2015-2016 SPONSORSHIP & EXHIBITOR PROSPECTUS

CONNECT YOUR BRAND WITH LEADERS IN NURSING EDUCATION

www.aacn.nche.edu
WHO SHOULD BECOME A SPONSOR OR EXHIBITOR?

- Book and software publishers
- Education programs and institutions
- Instructional healthcare equipment manufacturers and suppliers
- Healthcare recruiters
- Nursing apparel and accessories distributors
- Companies and institutions offering innovative nursing products and services
CONNECT WITH YOUR MARKET

Put your brand in the hands of nursing education leaders.

Becoming a sponsor or exhibitor at an American Association of Colleges of Nursing (AACN) event lets you put your company’s information directly into the hands of key decision makers in nursing education from across the country. Whether you’re looking to increase your brand’s recognition, build your client base, or even make on-site sales, AACN meetings and conferences give you unprecedented access to nursing program deans, directors, chairs, academic administrators, and faculty.

Your investment will help your company:

- Directly target leaders and decision makers
- Generate leads and build your client base
- Strengthen relationships with key customers
- Demonstrate the full value of your products and services

3,613 ATTENDEES

With more than 3,600 attendees at a total of 11 events, AACN meetings and conferences provide concrete return-on-investment for sponsors and exhibitors year after year.
Fall Semiannual Meeting
JW Marriott - Washington, DC
Meeting Dates: October 24-27, 2015  Exhibit Date: October 25, 2015

Sessions highlight issues of particular concern to nursing education leaders across settings and levels of programs. Associate/Assistant Deans/Directors are invited to attend along with their respective Dean/Chair/Director to develop leadership skills and to network with colleagues. Open only to AACN-Member Schools of Nursing.

Baccalaureate Education Conference
Buena Vista Palace - Orlando, FL

The Baccalaureate Education Conference is a forum for faculty in baccalaureate nursing education programs to explore issues of mutual interest and share ideas and successful strategies.

CNL Summit
Hyatt Regency Long Beach - Long Beach, CA

A national forum for all healthcare and academic audiences currently implementing or interested in exploring Clinical Nurse Leader (CNL) education and practice.

Doctoral Education Conference
The Naples Grand Beach Resort - Naples, FL

The Doctoral Education Conference is a forum for faculty in doctoral nursing education programs to explore issues of mutual interest and share ideas and successful strategies.

Faculty Development Conference
Hilton St. Petersburg Bayfront - St. Petersburg, FL
Conference Dates: February 4-6, 2016  Exhibit Dates: February 4-5, 2016

The Faculty Development Conference is designed for those faculty new to the teaching role and those looking to gain more self-confidence in teaching baccalaureate and higher degree programs.

Master’s Education Conference
Royal Sonesta Houston - Houston, TX

The Master’s Education Conference is a forum for faculty in master’s nursing education programs to explore issues of mutual interest and share ideas and successful strategies.
Nursing Advancement Professionals (NAP) Conference
JW Marriott - Washington DC
Conference Dates: March 18-19, 2016  Exhibit Dates: March 18, 2016

A networking and educational opportunity for alumni, development, marketing, and communications professionals; deans and directors; volunteer foundation and alumni board members.

Spring Annual Meeting
The Fairmont - Washington, DC
Meeting Dates: March 19-22, 2016  Exhibit Date: March 20, 2016

Sessions highlight issues of particular concern to nursing education leaders across settings and levels of programs. Deans/Directors are invited to attend to develop leadership skills and to network with colleagues.
Open only to AACN-Member Schools of Nursing.

Student Policy Summit
Park Hyatt Washington - Washington, DC
Meeting Dates: March 20-22, 2016  Exhibit Dates: TBD

A national forum for student leaders from baccalaureate and graduate nursing programs across the country, as well as academic and policy experts, to explore issues surrounding policy effecting nursing education.

Graduate Nursing Admissions Professionals (GNAP) Conference
Orlando, FL

The GNAP Conference provides an opportunity for those most involved in recruiting graduate nursing students to share their successes, develop new strategies, and to establish a resource network of peers.

Business Officers of Nursing Schools (BONUS) Meeting
Doubletree by Hilton Paradise Valley - Scottsdale, AZ

The BONUS Meeting is dedicated to facilitating networking among those who work in the administration of nursing education and to providing education in areas of business, technology, and financial and administrative management of nursing schools.
SPONSORSHIP OPPORTUNITIES

Whether your goal is to increase brand recognition, drive traffic to your booth or send your company’s message home with each attendee, you will find what you need to meet your goals with AACN’s carefully designed sponsorship offerings.

SPONSORSHIPS OVERVIEW

Sponsorship opportunities apply to the following conferences and meeting:

- Fall Semiannual Meeting
- Baccalaureate Education Conference
- Doctoral Education Conference
- Faculty Development Conference
- Master’s Education Conference
- Spring Annual Meeting

For detailed upcoming sponsorship & exhibit schedules see page 4 or visit www.aacn.nche.edu/conferences.

EVENT SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Key Benefit(s)</th>
<th>Investment</th>
<th>Quantity Available per Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception</td>
<td>• Most popular networking event at AACN’s conferences.</td>
<td>$15,000</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>• One (1) exhibit table.</td>
<td></td>
<td>Fall Meeting Sold</td>
</tr>
<tr>
<td>Networking Breakfast</td>
<td>• Welcome attendees at food stations or at the entrance of the meeting room.</td>
<td>$10,000</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>• Promotional materials dropped on tables.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• One (1) exhibit table.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energize Break</td>
<td>• Re-energize attendees while sharing your company message directly in front of them.</td>
<td>$5,500</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>• Promotional materials at food station.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All Event Sponsorships also include:
- Recognition by the AACN Leadership at the Opening Program Session.
- Recognition on individual signage prominently displaying your logo.
- Recognition in final program schedule.

For more information on sponsorship opportunities, please contact Kristin Downs at: (202) 463-6930 ext. 232 or kdowns@aacn.nche.edu.
EVENT SPONSORSHIP DESCRIPTIONS

Welcome Reception
Our welcome reception is a much-anticipated networking opportunity and gathering at the end of the first conference day. Your sponsorship will be acknowledged at the Opening Program Session. Additionally, your company will receive one (1) exhibit table in the exhibit hall and individual signage prominently displaying your logo throughout the conference.

Networking Breakfast
Our informal breakfast discussions on day 2 and 3 of our conferences invite attendees to participate in lively and collegial networking sessions; this is a great opportunity to show your support for nursing. Your sponsorship will be acknowledged at the Opening Program Session. Additionally, your company will receive one (1) exhibit table in the exhibit hall and individual signage prominently displaying your logo at the breakfast station. Promotional materials may be dropped in the breakfast seating area.

Energize Break
Attendees appreciate an energizing break from highly educational program sessions throughout the day. This sponsorship provides healthy snacks and coffee or soft drinks during an afternoon break on the 1st and 2nd day of the conference - the perfect time to share your message directly with our audience. Your company will receive individual signage prominently displaying your logo. Additionally, you may distribute promotional materials at the break station.

WANT TO GRAB THEIR ATTENTION?
SEND A PUSH NOTIFICATION!

During the conference, AACN will send a push notification to all attendees through the conference app acknowledging your contribution and inviting them to your sponsored event.

Additional fee: $2,000
Open only to event sponsors.
# PROMOTIONAL SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Key Benefit(s)</th>
<th>Investment</th>
<th>Quantity Available per Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Bag</td>
<td>- Logo prominently displayed on AACN registration bag.</td>
<td>$5,500</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>- Recognition on individual signage prominently displayed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notebook with Pen</td>
<td>- Logo prominently displayed on notebook and inserted in registration bag.</td>
<td>$4,000</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>- Recognition on individual signage prominently displayed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lanyards</td>
<td>- Logo imprinted on name badge cords worn by conference attendees, exhibitors and sponsors.</td>
<td>$3,500</td>
<td>1</td>
</tr>
<tr>
<td>Registration Bag Insert</td>
<td>- Promotional material inserted in all registration bags.</td>
<td>$2,500</td>
<td>5</td>
</tr>
<tr>
<td>Cyber Café</td>
<td>- Promotional materials at station.</td>
<td>$2,500</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>- Recognition on individual signage at station.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile App</td>
<td>- Logo and company profile on applicable page of AACN conference mobile app.</td>
<td>$2,000</td>
<td>5</td>
</tr>
<tr>
<td>Charging Station</td>
<td>- Logo on signage and promotional materials at station.</td>
<td>$1,500</td>
<td>3</td>
</tr>
</tbody>
</table>

All Promotional Sponsorships also include:
- Recognition in final program schedule.
- Recognition on signage prominently displayed.

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# PROMOTIONAL SPONSORSHIP DESCRIPTIONS

**Registration Bag**
Our registration bags include essential conference materials and are distributed to each attendee at the registration desk. Your company logo will be prominently displayed on the AACN bag. Additionally, individual signage prominently displaying your logo will be provided.
Notebook with Pen
Notebooks with pens are distributed to each attendee at the registration desk within their registration bag. Your company logo will be prominently displayed on the AACN notebook. Additionally, individual signage prominently displaying your logo will be provided.

Lanyards
Lanyards will be distributed to all attendees, exhibitors and sponsors upon registration. Your logo will be imprinted on these name badge holder cords, providing a high visibility to your company throughout the conference.

Registration Bag Insert
Increase your company’s visibility by providing one promotional material to be inserted in all registration bags.

Cyber Café
Our Cyber Café invites attendees to access meeting materials, read emails and news. Your company’s website will be marked as one of the browser landing pages. Additionally, individual signage prominently displaying your logo will be provided and you may also drop promotional materials at the cyber station.

AACN Conference Mobile App
The AACN Conference Mobile App will be launched for the first time in 2015. It is a great tool to get attendees attention by providing conference essential information such as program schedule, speaker bios, and exhibitor information directly on the attendee’s mobile device. You will be given the opportunity to include your own individual profile as well as company logo. The app will become available to attendees prior to the conference.

Charging Station
The charging station will be placed centrally in the meeting space allowing attendees to recharge their laptops, tablets and mobile devices. Your contribution will be acknowledged with a sign by the station prominently displaying your company logo. You may also drop promotional materials at the station.
EXHIBIT OPPORTUNITIES

2015 & 2016 BOOTH FEES

For-profit (commercial) cost per table

- Fall & Spring Meeting: $2,000
- Conferences & Networks: $1,600

Non-profit cost per table

- Fall & Spring Meeting: $1,700
- Conferences & Networks: $1,300

WHAT IS INCLUDED?

- 6’x6’ space with 6’ tabletop display (draped)
- Chairs (2)
- Wastebasket
- Identification sign with company name
- Up to three (3) exhibitor identification badges for on-site personnel.

Exhibitor badge valid in exhibit hall only. Conference registrations must be purchased separately.

- Easel & electrical outlet (upon request)
- Exhibitor listing in conference materials
- Access to food functions

WHY EXHIBIT?

- Exposure to hundreds of deans, directors, academic administrators, nursing faculty and others interested in baccalaureate and higher-degree nursing education from across the country.
- Our attendees directly influence and advance higher education in nursing at their institutions.
- Remain competitive by increasing your visibility within higher education nursing programs.
2015-2016 Exhibit Packages

Want to exhibit at more than one AACN conference?

*Receive a discount by taking advantage of one of our exhibit packages! By participating in multiple conferences and meetings, you can gain additional exposure and ensure a heightened presence in key markets.*

**EMERALD PACKAGE**

**RECEIVE 20% OFF THE FACULTY DEVELOPMENT EXHIBIT FEE**

when also exhibiting at the Fall Semiannual Meeting or Spring Annual Meeting.

*If exhibiting at the Fall Semiannual Meeting, payment must be made in full by Friday, October 9, 2015.*

*If exhibiting at the Spring Annual Meeting, payment must be made in full by Thursday January 21, 2016.*

**RUBY PACKAGE**

**RECEIVE 20% OFF THE MASTER’S EDUCATION CONFERENCE EXHIBIT FEE**

when exhibiting at both the Doctoral and Master’s Education Conference.

*Payment must be made in full by Thursday, November 5, 2015.*

**SAPPHIRE PACKAGE**

**RECEIVE 20% OFF THE DOCTORAL OR MASTER’S EDUCATION CONFERENCE EXHIBIT FEE**

when also exhibiting at the Fall Semiannual Meeting or Spring Annual Meeting.

*If exhibiting at the Fall Semiannual Meeting, payment must be made in full by Friday, October 9, 2015.*

*If exhibiting at the Spring Annual Meeting, payment must be made in full by Thursday, November 5, 2015.*

*To receive the discount, all packages must be selected during pre-registration.*

*No exceptions will be made for late payments.*

For more information on exhibit packages, please contact Kristin Downs at: (202) 463-6930 ext. 232 or kdowns@aacn.nche.edu.
TARGET AUDIENCE

- More than 500 deans/directors of AACN Member-Schools of Nursing and their senior academic leaders.
- Primary decision-makers at their schools of nursing.
- Essential links to faculty, staff and students.

TRAFFIC BUILDERS

- Welcome Reception located in exhibit hall.
- Food Functions located in exhibit hall.
- 4 hours of unopposed exhibit time.

EXHIBITOR SCHEDULE*
Sunday, October 25, 2015

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Set-up</td>
<td>7:00 a.m.-9:00 a.m.</td>
</tr>
<tr>
<td>Exhibitor Hours</td>
<td>9:00 a.m.-8:00 p.m.</td>
</tr>
<tr>
<td>Exhibitor Dismantle</td>
<td>8:00 p.m. (exhibits must be fully dismantled by the end of the day)</td>
</tr>
</tbody>
</table>

*Exhibit hours are subject to change. AACN will provide all schedule changes via email.

GENERAL INFORMATION

LOCATION
JW Marriott
1331 Pennsylvania Avenue, NW
Washington, DC 20004
Phone: 202-393-2000

PROGRAM INFORMATION
Additional information about the 2015 Fall Semiannual Meeting can be found here.

PAYMENT AND CANCELLATION
Payments must be received by Friday, October 9, 2015 to be considered for an exhibit space.
All cancellations must be made by Friday, October 9, 2015 to receive a partial refund.
TARGET AUDIENCE

- More than 500 deans, associate deans, directors and faculty of baccalaureate nursing programs from across the country.

TRAFFIC BUILDERS

- Welcome Reception located in exhibit hall.
- Food Functions located in exhibit hall.
- 4.5 hours of unopposed exhibit time.

EXHIBITOR SCHEDULE*

<table>
<thead>
<tr>
<th></th>
<th>Thursday November 19, 2015</th>
<th>Friday November 20, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Set-up</td>
<td>9:00 a.m.-12:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Hours</td>
<td>12:00 p.m.-7:00 p.m.</td>
<td>7:15 a.m.-1:30 p.m.</td>
</tr>
<tr>
<td>Exhibitor Dismantle</td>
<td></td>
<td>12:30 p.m.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>exhibits must be fully dismantled by the end of the day</em></td>
</tr>
</tbody>
</table>

*Exhibit hours are subject to change. AACN will provide all schedule changes via email.

GENERAL INFORMATION

LOCATION
Buena Vista Palace
1900 E Buena Vista Drive
Lake Buena Vista, FL 32830
Phone: 866-397-6516

PROGRAM INFORMATION
Additional information about the 2015 Baccalaureate Education Conference can be found [here](#).

PAYMENT AND CANCELLATION
Payments must be received by Thursday, November 5, 2015 to be considered for an exhibit space.
All cancellations must be made by Thursday, November 5, 2015 to receive a partial refund.
TARGET AUDIENCE

- More than 700 deans, associate deans, directors, and faculty of doctoral level nursing programs from across the country.

TRAFFIC BUILDERS

- Welcome Reception located in exhibit hall.
- Food Functions located in exhibit hall.
- 4.5 hours of unopposed exhibit time.

EXHIBITOR SCHEDULE*

<table>
<thead>
<tr>
<th>Thursday January 21, 2016</th>
<th>Friday January 22, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Set-up</td>
<td>9:00 a.m.-12:00 p.m.</td>
</tr>
<tr>
<td>Exhibitor Hours</td>
<td>12:00 p.m.-7:30 p.m.</td>
</tr>
<tr>
<td>Exhibitor Dismantle</td>
<td>1:30 p.m.</td>
</tr>
</tbody>
</table>

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GENERAL INFORMATION

LOCATION
The Naples Grand Beach Resort
475 Seagate Drive
Naples, FL 34103
Phone: 239-227-2182

PROGRAM INFORMATION
Additional information about the 2016 Doctoral Education Conference can be found [here](#).

PAYMENT AND CANCELLATION
Payments must be received by Thursday, January 7, 2016 to be considered for an exhibit space.
All cancellations must be made by Thursday, January 7, 2016 to receive a partial refund.
TARGET AUDIENCE

- More than 200 faculty new to the teaching role and those faculty who would like to gain more self-confidence in teaching in baccalaureate and higher degree programs.

TRAFFIC BUILDERS

- Welcome Reception located in exhibit hall.
- Food Functions located in exhibit hall.
- 4.5 hours of unopposed exhibit time.

EXHIBITOR SCHEDULE*

<table>
<thead>
<tr>
<th></th>
<th>Thursday February 4, 2016</th>
<th>Friday February 5, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Set-up</td>
<td>9:00 a.m.–12:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Hours</td>
<td>12:00 p.m.–6:30 p.m.</td>
<td>7:15 a.m.–1:30 p.m.</td>
</tr>
<tr>
<td>Exhibitor Dismantle</td>
<td></td>
<td>1:30 p.m. (exhibits must be fully dismantled by the end of the day)</td>
</tr>
</tbody>
</table>

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GENERAL INFORMATION

LOCATION
Hilton St. Petersburg Bayfront
333 1st St South
St. Petersburg, FL 33701
Phone: 727-894-5000

PROGRAM INFORMATION
Additional information about the 2016 Faculty Development Conference can be found here.

PAYMENT AND CANCELLATION
Payments must be received by Thursday, January 21, 2016 to be considered for an exhibit space.
All cancellations must be made by Thursday, January 21, 2016 to receive a partial refund.
Master’s Education Conference
February 25-27, 2016 - Houston, TX

TARGET AUDIENCE

• More than 350 deans/directors, academic administrators, and nursing faculty from master’s programs.
• Focused on direct care roles (e.g. Clinical Nurse Leaders and nurse educators) and indirect care roles (e.g. public health nurses, informatics, clinical research coordinators, and nurse administrators/managers).

TRAFFIC BUILDERS

• Welcome Reception located in exhibit hall.
• Food Functions located in exhibit hall.
• 4.5 hours of unopposed exhibit time.

EXHIBITOR SCHEDULE*

<table>
<thead>
<tr>
<th>Thursday February 25, 2016</th>
<th>Friday February 26, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Set-up</td>
<td>9:00 a.m.-12:00 p.m.</td>
</tr>
<tr>
<td>Exhibitor Hours</td>
<td>12:00 p.m.-6:30 p.m.</td>
</tr>
<tr>
<td>Exhibitor Dismantle</td>
<td></td>
</tr>
</tbody>
</table>

*Exhibit hours are subject to change. AACN will provide all schedule changes via email.

GENERAL INFORMATION

LOCATION
Royal Sonesta Houston
2222 West Loop South
Houston, TX 77027
Phone: 713-627-7600

PROGRAM INFORMATION
Additional information about the 2016 Master’s Education Conference can be found here.

PAYMENT AND CANCELLATION
Payments must be received by Thursday, February 11, 2016 to be considered for an exhibit space.
All cancellations must be made by Thursday, February 11, 2016 to receive a partial refund.
TARGET AUDIENCE

- More than 400 Deans/Directors of AACN Member-Schools of Nursing.
- Primary decision-makers at their schools of nursing.
- Essentials links to faculty, staff and students.

TRAFFIC BUILDERS

- Welcome Reception located in exhibit hall.
- Food Functions located in exhibit hall.
- 4 hours of unopposed exhibit time.

EXHIBITOR SCHEDULE*

Sunday, March 20, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 a.m.–9:00 a.m.</td>
<td>Exhibitor Set-up</td>
</tr>
<tr>
<td>9:00 a.m.-8:00 p.m.</td>
<td>Exhibitor Hours</td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>Exhibitor Dismantle (exhibits must be fully dismantled by the end of the day)</td>
</tr>
</tbody>
</table>

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GENERAL INFORMATION

LOCATION
The Fairmont Washington, DC
2401 M Street, NW
Washington, DC 20037
Phone: 202-429-2400

PROGRAM INFORMATION
Additional information about the 2016 Spring Annual Meeting can be found here.

PAYMENT AND CANCELLATION
Payments must be received by Friday, March 4, 2016 to be considered for an exhibit space.
All cancellations must be made by Friday, March 4, 2016 to receive a partial refund.
**Nursing Advancement Professionals (NAP) Conference**  
JW Marriott - Washington DC  
**Conference Dates:** March 18-19, 2016  
**Exhibit Date:** March 18, 2016  
Additional information about the 2016 NAP Conference can be found [here](#).

**Graduate Nursing Admissions Professionals (GNAP) Conference**  
Orlando, FL  
**Conference Dates:** March 28-30, 2016  
**Exhibit Dates:** March 28-29, 2016  
Additional information about the 2016 GNAP Conference can be found [here](#).

**Business Officers of Nursing Schools (BONUS) Meeting**  
Doubletree by Hilton Paradise Valley - Scottsdale, AZ  
**Conference Dates:** April 20-22, 2016  
**Exhibit Dates:** April 20-21, 2016  
Additional information about the 2016 BONUS Meeting can be found [here](#).

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**SPONSORSHIPS**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Key Benefit(s)</th>
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<th>Quantity Available per Conference</th>
</tr>
</thead>
</table>
| Breakfast/Reception        | • Promotional materials dropped on tables.  
                            | • Individual signage prominently displayed.                                  | $2,000     | 2                                 |
| Registration Bag           | • Logo prominently displayed on AACN registration bag.  
                            | • Individual signage prominently displayed.                                  | $1,500     | 1                                 |
| Break                      | • Promotional materials at food station.  
                            | • Individual signage prominently displayed.                                  | $1,000     | 2                                 |
| Registration Bag Insert    | • Promotional materials inserted in all registration bags.                  | $750       | 5                                 |

*All sponsorships also include recognition in final program schedule.*

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**EXHIBITS**

<table>
<thead>
<tr>
<th>Target Audience:</th>
<th>• Network with more than 100 attendees from across the country!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Builders:</td>
<td>• 4 hours of unopposed exhibit time.</td>
</tr>
</tbody>
</table>

**2016 Exhibit Fees:**  
See page 10 for For-profit and Non-profit costs per table.

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Contact us today for more details!

**GNAP & NAP Conference**
Beth Aronson  
Director of Membership  
Phone: (202) 463-6930 ext.263  
Fax: (202) 785-8320  
Email: baronson@aacn.nche.edu

**BONUS Meeting**
Kristin Downs  
Conference Assistant  
Phone: (202) 463-6930 ext.232  
Fax: (202) 785-8320  
Email: kdowns@aacn.nche.edu
Want to extend your visibility to a diverse group of nurse educators and students?

Support AACN’s **CNL Summit** and **Student Policy Summit** by becoming a Sponsor and/or Exhibitor!

**CNL Summit**  
January 14-16, 2016 - Hyatt Regency Long Beach - Long Beach, CA  
A national forum for all healthcare and academic audiences currently implementing or interested in exploring Clinical Nurse Leader (CNL) education and practice.

**Target Audience:**
- Network with more than 350 Clinical Nurse Leaders!

**Traffic Builders:**
- Reception located in exhibit hall.  
- Food functions located in exhibit hall.  
- 5 hours of unopposed exhibit time

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**Student Policy Summit**  
March 20-22, 2016 - Park Hyatt Washington - Washington, DC  
A national forum for student leaders from baccalaureate and graduate nursing programs across the country to explore pressing healthcare policy issues and learn from experts in the policy and advocacy arenas.

**Target Audience:**
- Network with more than 200 nursing students!

**Traffic Builders:**
- Reception located in exhibit hall.  
- Food functions located in exhibit hall.  
- 4 hours of unopposed exhibit time

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**Contact us today for more details!**

**Student Policy Summit**  
Lauren Inouye  
**Associate Director of Government Affairs**  
Phone: (202) 463-6930 ext.271  
Fax: (202) 785-8320  
Email: linouye@aacn.nche.edu

**CNL Summit**  
Shylo Jones  
**Education Policy Assistant**  
Phone: (202) 463-6930 ext.250  
Fax: (202) 785-8320  
Email: sjones@aacn.nche.edu
Direct Mail

Purchase AACN mailing lists for a discounted rate of $200 prior to the conference or meeting.

For available lists, please contact Kristin Downs at kdowns@aacn.nche.edu or go online at www.aacn.nche.edu/membership/mailing-list-rental.

All marketing materials to be mailed to AACN members must be pre-approved by AACN.

Submit a booth prize!

Boost your booth traffic with participation in our Exhibitor Prize Drawing. For only $500 you will receive the following benefits.

- Flyer in attendee packet with company and prize information.
- Push-notification through AACN conference app to promote prizes.
- Live winner announcement during reception or break by the exhibitor and AACN.

For more details and information, please contact Kristin Downs at kdowns@aacn.nche.edu.
APPLICATION FOR SPONSORSHIP

www.aacn.nche.edu/conferences/sponsor-registration

- Requests will be approved in the order they are received.
- Approval notifications and payment instructions will be sent via email.

APPLICATION FOR EXHIBIT SPACE

www.aacn.nche.edu/conferences/exhibits-pre-registration

- Requests will be made in the order they are received.
- Approval notifications and payment instructions will be sent via email.
- Exhibit space is secured upon receipt of payment and in the order in which it is received.

PAYMENT PROCESS

To be considered for an exhibit space, payments must be received at least two weeks prior to the start of the conference. Payments can be made in the form of a company check or credit card (MasterCard, VISA or American Express).

If paying by check, make check payable to AACN and mail to:
American Association of Colleges of Nursing
PO Box 418350
Boston, MA 02241-8350
1. **Contract for Space:** The application for exhibit space, the notice of space assignment by AACN, and the full payment of exhibitor fees, together constitute a contract for a right to use the space.

AACN reserves the right to approve or reject all requests for exhibits. Exhibit space will be secured in the order in which payments are received.

2. **Contract for Sponsorship:** The application for sponsorship, the notice of acceptance by AACN and the full payment of sponsorship fees, together constitute a contract for the right to sponsor part of the event.

AACN reserves the right to approve or reject all requests for sponsorship if it is not logistically feasible or conflicts with AACN strategic priorities.

3. **Placement of Exhibitors:** AACN will place exhibitors based on product type or service to avoid competing businesses in close proximity of one another. Exhibitors will be informed about their placement one week prior to the event. Placements cannot be changed.

All exhibits shall serve the interest of AACN’s conference attendees. AACN reserves the right to require the immediate withdrawal of any exhibit that the Association believes to be against its purpose.

4. **Payments:** Payment can be made in the form of a company check or credit card (MasterCard, VISA, or American Express) and must be received at least two weeks prior to the start of the conference.

If paying by check, make check payable to AACN and mail to:

*American Association of Colleges of Nursing*

*PO Box 418350*

*Boston, MA 02241-8350*

5. **Cancellation Policy for Exhibitors:** No refund will be given for cancellations received after two weeks prior to the start of the conference. Cancellation requests must be made in writing and submitted to kdowns@aacn.nche.edu. A refund of the exhibitor fee, minus a 50% administrative fee, will be given for cancellations received by that date.

6. **Registration of Exhibitor Personnel:**

Each exhibiting company is entitled to up to three (3) exhibitor identification badges for on-site personnel. Exhibitor badges do not include conference registration and are valid in exhibit hall only.

Names for on-site staff must be submitted prior to the exhibit to kdowns@aacn.nche.edu.

Exhibitors may also purchase full conference registrations at the regular non-member rate, unless it is an “AACN Member only” event. For information, contact kdowns@aacn.nche.edu.

7. **Circulation and Solicitation:** No canvassing or distributing materials outside an exhibitor’s own space is permitted.

AACN does not allow advertisements to be placed in any of AACN’s printed or electronic conference materials.

8. **Use of Exhibit Space:** No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the consent of AACN and approval of the terms thereof. No exhibitor is permitted to show goods other than those manufactured or handled by him in the regular course of business. No firm or organization not assigned space in the exhibit area will be permitted to solicit business in any manner.

No exhibits may be dismantled before the official dismantling time.
9. **Direct Selling**: In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.

10. **Arrangement of Space**: The allocated exhibit space measures 6’x6’ and includes a 6’ tabletop display (draped). All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. A maximum height of 7 ft. is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.

11. **Care of Buildings**: Exhibitors or their agents shall not damage or deface the walls or floors of the buildings, the booths and/or the equipment or furnishings provided for the booth. The exhibitor will be held liable for any such damage caused by him or his agent.

12. **Fire Regulations**: All materials used in the exhibit booths must be made of flame-proof materials and conform to all fire department regulations.

13. **Failure to Open Exhibition**: In case the venue shall be damaged or destroyed, or if the AACN Exhibition fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, the contract may be terminated by AACN. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of AACN shall be to return to each exhibitor his space payment(s). Non-refundable airline tickets, hotel deposits etc. are the responsibility of the exhibitor.

14. **Scheduling of Exhibitor/Sponsor Functions**: Exhibitors and Sponsors may not schedule their own breakfast, lunch, etc. events without AACN’s permission as it may conflict with program scheduling.

Exhibiting and/or sponsoring does not allow for any input to planning educational aspects of the event.

15. **Access to Registration Lists**: Exhibitors/Sponsors will not be given access to attendee registration lists including the emails of participants. On the day of the event, AACN will distribute an attendee registration list to exhibitors/sponsors including the addresses of attendees only.

For marketing purposes, the option of purchasing AACN mailing lists at an additional rate exists. To purchase a mailing list, please contact Kristin Downs at kdowns@aacn.nche.edu.

*All marketing materials to be mailed to AACN members must be pre-approved by AACN.*

16. All exhibitors are responsible for complying with federal, state, and local laws.

17. **Policies and Contract**: These policies have been formulated in the best interest of all concerned and become a part of the contract between the exhibitor/sponsor and AACN. All matters and questions not covered by these policies are subject to the decisions of AACN.