

EXHIBIT PROSPECTUS
Exhibit Dates:
October 31 - November 2

37th Annual NSNA MidYear Conference October 31 - November 3, 2019 Chicago, Illinois



SEEYOU NGLICAGO!

Visit www.nsna.org for future updates!

Dear Exhibitor You are cordially invited to exhibit at the National Student Nurses' Association (NSNA) 37th Annual MidYear Conference, October 31 - November 3, 2019, at the Hyatt Regency O'Hare, Rosemont, IL, where student nurse leaders and faculty from throughout the US will participate in a wide variety of educational, career, and professional development programs. Attendance is high and programs are carefully planned not to interfere with exhibit hall hours. In fact, the exhibit hall is one of attendees' favorite MidYear events. NSNA members are your organization's current and future customers, future RNs, employees, and leaders. Your good will and information are passed along to peers.

Established in 1952, the National Student Nurses' Association, Inc. has over 60,000 members in 1,500 nursing programs nationwide. NSNA offers undergraduate nursing students opportunities to develop leadership skills and prepare for lifelong involvement and continuing education in the nursing profession. NSNA has chapters in 600 nursing programs.

Plan NOW to exhibit with NSNA and increase your organizational exposure among this very important audience of nursing students. Enhance your exhibit presence by taking advantage of advertising opportunities in the Conference Program Book, *Imprint* magazine, and through participation as an NSNA Sponsor.

Hold your booth selection and program book ad space reservation by returning your completed application contract early to: nsna_exhibits@ajj.com. Secure participation in NSNA's sponsorship program by returning your completed NSNA sponsorship form, as soon as possible to Trisha@nsna.org. See you there!

Sincerely,

Rick Gabler Tom Greene

Rick Gabler Tom A

Exhibit Managers nsna_exhibits@ajj.com

What Attendees Are Looking for at NSNA's MidYear Conference:

- · Staff Positions and Employment Opportunities
- RN to BSN/MSN Completion Programs
- State Board Review Products and Courses
- Professional Nursing Leadership Opportunities
- Memberships with Specialty Nursing Organizations
- · Pharmaceutical Information
- Interactive Learning Tools
- Graduate Education
- Textbooks
- · Technology Applications
- Publications
- Nursing Journals
- Nutrition Information
- · Health Care Products
- Computers
- Computer Software
- · Patient Teaching Materials
- Tools for Practice
- · Study Aids
- Consumer Products and Services
- · Nursing Apparel and Accessories
- Uniforms

Your Invitation to Exhibit!

Exhibitor Information

Space Assignment/Fees

All applications for space must be filed on the form provided by the National Student Nurses' Association. Please keep a copy for your files. NSNA may at its discretion accept or reject any application for space. It is not always possible to assign one of your preferred choices. However, we will try to make an assignment in the requested area.

Space assignments will begin on or before August 1, 2019. The primary consideration in the assignment of space is the date request is received; availability of requested area; amount of space requested; special needs and compatibility of exhibitors; advertising in *Imprint;* past participation in NSNA activities; and overall support given to NSNA. Only applications accompanied by the 50% deposit payment required for each space purchased or purchase order will be assigned.

Fees are as indicated on the application for space. The 50% deposit payment for each exhibit space purchased must be accompanied by the completed application form along with the payment form of choice. Check or money order shall be made payable to NSNA and mailed to Anthony J. Jannetti, Inc., East Holly Avenue, Box 56, Pitman, NJ 08071-0056. If sending payment by an overnight delivery service, please call 856-256-2432 for the physical delivery address location. NSNA's Tax ID is 13-6081991. The balance shall be due upon receipt of confirmation.

Applications submitted after August 1, 2019 must be accompanied by payment in full. All reassignments requested by exhibitor which can be accommodated are subject to an additional administrative fee of \$250.00. Space is limited so please sign up early. Communications concerning exhibits at the Annual MidYear Conference of the National Student Nurses' Association should be addressed to:

NSNA Annual MidYear Conference Anthony J. Jannetti, Inc.

East Holly Ave, Box 56 Pitman, NJ 08071-0056

Phone: 856-256-2300 FAX: 856-589-7463

Email: nsna_exhibits@ajj.com

Cancellations

All applications submitted to NSNA are binding contracts. Any cancellations or reduction in booth space for any reason are subject to the following terms. Cancellations must be made in writing. The date the exhibitor's written notice of cancellation is received by NSNA will be considered the official cancellation date. Except as outlined above, the exhibitor is responsible for total booth rental regardless of the reason for cancellation, including cancellation by the exhibitor because of failure of an exhibit to arrive for any reason, or cancellation by the Association of the exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within the Association's control. An administrative fee of \$400.00 per booth will be charged for all cancellations made prior to August 1, 2019. Cancellations will not be accepted after August 1, 2019. Exhibitors who cancel after August 1, 2019, are liable for 100% of the booth cost and no refunds are issued.

Exhibitor Services

The following services are provided to the exhibitors at no additional charge:

- A standard identification sign showing exhibitor name
- Eight-foot high back wall and three-foot high divider rails of quality fabric
- Six foot draped table; two chairs; wastebasket
- Air conditioning
- . Daily cleaning of aisles in Exhibit Hall
- A listing of the exhibit in the Conference Program, Guidebook App, and an opportunity to advertise in the Conference Program Book.

An Exhibitor Service Kit containing literature and rates for all labor, services, electrical connections, furniture, and miscellaneous equipment is provided to exhibitors by the official decorating and drayage contractor, Brede/ Allied Convention Services, and is accessible to all exhibitors a short time after assignment of exhibit space has been confirmed.

All other decorating requirements should be ordered through Brede/Allied Convention Services. The following services are not included as part of your booth fees and if needed should be ordered through the exhibit service contractor: Carpeting, drayage/shipping, labor for setup, and electricity.

Exhibitor Information

Installation/Dismantling Removal Information

The Exhibit Area of the Hyatt Regency O'Hare is available for installation of exhibits from 1:00 pm to 5:00 pm Thursday, October 31. All exhibits must be in position and ready for the opening of Exhibit Hall by 10:00 am Friday, November 1. All exhibits are to remain intact until the close of the exhibition at 12:45 pm, Saturday. November 2.

Cases and packing boxes are delivered promptly to all booths. Exhibitors' cooperation results in a speedier breakup of the show. All crates, etc., must be removed from the Exhibit Area by 3:00 pm, Saturday, November 2.

Shipping Instructions

The National Student Nurses' Association has made arrangements on behalf of the exhibitors with the decorating/drayage contractor to receive, store, and deliver exhibits directly to the exhibit hall on set-up day. Shipments should be prepaid and consigned as follows:

TO: Name of Exhibiting Company/Booth #
NSNA MidYear 2019
Brede/Allied
@CCS/ YRC
4108 W. 52nd Place
Chicago, IL 60632

FOR: National Student Nurses' Association October 31 – November 3, 2019

Exhibitors are encouraged to ship all displays early to ensure arrival at least two weeks prior to set-up date (30 days free storage allowed prior to set-up time).

To reduce drayage costs, make sure all boxes, crates, etc., are shipped from one location to be received by Brede/Allied Convention Services at the same time. Otherwise, you may be charged twice for drayage if material arrives on separate days.

Do not ship materials directly to the Hyatt Regency

Hotel Accommodations

Special conference hotel room rates have been established. The conference hotel is the Hyatt Regency O'Hare. Phone reservations can be made directly with the Hyatt Regency O'Hare. Please verify receipt of your room request directly with the hotel. Room reservation information is provided at the time confirmation of space assignment is made by NSNA. All room reservations are accepted on a first-come, first-served basis. We encourage you to make your reservations early to ensure your desired accommodations. No hotel accommodations are made for non-exhibiting firms or hospitals. Hospitality suites for exhibitors are available in a limited number. No functions are to be open during exhibit hours or official NSNA programs without the approval of NSNA. Time must not conflict with official NSNA programs.

Hospitality suites or events sponsored by exhibitors must be cleared by NSNA and reserved with the Conference Manager, Jeri Hendrie, 856-256-2426. Once approved, you are responsible for coordinating all arrangements, including arrival date, departure date, size of suite, rates, billing instructions etc., directly with the hotel.

Security and Liability

Security personnel is on duty at all times. However, each exhibitor must make provision to safeguard their goods from the time they are placed in their booth until they remove them. Neither NSNA, Anthony J. Jannetti, Inc. or the Hyatt Regency O'Hare are responsible for loss or damage due to any cause.

Space is leased with the understanding that the National Student Nurses' Association, Anthony J. Jannetti, Inc. and the Hyatt Regency O'Hare will act for the exhibitor and his representative only in the capacity of agent, and not as principal; and that the NSNA, Anthony J. Jannetti, Inc. and the Hyatt Regency O'Hare assume no liability whatsoever for damages, for any act of omission or commission in connection with said agency, and the exhibitor and his representatives hereby release the NSNA, Anthony J. Jannetti, Inc. and the Hyatt Regency O'Hare for any and all liability for loss ensuing from any cause whatsoever.

These rules and regulations are to be construed as part of all space contracts. The National Student Nurses' Association, Inc., reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

Special Rules and Regulations

No Solicitation Policy – Please note that while all meeting attendees and exhibitors are invited to the exhibit hall, anyone who is observed to be soliciting business in the aisles, in other public spaces, or in another company's booth, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to show management.

Subletting of Space — The subletting or assignment of space is prohibited. Two or more firms may not exhibit in a single space. Hospital corporations must represent the corporation as a whole and not individual hospitals. All literature must pertain to one exhibiting entity.

Installation — Exhibits should be installed so they do not project beyond the space allotted or obstruct the view of, or interfere with, other exhibits. Maximum booth height is 8'.

Fire Safety — All structural work, such as extra shelving, standards, display racks, signs, spotlights, etc., must be approved and all decorations, drapery, and other fabrics must be flame-proofed before being used in the decoration of any exhibit.

Food & Beverage — No food or drink may be distributed in the exhibit hall without prior permission from the facility.

Courtesy — The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's booth. Canvassing outside the booth is strictly forbidden. Exhibitors may not distribute materials to other exhibits by walking booth to booth. All such activity must be confined to exhibitor's booth. The management appreciates being informed of any infraction of this rule.

Advertising — Advertising material or signs of exhibitors other than those who have engaged space are strictly prohibited.

Audiovisuals — Video and audio presentations must be arranged so that aisles are not blocked and must be presented in a sound-proof room, or so remote that the neighboring exhibitors are not disturbed.

Conduct — Unethical conduct or infraction of rules on the part of the exhibitor or his representatives or both, will subject the exhibitor or his representatives or both to immediate dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by the National Student Nurses' Association, Inc., and no demand for redress will be made by the exhibitor or their representatives. Disregard for any rule stated here is considered just reason for NSNA to prohibit an exhibitor from attending all future NSNA activities. See www.nsna.org (click on "Meetings") for exhibitor code of conduct.

Exhibit Materials — NSNA reserves the right to review and keep copies of any and all materials being distributed from your exhibit booth. Per NSNA's discretion, this review, may take place either before the Conference and/or on-site. The name National Student's Nurses' Association, NSNA, and the NSNA logo are registered trademarks and may not be used by exhibitors or sponsors without written permission from NSNA.

Music — Exhibitors are responsible for establishing any necessary license agreements for copyrighted music played from within their booths.

Registration

All confirmed exhibitors have the opportunity to preregister their personnel. It is to the exhibitor's advantage to register early by email so as to avoid delays onsite. Personnel registering for any participating exhibitor must be employed by the company/institution. A maximum of three free registrations per booth is permitted. Additional registrations for exhibit personnel are available for \$75 each.

The official registration area is open daily, and is located at the entrance to the Exhibit Hall. All attendees are required to register, and admission to the exhibits is by badge only. A special exhibitor registration area is provided. Communications with reference to exhibits at the annual MidYear Conference of the National Student Nurses' Association should be addressed to:

Anthony J. Jannetti, Inc. East Holly Avenue Box 56 Pitman, NJ 08071-0056

Phone: 856-256-2314 FAX: 856-589-7463

Email: nsna_exhibits@ajj.com

Profile of NSNA Attendees

Program Year:
Senior47%
Junior41%
Sophomore/Freshman
Age:
18 - 2250%
23 - 28
28 or over
Educational Program:
Baccalaureate60%
Associate
Plan to continue education:
Yes93%
Plan to specialize:
Yes75%
Time spent in exhibit hall:
Less than 1 hour
1 - 2 hours12%
3 - 4 hours
5 - 6 hours46%
Would accept employment in another
geographical area of the country: Yes/Possibly82%
Purchasing Patterns:
Will take a review course
Will buy a review textbook 91%
Indicated that exhibits are valuable to
them:
YAS 44%

Looking Ahead...

68th Annual Convention

Disney's Coronado Springs Resort Orlando, FL April 15-19, 2020

2018 MidYdear Conference Exhibitor Listing

November 2018 - Louisville, KY

Your company/organization should be on NSNA's Exhibitor Listing in 2019!

The following companies and organizations made the right decision to exhibit with NSNA in 2018. To be on this list in 2019 contact us *NOW* at: nsna exhibits@ajj.com

Adventist Health System American Nurses Association Army ROTC Cadet Command Aureus Medical Group Bellevue University BJC HealthCare Calmoseptine, Inc. Campbellsville University Central Methodist University Centurion/MHM Services Chamberlain University Charleston Area Medical Center CHI Memorial Children's Mercy Kansas City DaVita Kidney Care Dayton Children's Hospital Drexel University Online Frontier Nursing University Fusion Medical Staffing Galen College of Nursing Georgia Baptist College of Nursing of Mercer University Goldfarb School of Nursing Barnes-Jewish College Guardian Healthcare Providers Hurst Review Services I CAN Publishing, Inc. / Leading Learning, LLC. Indiana University School of Nursing International Service Learning Johns Hopkins School of Nursing Kaplan Testprep KentuckyOne Health Kindred Healthcare King's Daughters Medical Center Marian University - Indianapolis Maximo Nivel International Mayo Clinic

McLeod Health

NCSBN

NETCE

NHC

Midway University

National League for Nursing

NCSBN - Learning Extension

Northern Kentucky University

Middle Tennessee School of Anesthesia

Northern Light Health Norton Healthcare Nurse Licensure Compact Oncology Nursing Certification Corporation Ottawa University

Owensboro Health
Parkview Medical Center
Portage Learning
Prairie St. John's
Premier Health
Rush University

Rutgers University School of Nursing

Saint Mary's College Sanford Health

South Dakota State University

Southeast HEALTH

Southern New Hampshire University

SSM Health System

The George Washington University

School of Nursing The Gideons International

The Ohio State University Wexner

Medical Center

UCLA Medical Center

University of Louisville School of Nursing

University of Michigan School of Nursing

University of San Francisco

University of Tennessee Health Science Center, College of Nursing

University of Tennessee Knoxville College of Nursing

University of Virginia Health System

University of Wisconsin-Madison School of Nursing

UT Health San Antonio

Uworld

Vanderbilt University School of Nursing

Vidant Health

Wayne State University College of Nursing

Wellstar Health System

William Carey University School of Nursing

Wolters Kluwer

Convention & National Marketing Representatives: Rick Gabler and Tom Greene

Anthony J. Jannetti, Inc • East Holly Avenue, Box 56 • Pitman, NJ, 08071-0056 Telephone: 856-256-2300 • FAX: 856-589-7463 • Email: nsna_exhibits@ajj.com

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Advertising Opportunities Await You!



37th Annual MidYear Conference Program Book

We invite you to reserve your advertising space in NSNA's official 2019 MidYear Conference Program Book. Containing vital news about the Conference such as program information, schedules of activities, list of exhibitors, social events, sponsors, and other information, the 2019 NSNA MidYear Program Book will serve as an invaluable resource for all nursing students during the Conference.

Circulation will be 1,000. Distribution is to all attendees, exhibitors, and other participants.

Rates (No agency discount extended!)

Ad Fee Rates: *NSNA discount for checks	Exhibitor Ad Rates:		Rates: *NSNA discount for checks		Non-Exhibite	or Ad Rates:
Page and color options	Check*	Credit	Check*	Credit		
Full Page - Black and White	\$800	\$825	\$900	\$925		
Half Page - Black and White	\$675	\$695	\$800	\$825		
Full Page - Color	\$1,800	\$1,855	\$1,900	\$1,955		
Half Page - Color	\$1,675	\$1,725	\$1,800	\$1,855		

Note: No agency commissions allowed. *NSNA discount rate included above for check payment rates.

Sizes

	Width	Depth
Half Page (horizontal)	. 6 13/16"	. 4 3/4"
Half Page (vertical)	. 3 3/8"	. 9 5/8"
Full Page (no bleed)	. 7"	. 10"
Trim Size	. 7 7/8"	. 10 1/2"
Bleed Size	. 8 1/8"	. 10 3/4"

You may reserve your advertising space directly on your exhibit space application form.

Materials Accepted

High-Resolution PDF electronic files (300 dpi or higher). All fonts and images are to be embedded into the PDF file with all security permissions removed prior to sending PDF File to us. If possible, please send a final color proof of your ad when submitting.

Note: On full-page ads, keep any text 1/2" from the edge. Advertising requiring typesetting of halftone conversions will be invoiced per rate schedule.

No agency or cash discount extended!

Closing Dates

Space Reservations: September 20, 2019 Ad Materials: September 27, 2019

Address

Send all space reservations and advertising materials via email for the NSNA 37th Annual MidYear Conference Program Book to:

NSNA Advertising – MidYear Conference Program Book c/o Anthony J. Jannetti, Inc.

East Holly Avenue/Box 56 Pitman, NJ 08071-0056

Phone: 856-256-2300 | Fax: 856-589-7463

Email: nsna_exhibits@ajj.com



Advertise in the official publication of NSNA

2019-2020 Circulation – 60,000+ Coverage – National

Average circulation: 60,000 + (includes direct mail to members); 1300 libraries, nursing faculty and alumni (RNs). *Imprint* has tremendous pass-along readership.

There are five outstanding issues of *Imprint* for the 2019-2020 school year which all require your attention. They are:

September/October "Back to School" issue

Closing Date - August 2, 2019

Capture the attention of returning students and first-year students. Bonus distribution to all nursing students attending the MidYear Conference to take place October 31-November 3, 2019 in Chicago, IL.

November/December "Winter Graduation" issue Closing Date — October 4, 2019

This is the time when seniors are preparing to graduate in December and January and start looking for their future job and next acedemic program. Target December and January graduates with your valuable advertisement.

January "Career Planning Guide" issue

The January 2020 issue will publish online only. Bonus incentives will be included for advertisers.

Closing Date - November 29, 2019

This issue features an expanded nursing careers section with valuable references for career opportunities. Target graduating seniors with your important marketing message. A must issue for all health care agencies!

February/March "Convention" issue

Closing Date - January 3, 2020

This issue builds excitement for NSNA's 68th Annual Convention to take place in Orlando, FL, April 15-19, 2020. Graduating seniors get serious about their job search and selection. Bonus distribution to an expected 3,500 nursing students and faculty at NSNA's Convention.

April/May "Graduation" issue

Closing Date March 6, 2020

The April/May 2019 issue will publish online only (tentative).

This is your last opportunity to reach new graduates searching for their first RN position and preparing for state boards and summer internships.

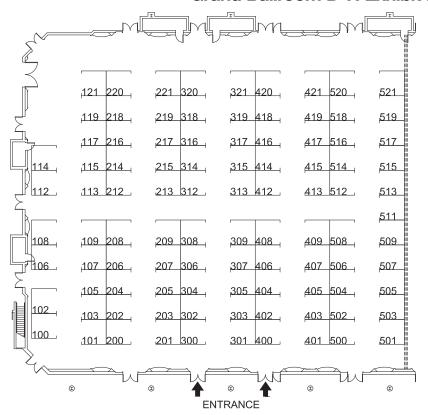
Send ad space reservations and ad materials via email for *Imprint* to:

c/o Anthony J. Jannetti, Inc. East Holly Avenue/Box 56 Pitman, NJ 08071-0056 Phone: 856-256-2300 Fax: 856-589-7463

rick.gabler@ajj.com

Hyatt Regency O'Hare - October 31 - November 2, 2019

Grand Ballroom D-H Exhibit Hall



BOOTH FEES:					
Booth Fees: (*Discounted Check Rates)	*Check	Credit Card			
Commercial entity and Proprietary (for-profit) schools of nursing	\$2,190	\$2,255			
For-profit hospital system: 1-9 hospitals	\$2,190	\$2,255			
For-profit hospital system: 10-50 hospitals	\$2,300	\$2,370			
For-profit hospital system: 51+ hospitals	\$2,420	\$2,490			
Non-profit entity and Non-profit hospital system: 1-9 hosp	\$1,955	\$2,015			
Non-profit hospital system: 10-50 hospitals	\$2,055	\$2,115			
Non-profit hospital system: 51+ hospitals	\$2,155	\$2,220			
Professional nursing association	\$1,955	\$2,015			
Public schools of nursing and Non-profit schools of nursing	\$1,210	\$1,245			
*NSNA Booth Fee discount is already included in Check Rates.					

Advance Shipments

Please send advance shipments to: Exhibitor's Name/Booth # NSNA MidYear Conference 2019 Brede/Allied@CCS/YRC 4108 W. 52nd Place Chicago, IL 60632

For: NSNA MidYear Conference Hvatt Regency O'Hare Exhibit Hall: Grand Ballroom D-H

Direct Shipments

Direct shipments are strongly discouraged. Brede's Service Kit will provide more information at time of booth confirmation.

Direct all shipping questions to: Brede/Allied Convention Services 407-851-0261

Headquarters Hotel

Hyatt Regency O'Hare 9300 Bryn Mawr Avenue Rosemont, IL, 60018 847-696-1234

Official Exhibit Service Contracto:

Brede/Allied Convention Services, Inc. 407-851-0261

Exhibit Managemen:

Anthony J. Jannetti, Inc. East Holly Avenue Box 56 Pitman, NJ 08071 Rick Gabler-Exhibit Manager Tom Greene-Exhibit Manager www.ajj.com/marketing

Phone: 856-256-2300 Fax: 856-589-7463

Email: nsna exhibits@aii.com

Exhibit Schedule

THURSDAY

October 31

Exhibitor Set-up 1:00 pm - 5:00 pm

FRIDAY

November 1

Exhibitor Set-up 8:00 am - 10:00 am

Exhibits Open 11:00 am - 2:00 pm

Exhibits Open 3:30 pm - 5:00 pm

SATURDAY

November 2

Exhibits Open 10:45 am - 12:45 pm

Dismantling and Crating 12:45 pm - 3:00 pm

Exhibit schedule and advanced shipping address may be modified. Exhibitors will be notified at time of confirmation.

Important Exhibition Information

- Exhibits are in the Hyatt Regency O'Hare Grand Ballroom D-H
- All booths 10' x 10' (3 free name badge registrations included)
- Each booth includes ID sign, 6' draped table, 2 chairs, and wastebasket
- Drapery colors are teal and white
- Exhibit Hall is carpeted