# 

**2018 Annual Convention**

# February 14-17, 2018

**Sheraton San Diego Hotel & Marina ~ San Diego, Fl**

**Exhibit Space Confirmation**

**Dear Exhibitor:**

Thank you for submitting your exhibit space contract for the DNA Annual Convention to be held February 14-17, 2018 at the Sheraton San Diego Hotel & Marina, in San Diego, CA. We are delighted to confirm your participation. Exhibits will be open Wednesday February 14 and Thursday February 15.

**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 $75 each and must be PREPAID. Fill out the enclosed form for badges.

***Floorplan –*** can now be viewed by [clicking here](https://shows.map-dynamics.com/dna2018/) for your booth location.

***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 January 26, 2018, 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: Exhibitor Name / Booth #**

Brede/Allied Convention Services

c/o YRC Freight

9525 Padgett Street

San Diego, CA 92126

**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 teal & white. **The hall** **is carpeted**.

**Exhibit Schedule**

Tuesday, February 13 Exhibitor Set-up 10:00 am - 5:00 pm

Wednesday, February 14 **Exhibits Open 10:15 am - 12:15 pm Grand Opening**

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

Thursday, February 15 **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 - 7:00 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 Sheraton San Diego Hotel & Marina must be received on or before January 15, 2018. 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.

**Sheraton San Diego Hotel & Marina**

**1380 Harbor Island Drive**

**San Diego, CA**

**888-544-2523**

**Please note: Hotel rate is $209 single/double + tax**

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

**Reservations can be made online directly: www.dnanurse.org**

### **Security**

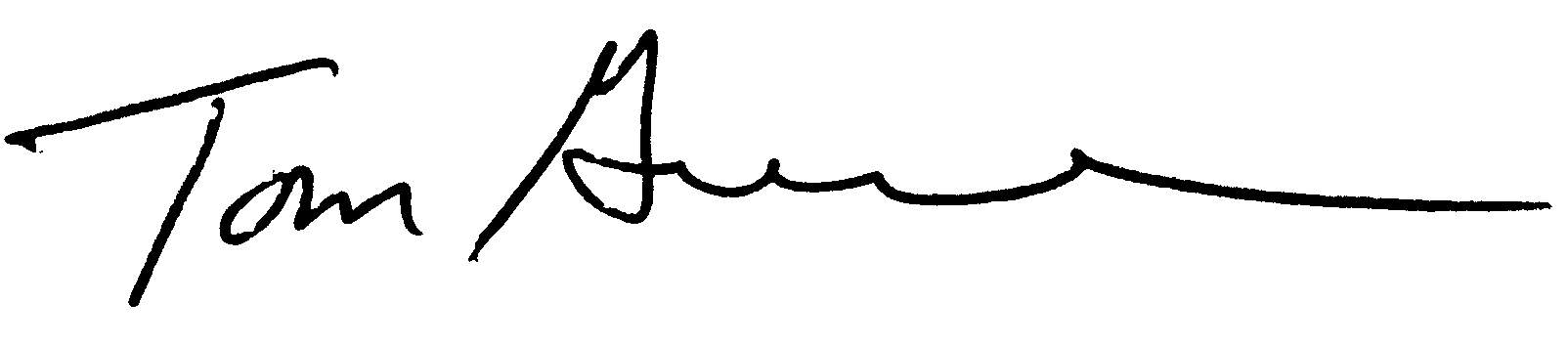
DNA will provide security service for the exhibit hall to control admission and to serve as a deterrent to theft. However, DNA is not responsible for any losses incurred by exhibitors. Exhibitors must make arrangements to safeguard valuable property. Admission to the exhibit area is by badge only.

**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 assistance.

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 2018 Annual Convention**

**February 14-17, 2018**

**SPONSORSHIP APPLICATION**

**Exhibiting Company       Booth #**

**Contact:       Phone:    /    /**

**Email:**

|  |  |  |
| --- | --- | --- |
| **SUPPORT/SPONSORSHIP PROMOTIONAL OPPORTUNITIES** | | |
| **Item** | **Price (check off item)** | **Total** |
| Luncheon Symposium (*exclusive*) | $42,500 Wednesday Feb 14/ 12:15 pm – 1:30 pm | $ **SOLD** |
| Luncheon Symposium (*exclusive*) | $52,500 Thursday Feb 15/ 11:45 am – 1:00 pm | $ **SOLD** |
| Luncheon Symposium (*exclusive*) | $45,000 Friday Feb 16/ 11:30 am – 1:00 pm | $ |
| Breakfast Symposium (*exclusive*) | $32,500 Friday Feb 16 / 7:00 am – 8:00 am | $ |
| Product Theater – wine & cheese | $18,000 Wednesday Feb 14 / 5:00 pm – 6:00 pm | $ |
| Product Theater – wine & cheese | $18,000 Thursday Feb 15 / 5:00 pm – 6:00 pm | $ |
| Product Theater - breakfast | $15,000 Wednesday Feb 14 / 7:00 am – 8:00 am | $ |
| Product Theater - breakfast | $15,000 Thursday Feb 15 / 7:00 am – 8:00 am | $ |
| Opening Reception | $40,000 Thursday Feb 15 | $ |
| Mobile App | $15,000 | $ |
| Tote Bags | $12,000 | $ **SOLD** |
| Photo Booth | $ 8,500 | $ **SOLD** |
| Aisle Signs (logo on all aisle signs – 2 sided) | $ 8,000 | $ |
| Hotel Key Cards | $ 8,000 | $ **SOLD** |
| Lanyards | $ 7,500 | $ |
| Logo on floor sticker placed in Exhibit Hall Entrance (max 5’x8’) | $ 7,500 | $ |
| Benches in Exhibit Hall (*exclusive*) | $ 8,000 (4 benches and signs) | $ **SOLD** |
| DNA Membership Booth | $ 5,000 | $ |
| Charging Station | $ 5,000 (each) x | $ |
| Foot Prints in Exhibit Hall x10 each (2) | $ 5,000 x | $ |
| Room Drop  in 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.

**DNA 2018 Annual Convention**

**February 14-17, 2018**

**SPONSORSHIP APPLICATION**

**Exhibiting Company       Booth #**

**Contact:       Phone:    /    /**

**Email:**

|  |  |  |
| --- | --- | --- |
| **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 | $ |
| **TOTAL PROGRAM BOOK ADVERTISING AMOUNT** | | $ |

**Full Payment to be made via Check*\*\* see below for mailing instructions***

**Full Payment to be made via 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

**ALL SPONSORSHIP FORMS must be sent to***:*

DNA Annual Convention

East Holly Ave., Box 56

Pitman, NJ 08071

Fax 856-589-7463/ [heidi.perret@ajj.com](mailto:heidi.perret@ajj.com)

Phone: 856-256-2375

**\*\* If paying via check, CHECKS must be sent to:**

DNA Annual Convention

435 N. Bennett Street*,* Southern Pines, NC 28387-4814

DNA Tax ID **# 22-2485816**

Mail checks payable in U.S. Funds to DNA

*Include a copy of the sponsorship form as well*.

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

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

**Dermatology Nurses’ Association**

**DNA Annual Convention**

**February 14 – 17, 2018**

**San Diego, CA**

**CONVENTION PROGRAM BOOK ADVERTISING SHEET**

**As an additional service to our exhibitors, we are offering advertising space in our program book.**

Trim Size 6” x 9” Bleed Size 6 ¼” x 9 ¼” Keep live matter ½” from both trim and gutter.

**Exhibitor Costs**

One Page/Four Color 5" x 8" $ 3,000 2nd Full Page Color 5" x 8" $2,500

**No Agency or Cash Discount extended**

Yes, we want to reserve Advertising Space in the Official Convention Program

Full Page/Four Color  2nd Full Page Color

**Closing date for reserving Advertising Space by December 20, 2017.**

Return this form to Heidi Perret / Fax: 856-589-7463, email: heidi.perret@ajj.com, Telephone: 856-256-2375,

**Please forward all ad materials via email (high resolution pdf files) to: heidi.perret@ajj.com no later than January 5, 2018:**

Company Name:

Address:

City:       State:    Zip Code:

Telephone:    /   /     email:

Contact Name:

|  |
| --- |
| **Full Payment by Credit Card**  Visa  MasterCard  AMEX  Name on Credit Card:  Credit Card Number:  Expiration Date:   /     Security Code:      Charge Amount:  Credit Billing Address: street #:       Zip code:  Signature: |

Check here, if payment will be made with a check (**see below for mailing address**)

If paying via check - Mail the check payable in U.S. Funds to DNA (DNA Tax ID: 22-2485816)

**DNA Annual Convention**

435 N. Bennett Street*,*Southern Pines, NC 28387-4814



**2018 Annual Convention**

**San Diego, CA ~ February 14-17, 2018**

***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 $75 each. Advance exhibitor registration information must be received no later than **January 24, 2018** **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 ($75 each) all additional badges must be prepaid.

|  |  |
| --- | --- |
| **Payment by Check**  DNA Tax ID #22-2485816  Mail check payable in U.S. Funds to DNA  ***The remaining balance is due prior to  booth setup.***  Mail to:  DNA Annual Convention  435 N. Bennett Street*,* Southern Pines, NC 28387-4814  *856-256-2375 / Fax 856-589-7463* [*heidi.perret@ajj.com*](mailto:heidi.perret@ajj.com) | **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 |



**2018 Annual Convention**

**San Diego, CA ~ February 14-17, 2018**

**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 2018 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 10  January 17  January 24  January 31**

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

|  |
| --- |
| **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 |

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***