefits:**

##### Year-Round Marketing/Recognition:

- One advertisement of 1/4 page, 3" x 5" in up to two issues of the CNS Communiqué;
- Premier Partner logo with hyperlink and recognition 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; and
- 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;
- Five full conference registrations (All Access) and one free room drop or registration bag insert;
- Recognition as Premier Partner from the podium;
- Recognition as Premier Partner on signage at the registration area; and
- 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 up to two issues of the CNS Communiqué;
- Premier Partner logo with hyperlink and recognition on the NACNS homepage;
- Premier Partner recognition on the NACNS conference website;
- Two advertisements (to run 30 days each) through the NACNS website; and
- NACNS mailing list for up to two blast emails to membership, per NACNS guidelines.

##### Marketing at the Annual Conference:

- Distinguished Partner recognition in the NACNS onsite conference brochure and on the 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; and
- Upon request, a list of NACNS 2018 Annual Conference registrants.

## *Partnership Opportunities & Advertisements*

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### *Strategic Partner • Investment: \$15,000*

#### **Benefits:**

##### Year-Round Marketing/Recognition:

- One advertisement 1/4 page, 3" x 5" in two issues of the *CNS Communiqué*;
- Strategic Partner recognition on the NACNS homepage and NACNS conference website; and
- NACNS mailing list for a blast email to membership, per NACNS guidelines.

##### Marketing at the Annual Conference:

- Strategic 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 Strategic Partner from the podium;
- Recognition as Strategic Partner on signage at the registration area; and
- Upon request, a list of NACNS 2018 Annual Conference registrants.

### *Sustaining Partner • Investment: \$5,000*

#### **Benefits:**

##### Year-Round Marketing/Recognition:

- One advertisement 1/4 page, 3" x 5" in two issues of the *CNS Communiqué*; and
- 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; and
- 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 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; and
- Recognition as Supporting Partner in signage at the registration area.

## Partnership Opportunities & Advertisements

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### Advertising Opportunities:

The electronic registration brochure is sent to more than 2,500 people including current NACNS members, past members and 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.

	<b>Registration Brochure (Distributed Electronically)</b>	<b>Onsite Printed Brochure</b>
<b>Inside Front Cover – Full color</b>	N/A	\$1,250
<b>Inside Back Cover – Full Color</b>	N/A	\$1,000
<b>Outside Back Cover – Full Color</b>	N/A	\$1,500
<b>Full Page: 6” wide x 9” tall</b>	Full Color - \$650	B&W - \$650
<b>Half Page: 6”wide x 4.5” tall</b>	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 PDFs.
- Ads for the registration brochure are due Friday, January 12, 2018.
- Ads for the onsite brochures are due Thursday, February 1, 2018.
- All ads should be submitted to NACNS Meeting Manager, Janice Sykes-Ross, at [jross@fernley.com](mailto:jross@fernley.com).

### *2018 Satellite Symposium • Investment: \$15,000*

The NACNS is pleased to present these guidelines for hosting a Satellite Symposium in conjunction with the 2018 Annual Conference in Austin, TX. As the only association representing the unique role of the CNS, the NACNS will provide you with a unique marketing opportunity to meet and network with more than 500 attendees as they learn new concepts and seek out innovations. Now is the time to consider tapping into this wealth of knowledge and buying power with an opportunity that only happens once each spring. NACNS members are advanced practice registered nurses and leaders in health care. Our members work in a variety of specialties, from acute care to diabetes to pain management and more, across the continuum of care to ensure high-quality, evidence-based, patient-centered care.

### Benefits:

- Pre-registration attendee mailing list
- The Satellite Symposium fee includes one complimentary pre-registered attendee mailing list for one-time use. Please note, NACNS cannot guarantee the mailing list prior to the early bird registration deadline, as many attendees wait until the deadline to register.
- Complimentary web posting and onsite promotion
- Complimentary registration for two attendees – please indicate your attendees on the application form
- Complimentary Exhibit Space – please indicate your selection on the application form

## *A la Carte Support Opportunities for the 2018 Annual Conference*

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### *Attendee Bags • \$3,000 (exclusive)*

Your company's logo on every attendee's conference bag;

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

### *Bag Stuffer • \$750 (3 available)*

This provides the ability to place your company's information in each attendee's conference bag. (Please note: 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 conference bag

### *Badge-Holder Lanyard • \$3,000 (exclusive)*

Your company's logo on every attendee's badge holder!

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

### *Refreshment Break • \$2,500 (5 available)*

Host a refreshment break on Thursday, Friday or Saturday.

- 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 webpage

### *Room Drop • \$1,000 (2 available)*

This provides the ability to place your company's information in each attendee's 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
- Hotel cost for bellman to deliver room drop

### *Mobile Application • \$5,000 (exclusive)*

The mobile application allows attendees to access the online program, exhibitor information and attendee information through their mobile device. Increase your organization's visibility with prime placement throughout advertisements within the app.

- Your company advertisement within the app
- Recognition on signage at the registration area
- Recognition in the onsite conference brochure and webpage

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

Give attendees access to print materials at the conference!

- Recognition on signage at the kiosks set up in high traffic areas of the conference
- Sponsorship includes two printing stations
- Recognition on signage at the registration area
- Recognition in the onsite conference brochure and webpage
- Opportunity to distribute literature/promotional item in the printing kiosk area

## Exhibitor Information

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### EXHIBIT HOURS *\*(preliminary; 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
12:00 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
10:15 a.m. – 11:00 a.m.	Morning Break with Exhibitors
3:15 p.m. – 3:45 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 to be provided closer to the conference. Times are subject to change.*

### Corporate Table • Top Exhibit Space-\$ 1,000

- Six foot (6') 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 (6') draped table for a tabletop display with two chairs
- One exhibit floor only badge

*Note: 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. Tabletops are not separated by draping.*

*For Exhibitor and Partnership on-line registration, please [click here](#).*

## FloorPlan

Exhibitors are assigned on a first come, first serve basis, with the exception of preferential placement being given to NACNS Partner Sponsors.

### Product/Services Description

Please provide a 50-word or less description of 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 Janice Sykes-Ross at [jross@fernley.com](mailto:jross@fernley.com).

### 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 & 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.

### Critical Deadlines

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



# 2018 NACNS Partnership Application Form

MAIN CONTACT: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_ TITLE: \_\_\_\_\_  
INSTITUTION/COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY, STATE, ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
WEBSITE/URL: \_\_\_\_\_

## Sponsorships

- Premier Partner - \$25,000
- Distinguished Partner - \$20,000
- Strategic Partner - \$15,000
- Sustaining Partner - \$5,000
- Supporting Partner - \$3,000
- Attendee Bags - \$3,000
- Bag Stuffer - \$750
- Badge-Holder Lanyard - \$3,000
- Refreshment Break - \$2,500
- Room Drop - \$1,000
- Mobile Application - \$5,000
- Printing Kiosks/Stations - \$7,500

## Advertising

Inside Front Cover - Full Color  
Inside Back Cover - Full Color  
Outside Back Cover - Full Color  
Full Page: 6" wide x 9" tall  
Half Page: 6" wide x 4.5" tall

## Registration Brochure

N/A  
N/A  
N/A  
 Full Color - \$650  
 Full Color - \$450

## Onsite Brochure

\$1,250  
 \$1,000  
 \$1,500  
 B&W - \$650  
 B&W - \$450

## Exhibit Space

- Corporate Exhibit Space - \$1,000
- Academic Exhibit Space - \$600

Space Location Request 1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

If our requested space is not available:  We will accept NACNS' alternate placement.  Contact for new choice.

Competitors you do NOT wish to be near: \_\_\_\_\_

Companies you would like to be near: \_\_\_\_\_

Small Meeting Room Access - \$100 x \_\_\_\_\_ hours = \_\_\_\_\_ Preferred Day/Time Slot - \_\_\_\_\_

## Exhibitor Badge Information

All-Access Badge (Corporate Exhibit Space)

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Exhibit Floor Only (Corporate & Academic Exhibit Space)

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Additional Badges—Additional Exhibit Badges can be purchased at \$125 each.

1. Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

2. Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Payment Information – TOTAL:** \_\_\_\_\_

- Check (Please make check payable to NACNS)  AMEX  Visa  MasterCard

ACCOUNT NUMBER: \_\_\_\_\_ EXP. DATE \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

NAME OF CARD HOLDER: \_\_\_\_\_ CVV: \_\_\_\_\_

CARD HOLDER SIGNATURE: \_\_\_\_\_

**\*\* PAYMENT DUE IN FULL PRIOR TO 2.7.2018**

SUBMIT COMPLETED FORM WITH PAYMENT TO:

Janice Sykes-Ross

National Association of Clinical Nurse Specialists (NACNS)

100 North 20th Street, Suite 400

Philadelphia, PA 19103-1443

EMAIL TO: jross@fernley.com

FAX TO: 215-564-2175

## Exhibitor Information

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### 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.**

### 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.

### Liability

The NACNS and the Renaissance Hotel Austin, 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.

### 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.