



1224 Mill St., BLDG B, Suite 223 • East Berlin, CT 06023 • 203-238-1207 • [www.ctnurses.org](http://www.ctnurses.org)

# *Don't Miss*

**CNA Convention**  
**October 4, 2017 • Radisson Cromwell, CT**

- ◆ Each year more than 300 nurses, nurse executives and nursing students from throughout the State attend the CT Nurses' Association Convention.
  - ◆ For sponsors and exhibitors, this is an opportunity to raise your organization's visibility, reach key decision makers and generate more targeted leads.
  - ◆ There are numerous sponsorship opportunities that provide year-long visibility for your organization.
  - ◆ As a sponsor, most packages include an exhibitor booth and extra attendee tickets. Some sponsor opportunities are restricted to one sponsor, so act quickly to secure your best option.
  - ◆ As a sponsor, you get lots of attention: sponsor boards and banner, displayed on CNA's website, an ad in program book and a (1) page insert sheet included in hand-outs at convention.
  - ◆ Many advertising opportunities available.
  - ◆ **Please contact:**  
Mary Ann Turner  
Conference Manager  
(860) 745-4649  
[maryannturner@cox.net](mailto:maryannturner@cox.net)
- Attached is the registration form for your convenience.
- We look forward to your involvement with another successful CNA Convention.

Connecticut Nurses' Association is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation  
P0503 - Provider Number

**Exhibitor, Sponsorship & Advertising Registration Form Attached**

President, Stephanie Knutson  
Executive Director, Kimberly Sandor

## *Promotional Opportunities for CNA Convention*

**Booth Only:** ◆ \$650

(1) six foot table, draped and two chairs • Continental breakfast and lunch for (1) staff person.

### *Advertise in Program Book*

- ◆ \$500 Full Page (8.5 x 11")
- ◆ \$350 Half Page (8.5 x 5.5" Portrait or Horizontal)
- ◆ \$300 Quarter Page (4 x 5.5")

### *Sponsorship Opportunities*

#### ◆ **Keynote Sponsor - \$6,000**

- Sponsor of Keynote Speaker
- Participate in opening session
- Exhibitor booth with electricity + 4 admissions
- Listing in program, sponsor boards and banner
- Full Page Ad in Program Book
- One page insert sheet to be handed out at convention

#### ◆ **Lunch Sponsor - \$4,000 + insert**

- Lunch Sponsor
- Exhibitor booth with electricity + 2 admissions
- Listing in program & sponsor boards
- Half-Page Ad in Program Book
- One page insert sheet to be handed out at convention

#### ◆ **Breakfast Sponsor - \$3,500 + insert**

- Breakfast Sponsor
- Exhibitor booth with electricity + 2 admissions
- Listing in program & sponsor boards
- Half-Page Ad in Program Book
- One page insert sheet to be handed out at convention

E-mail your PDF advertisement to:

**maryannturner@cox.net**

Deadline for ads is: Sept. 6, 2017

#### ◆ **Sponsor - \$1,000 + insert**

- Exhibitor booth with electricity + 2 admissions
- Listing in program & sponsor boards
- Quarter-Page Ad in Program Book
- One page insert sheet to be handed out at convention

#### ◆ **Program Sponsor - \$600 per Workshop**

- Sponsor concurrent break-out sessions with CE credits
- Listing in program & sponsor boards

#### ◆ **Supporter - \$250 + insert**

- One page insert sheet to be handed out at convention
- Listing in program

#### ◆ **Cyber Cafe - \$1550**

- Banner with logo
  - Exhibitor booth with electricity + 2 admissions
  - Listing in program & sponsor boards
  - Cell phone holders with your company logo\*
- \*Call for details - 860-745-4649

#### ◆ **Conference Bag Sponsor - \$500 + Bags**

(preference include CNA Logo)



# Exhibitor & Sponsorship Registration

## Wednesday, October 4, 2017 • Radisson - Cromwell, CT

• Set-up by 7:00 AM • Show hours 8:00 AM - 2:15 PM • Includes six-ft table & two chairs

President, Stephanie Knutson  
Executive Director, Kimberly Sandor

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_ CELL No. \_\_\_\_\_

CONTACT'S EMAIL: \_\_\_\_\_

### 1. Booth Only: \$650

- Six-foot table & two chairs, 1 staff
- Pick Your Booth (see last page)  
1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Name and Email: number 1 (included in booth)

\_\_\_\_\_

**Additional Staff:** \$100 ea - number 2

Name and Email:

\_\_\_\_\_

**Additional Staff:** \$100 ea - number 3

Name and Email:

\_\_\_\_\_

### 2. Advertising Opportunity: (please check)

- \$500 Full Page (8.5 x 11")
- \$350 Half Page (8.5 x 5.5" Portrait or Horizontal)
- \$300 Quarter Page (4 x 5.5")

Please send artwork by September 6, 2017  
E-mail PDF file to: [maryannturner@cox.net](mailto:maryannturner@cox.net)

### 3. Sponsorship Opportunity: (please check)

- Keynote Sponsor - \$6,000 (Includes Booth)
- Lunch Sponsor - \$4,000 (Includes Booth)
- Breakfast Sponsor - \$3,500 (Includes Booth)
- Cyber Cafe - \$1500 (Includes Booth)
- Sponsor - \$1,000 (Includes Booth)
- Program Sponsor - \$600 per Workshop
- Supporter - \$250

### Payment Enclosed:

Sponsorship (may include booth) \$ \_\_\_\_\_

Advertising Only: \$ \_\_\_\_\_

Booth Only \$650: \$ \_\_\_\_\_

Outlet \$75 \$ \_\_\_\_\_

Additional staff @ \$100 each \$ \_\_\_\_\_

**Total Payment Enclosed:** \$ \_\_\_\_\_

### Payment Options:

Check       Visa/MC       Discover

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC Code# \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

**If paying by check:** Complete form & mail with payment to:  
CT Nurses' Association  
7 Meadow Road, Enfield, CT 06082

**If paying by credit card:** Complete form & fax to:  
Virginia at 203-238-3437 (fax)

**For more information contact:** Mary Ann Turner  
(860) 745-4649 • [maryannturner@cox.net](mailto:maryannturner@cox.net)



# Exhibitor & Sponsorship Registration

## Wednesday, October 4, 2017 • Radisson - Cromwell, CT

President, Stephanie Knutson  
Executive Director, Kimberly Sandor

### EXHIBIT SPACE AND FEES

All space is assigned on first come first serve basis.

Fees are indicated on form. Applications must be accompanied by payment.

Exhibitors may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. The space assigned to the exhibitors is for their own use.

### EXHIBITOR SERVICES

Each booth space includes one (1) six foot by 30 inches draped table and two (2) chairs.

**ELECTRICAL REQUIREMENTS:** 110 Voltage: \$75 per day anything over standard usage will require special arrangements and additional cost to the exhibitor.

### TELEPHONE LINE AND/OR INTERNET ACCESS

is arranged between the hotel and exhibitor at the exhibitor's expense including taxes when applicable.

### EXHIBIT HOURS

The Exhibit Hall and corridors will be open from 8:00 am to 2:00 pm on Wednesday, October 4th. This time period may change as the convention agenda develops.

Set-up available on Tuesday evening, October 3 (hotel permitting) after 5 PM or Wednesday morning (set-up would be 7 AM).

Exhibitors may not break down display booth before 2:00 PM on Wednesday. We expect all vendors to honor this time commitment. Parking is free.

### DIRECTIONS TO HOTEL - 860-635-2000

From North:  
I-91N to exit 21. Turn left. Hotel will be on Left.

From South:  
I-91S to exit 21 Turn left. Hotel will be on Left.

From East: I-84 to exit 27 to Route 691E Meriden/  
Middletown to I 91N Take exit 21. Turn left.  
Hotel will be on Left.

From West: I-84 to Hartford Interchange to I-91S to exit  
21. Turn left. Hotel will be on Left.

### SHIPPING TO HOTEL OR AFTER SHOW

The hotel will accept boxes/packages 48 hours prior to convention. In the event you will be shipping material to the hotel prior to the function, all packages must be labeled with the title/date of function and name of on-site group contact.

No COD's will be accepted. The Radisson is not responsible for storage, shipping and or loss of materials before, during or upon conclusion of the event.

Storage: The hotel is unable to store display material at the conclusion of the show. All shipping must be arranged with our conference planner at the conclusion of the convention.

### HOTEL ACCOMMODATIONS

Overnight accommodations are the responsibility of the individual exhibitor. Reservations may be made by calling the Radisson, (860) 635-2000. Be sure to state you are exhibiting with CNA to receive the group discount. A special rate for Tuesday, October 3rd is \$109 per night, single and double, occupancy, plus tax. Deadline for room reservations is September 18, 2017.

### HOTEL SECURITY AND LIABILITY

Each exhibitor must make provisions to safeguard goods from the time they are placed in the Exhibit Hall until they are removed by the exhibitor. Space is leased with the understanding that CNA and the contracted hotel will act for exhibitor and his representatives only in the capacity of an agent, and not as principal; and that CNA and the contracted hotel assume no liability damages, for any act of omission or commission in connection with said agency.

Exhibitor assumes entire responsibility and hereby agrees to protect, identify and defend CNA and contracting hotel and their employees and agents harmless against all claims, losses or damages to persons.

These rules and regulations are to be construed as part of all space contracts. CNA reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not specifically cover.

## **HOTEL REGULATIONS**

**Promotional Materials:** Nothing shall be posted, nailed, screwed or otherwise attached to columns, walls, floors, other parts of the building or furniture. Exhibitor may arrange with hotel for rental of such display devices such as easels.

## **CONTINUING EDUCATION**

The Connecticut Nurses' Association is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation

The Connecticut Nurses' Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation

**Promotional items/materials/company logos are not permitted** in the same location/room where a Continuing Nursing Education (CNE) activity is taking place OR on media sources and handouts distributed to participants to be used during the CNE activity.

If commercial support is provided for a CNE activity, a Commercial Support Agreement must be signed. See conference planner.

## **PROGRAM BOOK ADVERTISING**

The CNA Annual Convention Program Book will be distributed to all convention participants and exhibitors. The Convention Program Book contains an agenda of activities and important reports of the Association in addition to the advertising. Advertising is available for exhibitors or sponsors in the Convention Program Book. Information and rates are within this brochure.

## **SPONSORS**

Sponsors are recognized in all marketing material, signs at the event, the program book if received prior to publishing deadline, our website [www.ctnurses.org](http://www.ctnurses.org) and in CT Nursing News.

## **CANCELLATION POLICY**

Fees for exhibiting, advertising and sponsoring will be refunded less 30% administrative fees if cancellation is made in writing by September 11, 2017.

No refunds will be made if cancellation occurs after September 11. Fees will be refunded in full if cancellation is made by CNA. Please call CNA with any exhibitor/convention concerns 860-745-4649.

