



National
Association of
Neonatal
Nurses

EXHIBITOR PROSPECTUS



**Get Connected,
Lead the Way**

**The Power
of Neonatal Care**



28th Annual Educational Conference

Exhibit Dates: October 17–19, 2012 • Conference Dates: October 17–20, 2012

Renaissance Palm Springs Hotel and Palm Springs Convention Center, Palm Springs, CA





The National Association of Neonatal Nurses sets the standard for the neonatal nursing profession.

NANN

The National Association of Neonatal Nurses (NANN) represents the community of neonatal nurses who provide evidence-based care to high-risk neonatal patients. NANN is recognized in the profession as the expert voice that influences standards of practice through advocacy, professional development, collaboration, and leadership. NANN is the only national nonprofit association created *by* neonatal nurses *for* neonatal nurses.

NANN's annual educational conference will take place October 17–20, 2012, at the Renaissance Palm Springs Hotel and Palm Springs Convention Center in Palm Springs, CA. The conference will attract more than **1,000** neonatal nurses and nurse practitioners. Exhibiting at the conference provides direct, face-to-face contact with leaders in the field of neonatal nursing.

NANNP

The National Association of Neonatal Nurse Practitioners (NANNP) is a division of NANN established in 2007 to improve the care to neonates, infants, and their families by providing a forum for communication among neonatal nurse practitioners (NNPs). NANNP currently has **more than 1,000 members** and is considered the unifying voice of NNPs.

Exhibit Schedule

Tuesday, October 16

Exhibit Setup and Registration 8 am–4 pm

Wednesday, October 17

Exhibit Setup and Registration 8 am–2 pm*
Opening Reception in 5–7:30 pm
Exhibit Hall

Thursday, October 18

Exhibits Open 10 am–2 pm
Break in Exhibit Hall 10–11 am
Lunch in Exhibit Hall Noon–2 pm

Friday, October 19

Exhibits Open 10 am–2 pm
Break in Exhibit Hall 10:15–11 am
Lunch in Exhibit Hall Noon–2 pm
Exhibit Teardown 2–10 pm

Saturday, October 20

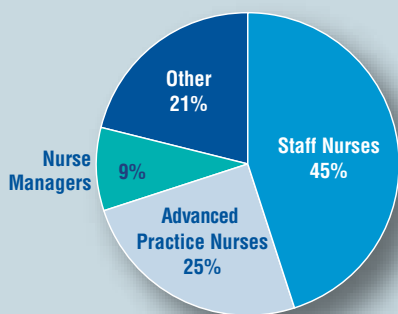
Exhibit Teardown** 8 am–Noon

*Exhibitors must complete set-up by 2 pm on Wednesday, October 17.
**Exhibitors must complete teardown by noon on Saturday, October 20.

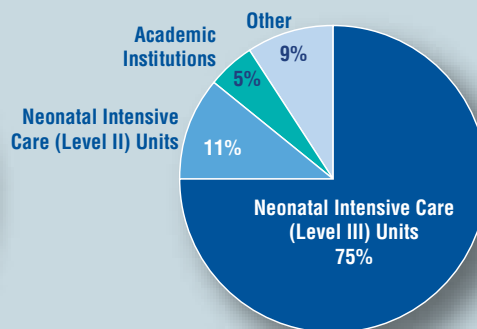
Preliminary schedule as of July 22, 2011, subject to change. Please contact **Patrick Filippelli of NANN (847.375.4754, pfilippelli@nann.org)** with any questions.

Attendee Profile

Current Position



Current Practice Setting



Certification

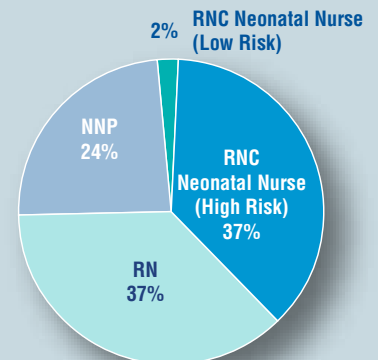


Exhibit Fees

The cost of exhibit space is \$1,875 per 8' x 10' booth, with an additional \$150 for corner booths. Island booths are \$23 per square foot.

The following will be provided to all exhibitors at no additional charge:

- standard 7" x 44" identification sign showing exhibitor's name and booth number
- 8'-high back drape and 33"-high divider rails of high-quality fabric
- general overhead lighting
- exhibit hall security guard service
- exhibit listing in the conference program guide
- exhibit listing on interactive floor plan at www.nann.org
- discounted advertising in the conference program guide
- list of preregistered attendees
- access to conference mailing labels
- carpeted exhibit hall
- four exhibit hall badges per 8' x 10' booth.

Not-for-profit organizations can purchase a booth for the discounted rate of \$1,675. A not-for-profit booth includes the following:

- 8' x 10' exhibit space with carpet
- one draped 6' table
- two side chairs
- one wastebasket.

Important Dates and Deadlines

2011

December 15 Priority booth placement deadline—date for receipt of exhibit application (Booth deposit must accompany exhibit application for assignment.)

2012

March 15 First right of refusal for commercial support opportunities

March 22 Commercial supporter listing in registration brochure

June 8 First right of refusal for ad placement in conference program guide

July 13 Deadline for receipt of full payment for exhibit space

July 27 Link to exhibitor service kits e-mailed to exhibitors

August 3 Closing date for space reservations for conference program guide advertising

August 3 Deadline for receipt of exhibit description for conference program guide (E-mail copy to kvanderheyden@nann.org.)

August 10 Deadline for receipt of ad materials for conference program guide

September 10 Deadline for room drop (All material must be preapproved by NANN.)

September 10 Deadline for direct mail to NANN preregistered attendees (All material must be preapproved by NANN.)

September 18 Decorator advance order due (Tentative date—please refer to exhibitor service kit.)

September 21 Registration for booth staff due (You will receive information in your booth confirmation packet.)

September 21 Deadline for housing reservations

October 2 Last day for advance shipment to warehouse (Tentative date—please refer to exhibitor service kit.)

Preliminary schedule, subject to change.

NANN supports your investment and draws attendees into the exhibit hall.

- **Exclusive, unopposed exhibit time**—We provide quality exhibit time for exhibitors to network and meet face-to-face with attendees. All breaks take place in the exhibit hall.
- **Opening reception**—NANN hosts its opening night reception inside the exhibit hall, providing an open atmosphere of fun, networking, and learning.
- **Listing on the NANN website plus link**—Your company will be listed on the interactive floor plan on the NANN website with a complimentary link to your website.
- **NANN registrant labels**—Upon request, NANN will provide each exhibitor with one complimentary set of conference registrant labels prior to the conference.
(Sample of mailing required.)
- **Free exhibit listing in NANN's program guide**—NANN will list your organization in its conference program guide and will include a company and product description to support your exhibit. (Deadline for inclusion: August 3, 2012)
- **Exclusive discount advertising in NANN's program guide**—NANN offers each exhibitor the opportunity to advertise in the conference program guide at a discount.
- **"New Exhibitor" graphic**—NANN will place a special graphic next to all first-time exhibitors' listings in the conference program guide.
- The **Silent Auction** is held inside the exhibit hall.

Become a conference supporter and show your commitment to the neonatal nursing specialty.

Be a NANN Supporter

Commercial support is the best way to enhance your display and increase members' awareness of your support of NANN and neonatal nurses.

Benefits of Commercial Support

- Enhances your visibility
- Creates awareness of your company's products and services
- Positions your company as an industry leader
- Aligns your company with NANN for the professional development of neonatal nurses

Benefits Tier for Commercial Supporters	Bronze \$2,500	Silver \$5,000	Gold \$10,000
Recognition on NANN's website with logo and link			X
Sponsor plaque			X
Full-page recognition advertisement in the program guide			X
Quantities of the registration brochure to showcase your support			X
Sign at the sponsored event		X	X
Recognition in NANN's newsletter		X	X
Verbal recognition at the sponsored event		X	X
Commercial support graphic with exhibitor listing	X	X	X
Registration list (names and addresses of NANN attendees)	X	X	X
Sponsor ribbon for your representatives	X	X	X
Sponsor graphic with exhibitor listing	X	X	X
Sponsor display for your exhibit	X	X	X
Recognition in program guide	X	X	X
Recognition in promotional brochure for meeting	X	X	X
Sign in registration area	X	X	X

Become a Corporate Member

Join NANN as a corporate member and help advance the quality of care for all neonates.

NANN Corporate Membership provides a multitude of benefits and services throughout the year. The benefits include the following:

- recognition—by more than 7,400 NANN and NANNP members
- educational opportunities—through commercial support of a satellite symposium at the annual educational conference

Annual Educational Conference

- complimentary registration—one full registration at NANN's annual educational conference
- priority booth placement if application is received by December 15, 2011
- invitation to the NANN President's Reception
- recognition in the conference program guide
- on-site signage
- corporate member ribbon

Publications

- subscriptions to *NANN Central* newsletter and *Advances in Neonatal Care*
- annual listings on the NANN and NANNP websites and in the conference program guide
- reduced fees on other publications, guidelines, and mailing lists
- corporate member plaque

Annual corporate membership dues are \$2,500.

Corporate Satellite Symposia With and Without Continuing Nursing Education Contact Hours

Corporate Satellite Symposia

- Corporate satellite symposia are held in conjunction with the annual conference.
- Opportunities to hold several breakfast, lunch, and dinner symposia will be offered exclusively to corporate members.
- The guideline and proposal form for corporate satellite symposia will be available on NANN's website in November 2011.
- NANN's Program Planning Committee will review and evaluate proposals on the basis of the quality of the programs and their relevance to the neonatal nursing community.
- The proposed programs must demonstrate scientific rigor and objectivity and be free of commercial bias for or against any product.
- Organizers of satellite symposia with continuing nursing education (CNE) contact hours are responsible for obtaining the contact hours through the American Nurses Credentialing Center when applicable.
- Satellite symposia without CNE contact hours are also an option.
- The fee for sponsoring a corporate satellite symposium is \$15,000.
- Companies will be notified of their status following approval.

Ancillary Events

- Ancillary events may not conflict with any educational sessions, exhibit hours, or corporate satellite symposia scheduled during the annual educational conference.
- Scheduling, including transportation, must begin or conclude no more than 30 minutes before or after any activity during the conference.
- All events require written approval from NANN. You must provide information about these events to NANN (e.g., where, when, and how to register and the anticipated attendance), so that NANN can respond to attendee inquiries.

Note. Violations of the above conditions may jeopardize the opportunity to participate in future annual conferences.



Commercial Support

Corporate Satellite Symposium	\$15,000
Opening Reception	\$10,000
President's Reception	\$8,000
Continental Breakfast or Lunch in Exhibit Hall	\$8,000
NANNP Dessert Reception	\$7,500
NANN and NANNP Awards	\$5,000
Plenary Session	\$5,000
Preconference Workshop	\$4,000
NNP Faculty Summit	\$3,500
Concurrent Session	\$3,000
Refreshment or Dessert Break	\$3,000

Advertising and Promotional Opportunities

Tote Bags	\$7,500
Portfolios	\$7,500
Cyber Café	\$7,500
Hotel Room Key	\$6,000
Massage Center	\$5,000
Lanyards	\$4,000
Pens	\$4,000
Hotel Voicemail Message	\$3,500
Hotel Room Drop	\$2,500
Billboard Advertising	\$2,000
Program Guide Advertising (<i>See page 11.</i>)	\$800–\$2,200
Website Banner Advertising (3-month minimum)	\$400–\$600/month

Support may be customized upon request. Partial support is available. A signed letter of agreement must be on file if commercial supporters and promotional sponsors are to be recognized. First right-of-refusal deadline is March 15, 2012. Contact Brian Fitzgerald of NANN at bfitzgerald@nann.org or 847.375.4751.



Commercial Support, Advertising, and Promotional Opportunities

Corporate Satellite Symposium—Reach your target attendees by hosting an educational program. See details on page 5.

Opening Reception—This grand opening reception, which takes place inside the exhibit hall, brings all NANN attendees together and provides excellent visibility for your company.

President's Reception—This “invitation-only” event brings together NANN's past presidents, board members, and committee chairs. This excellent exposure positions your company as an industry leader.

Food Event on the Exhibit Floor—Food and refreshment stations will be placed near your booth with signage that acknowledges your company as the supporter. This is an excellent way to drive traffic to your booth. Events include the following:

- **continental breakfast**
- **lunch**
- **refreshment or dessert break**

NANNP Dessert Reception—This reception will include a panel of NNPs and NANNP Council members who will discuss current topics such as changes in licensure, accreditation, certification, and education, as well as NANNP projects and accomplishments.

NANN and NANNP Awards—Awards that honor neonatal nurses and neonatal practitioners who have excelled in their field are presented during a general session at the meeting. Contact us for available options.

Continuing Education Session or Preconference Workshop—Show your support for continuing education with recognition in the attendees' brochure, in the promotional guide, and on site in general areas and at a conference session or workshop. Opportunities include the following:

- **plenary session**
- **preconference workshop**
- **concurrent session**

NNP Faculty Summit—A must-attend event for NNP faculty, the summit brings together educators, clinicians, and administrators from across the country to address current and emerging issues in the areas of clinical and professional practice in advanced neonatal nursing.

Tote Bags—As attendees register, they receive the tote bag filled with conference information, the program guide, and other information. Attendees carry these tote bags throughout the meeting, providing a “walking billboard” with your company's name and logo.

Portfolios—Distributed at registration to all meeting attendees, each piece features your logo. Attendees use portfolios throughout the year, providing repeated exposure and excellent visibility for your company as an industry leader.

Cyber Café—E-mail and Internet stations are located adjacent to registration where attendees find annual meeting information and complete online evaluations to receive their continuing nursing education contact hours. Your organization will be recognized on all computer screens as well as on the kiosks that house the computers.

Hotel Room Key—All attendees registering at the headquarters hotel will receive a room key with your company logo and message. This offers great visibility and branding each time attendees access their hotel room.

Massage Center—A very popular attraction, the Massage Center allows attendees to take a break and enjoy an invigorating massage while reading your company's materials. The massage center is located inside the exhibit hall. You may provide promotional materials to be distributed at the Massage Center.

Lanyards—Your company's name or logo will appear on the official NANN badge holder or lanyard. Lanyards provide excellent visibility throughout the meeting.

Pens—Keep your name in front of our attendees long after the conference has ended by providing pens with your logo.

Hotel Voicemail Message—Voicemail is great for driving traffic to your booth or event because it is an exclusive, once-per-day message sent to all meeting attendees. Choose your date, and we will help you coordinate your message.

Hotel Room Drop—Delivered directly to attendee hotel rooms, room drops provide an excellent opportunity for you to introduce a new product or service, invite attendees to your booth or event, or educate attendees about your products.

Billboard Advertising—Located in a prominent area near the entrance to the exhibit hall, billboard advertising allows you to promote your company's products and services and build brand awareness inside the exhibit hall. Billboard signs are 31.5" wide and 84" tall.

Program Guide Advertising—Reach NANN conference attendees on site at the meeting and throughout the year with repeated exposure to your ad. Program guide advertising is also an excellent way to introduce a new product or service and drive traffic to your booth or event.

Website Banner Advertising—Reach NANN members throughout the year with exposure to your ad and a link to your website on NANN's website.

General Exhibit Information

Installation

All exhibits must be set up and aisles must be cleared by 2 pm on Wednesday, October 17.

Dismantling

All exhibit materials must be packed and ready for removal from the exhibit area no later than noon on Saturday, October 20.

Space assignment

Space will be assigned according to the date on which the contract and deposit are received, the points earned, the availability of the request, special needs, and compatibility of exhibitors' products.

Inquiries

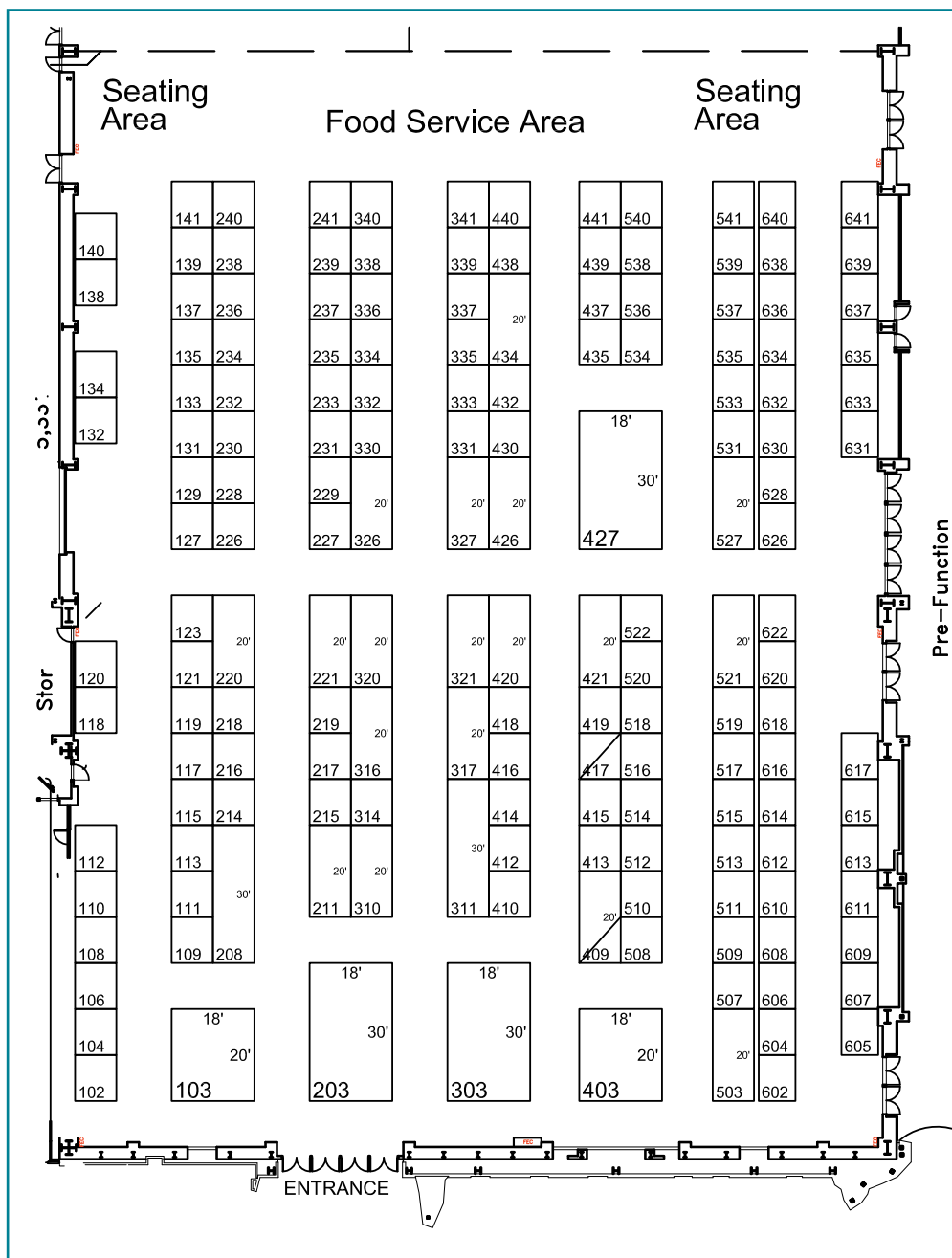
NANN Sales Department
847.375.4754, Fax 847.375.6452
Patrick Filippelli, National Sales Manager
pfilippelli@nann.org
www.nann.org

Points earned depend on these factors:

- the number of years the exhibitor has been a NANN corporate member
- the number of NANN conferences in which the exhibitor has participated
- the amount of space the exhibitor has used at previous NANN conferences
- the amount of commercial support the exhibitor has provided.

Official Contractor

The official contractor will maintain a service desk in the exhibit area at the time of installation and removal of exhibits and will direct and manage all of the following services: exhibitor information kit, decorator, booths and signs, labor, installation of exhibits, electrical work, dismantling of exhibits, and shipping. Exhibitor kits containing complete instructions will be mailed or e-mailed approximately 60 days before the exhibit opening.



Housing

A block of rooms is being held for the NANN conference at the Renaissance Palm Springs Hotel, Palm Springs, CA. Reservations: Check www.nann.org for the link to reservations. NANN conference rate: \$169 single/double. **Hotel block opens for reservations February 1, 2012. Cut-off date for reservations: September 21, 2012.**



**National
Association of
Neonatal
Nurses**

Palm Springs Convention Center
Palm Springs, CA
Exhibit Dates: October 17–19, 2012
Conference Dates: October 17–20, 2012

2012 Annual Conference Exhibit Space Application

We understand that space will be rented at the following rates:

8' x 10' (100 sq. ft.)	\$ 1,875
8' x 20' (200 sq. ft.)	\$ 3,750
8' x 30' (300 sq. ft.)	\$ 5,625
Island (per sq. ft.)	\$ 23
8' x 10' not-for-profit booth	\$ 1,675
Corner booths (additional per corner)	\$ 150

Priority placement deadline: December 15, 2011

We understand that all space must be paid for in full by July 13, 2012. (Space after this date is based on availability.) If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the option of the National Association of Neonatal Nurses (NANN).

We agree to abide by the Terms and Conditions printed on the reverse side, which are made part of this contract. This is not a binding contract until it is signed by the NANN Sales Representative on behalf of NANN.

Size of space _____ Rate _____

After referring to the floor plan, indicate preferred booth location.

1st choice _____ 4th choice _____
2nd choice _____ 5th choice _____
3rd choice _____ 6th choice _____

List companies you would prefer *not* to be near:

List a category that best describes your company's products:

Please e-mail your company and product description for listing in the official conference program guide to kvanderheyden@nann.org no later than **August 3, 2012**.

Please print or type.

Firm Name _____
(**exactly** as you wish it to appear in the printed program and on the exhibit sign)
Street Address _____
City, State, Zip Code _____
Phone (____) _____
Fax* (____) _____
E-Mail _____
Website _____
Signature _____
Name _____ (first) _____ (last)
Title _____
E-Mail _____

The signer of the application for exhibit space—or person designated below, if different—shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

*I understand that by providing the fax number(s) listed above, on behalf of the company specified above, I consent, as authorized by the company, for the company to receive faxes sent by or on behalf of NANN.

This contract and related future mailings will be addressed to the signer (or designee indicated below, if different):

Name _____ (first) _____ (last)
Title _____
Firm Name _____ (if different from above)
Address _____
City, State, Zip Code _____
Phone _____ Fax _____
E-Mail _____

Please complete all three steps:

1. Fax to 847.375.6452 or e-mail to pfilippelli@nann.org.
2. Make a copy of this form for your records.
3. Return the original, with a 50% deposit* per booth, to

NANN Exhibit Office
PO Box 3781
Oak Brook, IL 60522
847.375.4754, pfilippelli@nann.org
www.nann.org

Make checks payable to **National Association of Neonatal Nurses (NANN)**.

* **Note.** For applications sent after July 13, 2012, the full payment is due.

FOR NANN USE ONLY:	
Booth number(s) assigned _____	
Total price	\$ _____
Amount paid	\$ _____
Accepted: NANN, by _____	
PP1	

Terms and Conditions

1. Application and Eligibility. Application for booth space must be made on the printed form provided by NANN (hereinafter, "the Association"), contain the information as requested, and be executed by an individual who has authority to act for the applicant.

2. Exhibit Booth Price. The prices for each booth are as follows: \$1,875 for each 8' x 10' booth, \$3,750 for each 8' x 20' booth, \$5,625 for each 8' x 30' booth, \$23 per sq. ft. for each island booth, \$1,675 for each institutional booth.

These prices include discounted rates on advertising in the conference program guide, an attendee list, access to conference mailing labels at a discount, a uniformly styled draped booth, an identification sign, a listing in the convention program guide, and availability of exhibitor badges for 4 preregistered company representatives per paid 8' x 10' booth, which admit them to the exposition area at no charge. Badges for spouses are charged against each company's badges-per-booth allotment.

3. Payment Dates. No booths will be guaranteed until the Association receives full payment of the total booth fee, along with a signed contract. If full payment is not received by July 13, 2012, the Association will have the right to resell the assigned booth space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Association.

4. Cancellation of Booth Space. Cancellations must be made in writing. In the event that the exhibitor notifies the Association of the exhibitor's intent to repudiate the contract after acceptance but prior to May 11, 2012, a full refund of monies received, minus a \$250 administrative fee per booth, will be made. A penalty of 50% of the cost of the total booth space contracted will be imposed for a written cancellation received between May 11, 2012, and July 13, 2012. No refunds will be made or cancellations accepted after July 13, 2012.

If for any cause beyond the control of the Association—such as, but not limited to, the destruction of the exhibit facilities by an act of God, a public enemy, authority of the law, fire, or other force majeure—the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Association to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.

5. Assignment of Booth Space. Space will be assigned beginning December 15, 2011, according to the date on which the contract and deposit are received, the points earned, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with the Association's aims and purposes.

Points earned depend on these factors:

- the number of years the exhibitor has been a NANN corporate member,
- the number of NANN conferences in which the exhibitor has participated,
- the amount of space the exhibitor has used in previous conferences, and
- the amount of commercial support the exhibitor has provided.

The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

6. Booth, Furnishings, Equipment, and Service. A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft. high, side rails that are 33 in. high, and identification sign that is 7 in. x 44 in. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment can be placed to a height not exceeding 8 ft., without the consent of the Association. In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height.

7. Conduct of Exhibits. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. There is no restriction on selling on the exhibit floor. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales that occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Association. Helium balloons are not allowed in the convention center. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. No photography is allowed in the hall without consent from the Association.

The character of the exhibits is subject to the approval of the Association. The right is reserved to refuse the applications of companies not meeting the standards required or expected, as is the right to curtail exhibits or parts of exhibits that are not in accord with the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. Booths should be designed to draw attendees into the booths, not to encourage attendees to stand in the aisles.

8. Installation and Dismantling.

Installation. All exhibits must be set up by 2 pm on Wednesday, October 17, 2012, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 2 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by 2 pm.

Dismantling. The official closing time of the exhibits is 2 pm, Friday, October 19, 2012. All exhibit material must be packed and ready for removal from exhibit area no later than noon on Saturday, October 20, 2012. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time.

Any company violating this regulation will be fined \$200 and may be denied exhibit space at future Association conferences.

9. Additional Exhibitor Services. All other services are available to exhibitors at normal charges through the official convention contractor (hereinafter "Official Contractor"). An exhibitor's service kit will be mailed or e-mailed to all exhibitors approximately 90 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, labor, and shipping.

10. Contractor and Labor Coordination. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:

- A. The Association and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than the \$1,000,000 combined single limit for personal and property damage, at least 30 days prior to show setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.
- B. Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.
- C. All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.

11. Hospitality and Entertainment. Hospitality suites or events sponsored by the exhibitors must be approved by the Association **in writing**. No entertainment may be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours. The Association has blocked suites at the official hotel that will be available on a first-come, first-served basis. Reservations should be made directly with the hotel after written approval from NANN has been received. Firms that are not exhibiting are not permitted to have hospitality functions.

12. Exhibit Staff Registration.

Registration of representatives identified under Exhibit Booth Price will be complimentary provided that registrations are received by the Association by September 21, 2012. There will be a \$25 charge for the registration of each additional booth representative who exceeds the allotted number of 4 per 8' x 10' booth.

After September 21, 2012, an on-site \$25 service fee will be incurred for the following:

- A. registration of each representative,
- B. each name change, and
- C. each lost badge or name substitution.

Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the convention center. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area.

Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by the Association or the Official Contractor. Exhibitor badges do not give admission to other conference functions, nor are they transferable.

13. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular channels. Advance registration forms will be mailed to exhibitors as soon as they are available.

14. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Association does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

15. Unacceptable Exhibits. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, are inimical to the property rights of the Association, or violate the booth regulations or any other provision of this contract. In the event the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

16. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by the Association that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.

Neither the exhibit facility, the Association, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Association or the Official Contractor.

17. Music Licensing. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Association with a copy of such license or grant no less than 30 days prior to the start of the show.

18. Liability for Damages or Loss of Property. Guard service is provided by the Association on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by the Association for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless the Association, the exhibiting facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of the Association. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

19. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s).

Exhibit material cannot be received at the convention center prior to the show setup date. Such freight will be directed to and stored at the Association's designated freight handling and storage firm at the exhibitor's expense.

The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated, or any damaged exhibits left behind, may be removed and disposed of at the expense of the exhibitor and without liability to the Association or the Official Contractor.

20. Failure to Occupy Space. Any space not occupied at the convention center at 2 pm Wednesday, October 17, 2012, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval by the Association in writing.

21. Fire Regulations. No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.

22. Advertising Material. The use or distribution of any souvenirs during the convention shall be subject to prior written approval by the Association. Such material shall be submitted to the Association for approval 60 days prior to the convention. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.

23. Convention Program. One (1) copy of the convention program/exhibits directory will be available to each exhibiting company at the exhibitors' registration area.

24. Exhibit Space Floor Plan. Every effort will be made to maintain the general configuration of the floor plan for this convention. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association.

25. FDA Regulations. Exhibitors shall comply with all applicable U.S. Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available at their exhibit space a letter from the FDA that describes the allowable use of any drug or device exhibited.

26. Miscellaneous. The exhibitor expressly agrees to be bound by all the terms, conditions, and specifications herein listed and by the rules and regulations established by the Association from time to time thereafter modified, and expressly agrees that this contract and such rules and regulations contain the entire agreement between the parties hereto and supercedes any prior agreement, written or oral. This contract shall be interpreted under the law of the United States and of the State of Illinois.



Room-Drop Program, Mailing to Attendees, Program Guide Advertising, and Billboard Advertising

Enhance your visibility, and drive attendees to your booth at NANN's 2012 conference.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting NANN attendees to your booth through use of the Room-Drop Program, a promotional mailing to the list of preregistered attendees, or an advertisement in the conference program guide—or all three. The program guide is

given to all attendees at registration and includes the conference schedule and a complete list of the educational sessions and descriptions, the poster presentations, and the exhibitors. NANN attendees refer to the guide often, not only on site at the conference but throughout the year, which gives your ad repeated exposure.

Room-Drop Program

The Room-Drop Program allows you to promote your products and services to NANN attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel. Participation in this program allows you to

- begin your sales process in advance of the conference
- increase traffic to your booth
- ensure success at NANN's conference.

The fee to participate is \$2,500.

Preapproval of your promotional piece and payment are required. Upon approval of your piece, please send 1,000 copies to NANN Headquarters by September 10, 2012.

I have ordered a room drop for my company and agree to all prerequisites of the program.

Program Guide Advertising

Space	Exhibitor	Nonexhibitor
Full page (5" x 8")	\$1,100	\$1,600
½ page horizontal (5" x 4")	\$ 800	\$ 975
½ page vertical (2.5" x 8")	\$ 800	\$ 975
Trim size: 6" x 9"	Bleed: 6.25" x 9.25"	

Color ads: \$650 additional per page

Acceptable formats: jpg, eps, and pdf files

Covers (including 4-color covers)

Inside front	\$2,100
Inside back	\$1,950
Back	\$2,200

No cancellations will be permitted after August 7, 2012. Rates are net. No agency discounts will be given.

Space reservation deadline: **August 3, 2012**; artwork deadline: **August 10, 2012**

First right-of-refusal deadline for ad positions: **June 8, 2012**

Exhibitor Nonexhibitor Size of ad _____ Cover position _____

4-color Black and white Vertical Horizontal

I have ordered a program guide ad for my company and agree to be billed according to my selection above.

List of Preregistered Attendees

The list of preregistered attendees is available to all exhibitors at *no charge*. The mailing list is for *one-time use only* and allows the exhibitor to send a promotional piece or mailer to registered attendees in advance of the meeting.

Preapproval of your promotional piece is required. You must include a copy of the promotional piece that you want to distribute when you submit your request. No lists will be supplied to you until a copy of your promotional piece is approved by NANN.

The list of preregistered attendees will be distributed approximately 1 month before the conference.

Deadline: September 10, 2012

Yes, I would like to receive a copy of the attendee list at the e-mail address below, and I agree to all the prerequisites.

Billboard Advertising

See description on page 7.

Yes, I would like to place a billboard ad (rate: \$2,000). (E-mail artwork in an EPS vector format to pfilippelli@nann.org by September 17, 2012.)

Please print or type.

Name _____ Title _____

Company _____

Address _____

City/State/Zip Code _____

Submitted by _____

E-Mail Address _____ Phone (____) _____



**National
Association of
Neonatal
Nurses**

4700 W. Lake Avenue
Glenview, IL 60025

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US POSTAGE
PAID
GLENVIEW, IL
PERMIT NO. 62

Get Connected, Lead the Way

The Power of Neonatal Care

Exhibit at the *Largest* Neonatal Nursing Conference of the Year!

- More than 1,000 neonatal nurses and nurse practitioners to attend NANN's annual educational conference
- 86% of attendees in Level II or Level III NICUs
- 85% of attendees involved in purchasing decisions
- 130 exhibiting companies
- Exclusive, unopposed exhibit time
- Opportunities for cost-effective and time-efficient promotion of your company and products



28th Annual Educational Conference

Exhibit Dates: October 17–19, 2012 • Conference Dates: October 17–20, 2012
Renaissance Palm Springs Hotel and Palm Springs Convention Center, Palm Springs, CA