

Connecticut Nurses' Association
Exhibitor, Advertiser & Sponsor
Information

CNA's One Hundred Third
Annual Convention

Thursday, October 22, 2009
Keynote/Exhibitors/CE Activities



Nurses Collaborating!

Exhibitors

Thursday, October 22, 2009
This is a Scent Free Convention

Crowne Plaza

100 Berlin Rd
Cromwell, Connecticut 06416
860-635-2000

Exhibits

The Connecticut Nurses' Association's Convention Exhibit Area is very effective for those companies who manufacture patient care products that nurses, because of their unique patient contact, can assess and critique. It is also effective for companies who wish to display and/or demonstrate products or services that could be useful to improving the quality of health care and/or the quality of life for the nurse or their patients.

The convention provides an opportunity to interact recruit and network with nurses from a variety of healthcare settings, nursing leaders and educators and student nurses.



www.ctnurses.org

APPLICATION FORM FOR 2009 EXHIBITING/SPONSORSHIP

We hereby apply, subject to the terms of your printed prospectus of this meeting, for booth space in the Exhibit Area as follows:

CHECK ONE

Please reserve a one day booth for Thursday, October 22, 2009 at \$475.00.

Electrical outlet at an additional fee of \$25 for a standard 110 voltage.

Electrical outlet at an additional fee of at least \$75 for 220 voltage.

A standard outlet is defined as 110 volt, 15 amp alternating current with a maximum of 1,000 watts. *contact 203-238-1207 x 11.*

We provide two box lunches with each booth space will you need both . Please help by indicating your requirements

yes vegetarian no lunch needed.

We agree that:

1. **A 10% discount** will be granted to booth contracts **received and paid in full by July 24th, 2009.** (This discount does not apply to electricity and ads).
2. Deadline for space reservation with CNA Annual Convention Program Book acknowledgement is September 25, 2009.
3. Exhibitor registration fee will be refunded, less 30% administrative charges, if cancellation is made by exhibitor, in writing, on or before September 11, 2009. No refund will be honored if cancellation occurs after September 11, 2009.
4. Payment in full is due with application. No booth assignment will be made until full payment is received.
5. Exhibit fee covers cost of one 6' x 30" draped table, 2 chairs, and boxed lunch.

ACTIVITY	*SPONSOR / PARTIAL SPONSOR
Continental Breakfast	Thursday <input type="checkbox"/> \$ 900 <input type="checkbox"/> \$ 450
Lunch	Thursday <input type="checkbox"/> \$3,500 <input type="checkbox"/> \$1000
Coffee Breaks	Thursday <input type="checkbox"/> \$ 700 <input type="checkbox"/> \$ 400
Keynote Speaker	Thursday <input type="checkbox"/> \$3,000 <input type="checkbox"/> \$ 800
CE Activities	Thursday <input type="checkbox"/> \$ 600 <input type="checkbox"/> \$ 300
Evening Reception	Thursday <input type="checkbox"/> \$ 3000 <input type="checkbox"/> \$1000
One Sheet Insert	<input type="checkbox"/> \$ 100

ORGANIZATION DATA (please print or type)

Exhibitor's Company Name: _____

Address: _____ City/State/Zip: _____

Contact Person: _____ Title: _____

Phone #: _____ Fax #: _____ Email: _____

Brief Description of Business: _____

Brief Description of Display: _____

Sponsor: Yes: _____ No: _____ Event: _____

Partial Sponsor: Yes: _____ No: _____ Event: _____

Client Signature: _____ CNA Exec. Director: _____

Date: _____ Date: _____

Check _____, Visa/MC _____, Am Express _____, Discover _____

Card# _____ Expiration Date _____ CVVC Code# _____

Card name & address if different from above: _____

Executed Contracts Will Be Returned Upon Approval

Return all materials to:

Connecticut Nurses' Association, 377 Research Pkwy, Ste 2D, Meriden, CT 06450-7160
203-238-1207 ext. 11 Fax: 203-238-3437 Email: Virginia@ctnurses.org

ELIGIBILITY

To ensure a valuable and quality annual convention, CNA reserves the right to accept or reject, in its sole and absolute discretion, an application to exhibit, and to determine the eligibility of any exhibitor for inclusion at the convention. Application to exhibit will be accepted or rejected based on availability of exhibit space and the proposed exhibitor's products and/or services. A proposed exhibitor's products and/or services should directly contribute to CNA and its membership. Acceptance of an application to exhibit does not carry CNA's endorsement of the products or services.

EXHIBITOR SERVICES

Each booth space includes a minimum of one (1) six foot by 30 inches draped table and two (2) chairs. Electrical outlets are available for an additional fee of \$25.00 per day. Shipping of display material can be done within two(2) days of convention. Telephone line and/or internet access is arranged between the hotel and exhibitor at the exhibitor's expense including taxes when applicable. All exhibitors will be listed in the official CNA Convention Program Book.

SPACE ASSIGNMENT AND FEES

All space is assigned on first come first serve basis however, preference of exhibit location cannot be guaranteed by CNA. CNA reserves the right to assign the next best substitute space when the requested space is not available. CNA also reserves the right to rearrange the official floor plan and/or relocate any exhibit space to further the best interest of the entire convention. Applications for booth space must be made on this form. Fees are indicated on this application. 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. Applications must be accompanied by check or money order for full amount of space rental. The subletting or assigning of space is prohibited. Two or more institutions may not exhibit in a single space. *Space will not be held, or booths assigned without full payment.*

EXHIBIT HOURS

The Exhibit Hall and corridors will be open from 8 am to 3:30 pm on Thursday October 22nd. This time period may change as the convention agenda develops. Set-up may begin on Wednesday evening, October 21st (hotel permitting) or one hour before the Exhibit Hall opens on Thursday (set-up would be 7 am). Exhibitors may not break down display booth before 3:30 pm on Thursday. We expect all vendors to honor this time commitment. Please go to the side door of the hotel to unload. The hotel contact person is Jeff Simons 860-635-2000 Parking is free. Directions are within this brochure.

SECURITY AND LIABILITY

Each exhibitor must make provisions to safeguard his/hers 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.

SPECIAL REGULATIONS

Conduct: Exhibits should be installed so they do not project beyond the space allotted or obstruct the view of, or interfere with other exhibits. Unethical conduct or infraction of rules on the part of the exhibitor or his representative(s) or both will subject the exhibitor or his representative(s) or both to dismissal from the Exhibit Hall or corridors. In this event, it is agreed that no refund shall be made by CNA and no demand for redress will be made by the exhibitor or his representative(s).

Promotional materials: Nothing shall be posted on, 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.

Storage: The hotel is unable to store display material prior to or at the conclusion of the show. All shipping must be arranged by the exhibitor.

CONTINUING EDUCATION

The Connecticut Nurses' Association is Accredited as an Approver of Continuing Nursing Education by the American Nurses Credentialing Center's Commission on Accreditation

The Connecticut Nurses' Association is Accredited as a Provider of Continuing Nursing Education by the American Nurses Credentialing Center's Commission on Accreditation

In addition – 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.

SHIPPING:

The hotel will accept boxes/packages delivered to the hotel no more than 48 hours prior to the scheduled function. 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. Packages will only be accepted at the hotel 48 hours prior to the event. No COD's will be accepted. The Crowne Plaza is not responsible for storage, shipping and or loss of materials before, during or upon conclusion of the event

ELECTRICAL REQUIREMENTS: ___ 110 Voltage: \$25 per day anything over standard usage will require special arrangements and additional cost to the exhibitor.

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 and in *CT Nursing News*

HOTEL ACCOMMODATIONS

Overnight accommodations are the responsibility of the individual exhibitor. Reservations may be made by calling the Crowne Plaza, in Cromwell and be sure to state you are exhibiting with CNA to receive the group discount. A special rate for Wednesday, October 21st of \$119.00 per night, single and double, occupancy, plus tax. **Deadline for room reservations is September 22nd, 2009.**

CONVENTION ACTIVITIES

Exhibitors may attend continuing education sessions at Convention for a reduced rate of \$30 per day. Registration information will be sent under separate cover. This may be waived with the approval of CNA

CANCELLATION POLICY

Fees for exhibiting, advertising and sponsoring will be refunded less 30% administrative fees if cancellation is made in writing by September 17, 2007. No refunds will be made if cancellation occurs after this date. Fees will be refunded in full if cancellation is made by CNA. Please call CNA with any exhibitor/convention concerns 203-238-1207 ext 11.

- 1. If payments are not made by the exhibitor according to the payment schedule.*
- 2. If the exhibitor fails to comply with these rules and regulations (as they may be amended by CNA upon written notice to exhibitors). Fees will be refunded in full if cancellation of convention is made by CNA.*

CONTRACT

Further requirements related to property damage, fire regulations, liability and insurance, general conduct, irregular activities, giveaways and drawings, and canvassing by non-exhibitors are included with the Exhibitor Application/Contract when the application is accepted and returned.

DIRECTIONS

Traveling North Interstate 91 N to exit 21 Turn left. Hotel on the Left

Traveling South Interstate 91 S to exit 21 Turn left. Hotel on the Left

Or

Traveling East I-84 to exit 27 to Route 691E Meriden/Middletown to I 91N Take exit 21 Turn left

Traveling West: I 84 to Hartford Interchange to I 91 S to exit 21 Turn left

860-635-2000



CNA's 103rd Annual Convention Program Book Advertising

Advertising Order, Rates, and Specifications

***We are preparing the 103rd Annual Convention Program Book of the
Connecticut Nurses' Association.***

***Advertising in the 103rd Annual Convention Program Book is an
excellent way to promote your products and services and also to
thank the nurses for their outstanding services.***

Program book Ad prices and dates subject to change by publisher

AD SIZE	PRICE	DIMENSIONS	INSIDE COVER	BACK COVER
1/8 Page	\$180.00	3 5/8 x 2 3/8		
1/4 Page	\$275.00	3 5/8 x 4 3/4		
1/2 Page	\$400.00	7 1/4 x 4 3/4 or 3 5/8 x 9 1/2	\$595.00	
Full Page	\$750.00	7 1/4 x 9 1/2	\$950.00	1000.00

- The finished book is 8 1/2 x 11 in size
- All Ads can now be 4-color.
- The CNA 103rd Annual Convention Program Book reaches professional nurses, Connecticut schools of nursing, agencies and individuals concerned with health care.
- The Annual Convention Yearbook contains valuable information about the state officers, committee reports, and other information that is constantly referred to throughout the year by our nurses and educational institutions. The Annual Convention Yearbook reaches those individuals attending the Convention and is also distributed by the Association throughout the year to interested parties
- Please contact Christine Burns 866-205-7300 if you have any questions.

Deadline for Advertising is October 2, 2009

For Advertising - Call, Fax or Email:

**Christine Burns
General Sales Manager
Long Island/Queens & Hartford Employment Guides
Toll Free 866 205 7300
Fax 516 420 0431**

Christine.burns@employmentguide.com

***Any questions regarding exhibiting, or sponsoring at
CNA's Annual Convention please call CNA headquarters
203-238-1207 ext 11.***

Connecticut Nurses' Association
377 Research Parkway
Meriden, CT 06450-7160

CNA's 103rd Annual Convention
October 22, 2009

► ***Deadline to Reserve Space...September 25th, 2009***

Please return address corrections to CNA