#

**2017 Annual Convention**

# March 1-4, 2017

**Caribe Royale Hotel ~ Orlando, FL**

**Exhibit Space Confirmation**

**Dear Exhibitor:**

Thank you for submitting your exhibit space contract for the DNA Annual Convention to be held March 1-4, 2017 at the Caribe Royale Hotel in Orlando Florida. We are delighted to confirm your participation. Exhibits will be open Wednesday and Thursday March 1-2, 2017

**Information**

Please note the following information pertaining to your exhibit.

***Unpaid balances*** are due immediately. Any refunds will be issued after the Convention.

***Advanced Registration for Booth Personnel*** – **Exhibit Personnel** **Pre-Registration** – As part of your exhibit fee, two (2) complimentary exhibitor registrations for personnel per booth (10’x10’) are included. Additional badges may be purchased for $50 each and must be PREPAID. Fill out the enclosed form for badges.

***Floorplan –*** can now be viewed on the attached pdf for your booth location. Online Floorplan to come.

***Registration Delivery –***Your literature inserted in the attendee bags. See enclosed form for details.

***Sponsorship Opportunities*** – Enhance your presence at the DNA Convention. See enclosed form for details.

**Exhibit Services Contractor**

Brede Allied has been selected to serve as the official service/drayage contractor. The link to Brede’s service kit will be e-mailed to your attention in early December. All shipments must arrive at the advanced warehouse no later than February 15, 2017, to avoid an after deadline charge. For exhibitor-related questions, set-up information, shipping and drayage, please contact Brede/Allied Convention Services at 407-851-0261 or via email at info@bredeallied.com. All questions regarding furnishings, shipping, labor, electricity and physical logistics should be directed to Brede/Allied.

 **ADVANCED SHIPPING/DRAYAGE ADDRESS**:

 **To: DNA ANNUAL CONVENTION**

 Brede/Allied Convention Services

 2502 Lake Orange Drive

 Orlando, FL 32837

 **FROM:** **Exhibiting Company & booth #**

**Booth Construction**

Each exhibit space is 10x10 and includes a company ID sign, and pipe/drape. It does ***not*** include any furnishings, electricity, etc. Arrangements for these items must be made through Brede. Booth drapery will be beige and burgundy. **The hall** **is carpeted**.

**Exhibit Schedule**

The exhibit schedule follows:

 Tuesday, February 28 Exhibitor Set-up 9:00 am - 5:00 pm

 Wednesday, March 1 **Exhibits Open 10:15 am - 12:15 pm Grand Opening**

 **Exhibits Open 2:30 pm - 4:00 pm Refreshment Break**

 Thursday, March 2 **Exhibits Open 9:15 am - 10:45 am Coffee Break**

 **Exhibits Open 2:00 pm - 3:00 pm Refreshment Break**

Exhibit Dismantling 3:00 pm - 8:00 pm

*DNA reserves the right to modify this schedule. Exhibitors will be notified at that time.*

**Hotel Room Reservation Information**

A block of rooms have been reserved for attendees of the DNA Annual Convention at the Caribe Royale Hotel. Reservations must be received on or before January 30, 2017. Please note that rooms at the group rate are limited and may be sold out before the cut-off date. Rooms may still be available after the cut-off date, but not at the group rate. All rates are subject to prevailing state and local occupancy taxes.

**Caribe Royal Orlando**

**8101 World Center Drive**

**Orlando, FL 32821**

**800-823-8300**

**Please note: Hotel rate is $175 single/double + tax**

**\*\*Refer to the DNA Annual Convention to receive the special convention rate.**

**Reservations should be made** [online directly](http://bookings.ihotelier.com/bookings.jsp?groupID=1616033&hotelID=5636)

### **Security**

DNA will provide security service for the exhibit hall to control admission and to serve as a deterrent to theft. However, DNA is not responsible for any losses incurred by exhibitors. Exhibitors must make arrangements to safeguard valuable property. Admission to the exhibit area is by badge only.

**Convention Exhibitor Policies/Miscellaneous**

As outlined within the exhibit prospectus, DNA has numerous policies regarding its exhibit hall. It is impractical to reiterate all rules and regulations here, but exhibitors are reminded to once again review the policies contained within your exhibit prospectus. All exhibitors are expected to adhere to all rules, regulations, and policies governing the DNA Annual Convention.

We look forward to working with you to make the DNA Annual Convention a successful event for all concerned! Please contact us if we may provide additional information.

Sincerely,



Tom Greene

Corporate Relations Manager

phone: 856-256-2367/fax: 856-589-7463

tgreene@dnanurse.org

*DNA Annual Convention. P O Box 56 Pitman, NJ 08071 P: 856-256-2300 F: 856-589-7463*



**DNA 2017 Annual Convention**

**March 1 - 4, 2017**

**SPONSORSHIP APPLICATION**

**Exhibiting Company** **Booth #**

**Contact:** **Phone:** **/****/**

**Email:**

|  |
| --- |
| **SUPPORT/SPONSORSHIP PROMOTIONAL OPPORTUNITIES** |
| **Item** | **Price (check off item)**  | **Total** |
| Luncheon Symposium (*exclusive*) | [ ]  $40,000 Wednesday March 1 / 12:15 pm – 1:30 pm | **$**  |
| Luncheon Symposium (*exclusive*) | [ ]  $50,000 Thursday March 2 / 11:45 am – 1:00 pm  | **SOLD** |
| Breakfast Symposium (*exclusive*) | [ ]  $30,000 Friday March 3 / 7:00 am – 8:00 am  | $       |
| Product Theater – wine & cheese | [ ]  $17,000 Wednesday March 1 / 5:00 pm – 6:00 pm | $       |
| Product Theater – wine & cheese | [ ]  $17,000 Thursday March 2 / 5:00 pm – 6:00 pm | $       |
| Product Theater - breakfast | [ ]  $14,000 Wednesday March 1 / 7:00 am – 8:00 am  | $       |
| Product Theater - breakfast | [ ]  $14,000 Thursday March 2 / 7:00 am – 8:00 am | $       |
| Mobile App | [ ]  $15,000 | **SOLD** |
| Tote Bags | [ ]  $12,000 | $       |
| Photo Booth | [ ]  $ 8,500 | $       |
| Aisle Signs (logo on all aisle signs – 2 sided)  | [ ]  $ 8,000  | $       |
| Hotel Key Cards | [ ]  $ 8,000  | **SOLD** |
| Door Drop Literature (Nurse’s bag) | [ ]  $ 7,500 | $       |
| Lanyards | [ ]  $ 7,500 | $       |
| Logo on floor sticker in Exhibit Hall (max 5’x8’) | [ ]  $ 7,500  | $       |
| Benches in Exhibit Hall (x4) +signs | [ ]  $ 6,000 | $       |
| DNA Membership Booth  | [ ]  $ 5,000 | $       |
| Charging Station | [ ]  $ 5,000 (each) x       | $       |
| Foot Prints in Exhibit Hall x10 each (2) | [ ]  $ 5,000 x       | $       |
| Room Dropin bag or outside room/under door | [ ]  $ 4,000 | $       |
| Tote Bag Insert | [ ]  $ 3,000  | $      |
| Pre-Convention Mailing List | [ ]  $ 500 (fill out below request form) | $       |
| **TOTAL SUPPORT/SPONSORSHIP PROMOTIONAL OPPORTUNITIES AMOUNT** | $       |

Please complete the Credit Card information on the following page for both the Support/Sponsorship and Program Book totals, if paying by check make payable to: **DNA Annual Convention** and mail to the address listed on the next page.

For all advertising in the **DNA Annual Convention Program Book**, kindly complete Program Book Advertising Section on the next page.

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**SPONSORSHIP APPLICATION**

**Exhibiting Company       Booth #**

**Contact:       Phone:    /    /**

**Email:**

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| **PROGRAM BOOK ADVERTISING**  |
| One Full Page / Color | [ ]  $ 3,000 | $       |
| 2nd Full Page / Color | [ ]  $ 2,500 | $       |
| Back Cover | [ ]  $ 4,000 | **SOLD** |
| Inside Front Cover | [ ]  $ 3,500 | **SOLD** |
| Inside Back Cover | [ ]  $ 3,500 | **SOLD** |
| **TOTAL PROGRAM BOOK ADVERTISING AMOUNT** | $       |

**Full Payment by Credit Card**

[ ]  Visa [ ]  MasterCard [ ]  AMEX

Name on Credit Card

Credit Card Number

Security Code      Expiration Date   /

Charge Amount $

Credit Billing Address street #       zip code

Signature

*Complete and return to Heidi Perret, email:* *heidi.perret@ajj.com**, phone: 856-256-2375 ~ fax: 856-589-7463*

*DNA Annual Convention ~ East Holly Ave., Box 56 ~ Pitman, NJ 08071*



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***Exhibit Badges*:**

As part of your exhibit fee, you are entitled to two (2) complimentary exhibitor badges per booth (10’x10’). Additional company representatives may register for $50 each. Advance exhibitor registration information must be received no later than **February 13, 2017** **in order to be pre-registered,** after this date you will need to register onsite.All additional badges must be prepaid.

Please complete, and e-mail this form to: **heidi.perret@ajj.com**

Exhibiting Company Name:       Booth #

Two Representatives: Email addresses\*:

\* email addresses will only be used for our post-con exhibitor survey

Additional booth personnel ($50 each) all additional badges must be prepaid.

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| --- | --- |
| **Payment by Check** DNA Tax ID #22-2485816Mail check payable in U.S. Funds to DNA***The remaining balance is due prior to booth setup.*** DNA Annual Convention**Postal** – *East Holly Ave.,  Box 56, Pitman, NJ 08071-0056***Overnight Service** – *200 East Holly Avenue, Sewell, NJ 08080* *856-256-2375 / Fax 856-589-7463* *heidi.perret@ajj.com* | **Full Payment by Credit Card**[ ]  Visa [ ]  MasterCard [ ]  AMEXName on Credit Card       Credit Card Number       Security Code      Expiration Date   /     Charge Amount $      Credit Billing Address street #       zip code       Signature        |



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**List of Pre-Registrants Order Form**

As a service available exclusively for exhibitors at this year's Annual Convention, DNA will make its list of attendees available. If you wish to rent the list in advance for a mailing, the cost is $500 per list. NOTE: Each exhibiting company will receive a list of attendees onsite when checking in at registration as part of your booth fee.

[ ]  Send us a registrant list for the DNA 2017 Convention. Enclosed is a sample of our mailing piece.

 Excel Format (***This list does not contain email addresses or phone numbers***)

 Email address:

 Date you request DNA to process list: (NOTE: The later the date, the more pre-registered attendees will be on the list.)

[ ]  **January 25** [ ]  **February 1** [ ]  **February 8** [ ]  **February 15**

[ ]  Upon Final Wrap-Up (2 Weeks Following the Meeting)

|  |
| --- |
| **Full Payment by Credit Card**[ ]  Visa [ ]  MasterCard [ ]  AMEXName on Credit Card       Credit Card Number       Security Code      Expiration Date   /     Charge Amount $      Credit Billing Address street #       zip code       Signature        |

We understand that the list is for ***one-time*** use only. ***All orders must be prepaid.*** Exhibitor agrees to use the list one-time only per the sample piece submitted. Exhibitor agrees not to merge the list of attendees into any database. Further, exhibitor agrees to erase all data and destroy the electronic information upon completion of this approved mailer.

Company:

Address:

City:       State:    Zip:

Telephone    /   /     E-mail

Contact       Title

Signature       Date   /  /

Any questions about the list and all correspondence should be directed to:

***DNA Annual Convention***

***c/o Heidi Perret***

***East Holly Avenue/Box 56***

***Pitman, NJ 08071-0056***

***856-256-2375 / Fax 856-589-7463 / heidi.perret@ajj.com***