

24th Annual
Conference of the
Southern Nursing Research Society

Austin, TX

CALL FOR EXHIBITS

Health Care
Challenges
in
the Next Decade

Register Before
the Early Bird Deadline
to Save \$100 on
Booth Fees!

*Gor • di • an knot, gar dē • an not, n.
a legend associated with Alexander
the Great. It is often used as a metaphor
for an intractable problem, solved by a
bold stroke.*

February 3–6, 2010

Hosted by
The University
of Texas at Austin

SNRS Call for Exhibits

Dear Potential Exhibitor:

The Southern Nursing Research Society (SNRS) will celebrate its 24th year of supporting, quality nursing research at the 2010 Annual Conference, **Health Care Challenges in the Next Decade**. We are excited to invite you to exhibit at this conference where key decision makers will gather in Austin, Texas, February 3-6, 2010, at the Hilton Austin. Last year's conference in Baltimore had over 600 in attendance. Our program is shaping up to be even stronger for 2010 leading to an even higher potential attendance. The attendance is comprised of faculty, deans from schools of nursing, graduate nursing students (MSN, DNP, and PhD), clinical nurse specialists, nurse practitioners, and nurse researchers employed primarily in academic and patient care settings.

In addition to being able to interact with this important market, one of the many benefits offered to our exhibitors is the ability to have an active link to your web page from the SNRS conference page found at www.snrs.org. This provides a high return on your marketing budget. Is there a better way to have conference attendees and other SNRS members find out more about you? Only if you are exhibiting at the conference!

To enhance your exhibiting experience, we encourage you to consider additional opportunities that are available to you in the form of sponsorships. By sponsoring an event at the conference, such as food or beverage breaks or a cyber cafe, for example, you will draw greater attention to your products and services. Advertising opportunities are also available to increase interest and visibility for your organization.

We look forward to seeing you in Austin!

Hosted by:

The University of Texas at Austin

2010 Exhibit Hall Schedule

Wednesday, February 3, 2010

8:00am - 12:00pm Decorator Setup
12:00pm - 5:00pm Exhibitor Move-in

Thursday, February 4, 2010

8:00am - 9:00am Continental Breakfast/Exhibits Open
10:00am - 10:30am Break/Exhibits Open
12:00pm - 1:30pm Exhibits Open
3:00pm - 4:00pm Break/Exhibits Open
5:30pm Exhibits Close

Friday, February 5, 2010

8:00am - 9:00am Continental Breakfast/Exhibits Open
10:00am - 10:30am Break/Exhibits Open
12:00pm - 1:30pm Exhibits Open
3:00pm - 4:00pm Break/Exhibits Open
5:30pm Exhibits Close

Saturday, February 6, 2010

8:00am - 9:00am Continental Breakfast/Exhibits Open
10:00am - 10:30am Break/Exhibits Open
11:00am - 1:00pm Exhibitor Teardown

Exhibit hours are subject to change

Important Dates/Deadlines:

Exhibit Application: November 16, 2009 (Fees increase \$100 after this date).

On-Site Program Ad Copy: January 13, 2010

Hotel Cut-Off: January 13, 2010

Exhibitor Set Up: February 3, 2010

Exhibitor Teardown: February 6, 2010

Audience

Southern Nursing Research Society (SNRS) attendees are professionals, including top-level nurse executives, deans, faculty, practicing nurses as well as graduate and doctoral students.

Eligibility for Exhibiting

The purpose of the SNRS Annual Conference is to enhance the professional development of our members. Accordingly, SNRS reserves the exclusive and total right to control all aspects of the conduct of the meeting and exhibits. SNRS specifically reserves the right to determine acceptability of applications for exhibit space. Applications must meet all of the following criteria:

- The products or services to be exhibited are to be of professional or educational interest or benefit to the registrants.
- The applicant is determined by SNRS to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by SNRS not to be harmful, ineffective or illegal.
- The applicant agrees to comply with SNRS' Rules and Regulations governing exhibits.
- The application, fees and any required documents are received prior to the established deadline.

Terms

Full fees are to be remitted with the application. No applications will be processed without receipt of the full fee. Until payment is made, the applicant is not guaranteed a space in the Exhibit Hall. Payments are to be made by check or credit card. All checks need to be made payable to SNRS and forwarded to SNRS, 10200 West 44th Avenue, #304, Wheat Ridge, Colorado 80033, 303-327-7548.

Early Bird Exhibit Space Fees and Information

\$750 Table-top Space (for-profit organizations)
\$575 Table-top Space (non-profit organizations)
\$1275 8'x10' Booth (for-profit organizations)
\$925 8'x10' Booth (non-profit organizations)

EARLY BIRD APPLICATION DEADLINE: November 16, 2009

Exhibit Space Fees increase \$100 after early bird deadline

SNRS 2010 Annual Conference • February 3–6

Exhibit Space Details

The exhibit hall is carpeted.

In addition to the exhibit space, the exhibit fee includes:

- One exhibitor pass (additional exhibitor passes are \$75 each).
- Tabletop Space includes one 6'x30" draped table, two chairs, wastebasket, and sign.
- 8'x10' Booth includes 8' high back wall and 3' high side drape, one 6'x30" draped table, two chairs, wastebasket, and sign.
- A listing in the on-site program.
- A direct Web link to your organization's home page. (URL must be provided on the application form) through February 28, 2010.

Exhibit Contact Information

All exhibit inquiries and applications for the SNRS Annual Conference should be addressed to:

Delfie Castro

10200 West 44th Avenue, #304, Wheat Ridge, CO 80033

Tel: (303) 327-7548 FAX: (303) 422-8894

E-mail: dcastro@resourcenter.com

Entertainment or Social Functions

No entertainment or social functions may be scheduled to conflict with the official SNRS Annual Conference educational program. Requests for use of function space at the facility must be made in writing to SNRS. Upon receipt of request for function space, SNRS will notify the applicant if space is available. It is the responsibility of the exhibitor to finalize arrangements with the hotel.

Exhibitor Only Passes

SNRS will offer additional "Exhibitor Only" passes to those exhibitor representatives not attending any sessions of the conference. One exhibitor pass is included in the cost of an exhibit space. Additional passes are available for \$75 each. If an exhibitor chooses to attend any conference sessions, they are required to register for the conference separately. The "exhibitor only" pass does not include admission to conference sessions.

Hotel Information

The meeting will be held at the Hilton Austin in Austin, Texas. A special rate has been arranged. Call 800-236-1592 to make reservations. Please use Group Code: SNR to receive the special rate of \$189 single/\$209 double (plus taxes). The reservation cut-off date is January 13, 2010; thereafter the hotel will accept reservations on a space-available basis only at the current market rate.

Promotional Opportunities

Sponsorships

Sponsor Recognition

Each sponsor will have a link to their home page listed on the SNRS Web site. You will receive a sponsor ribbon for your name badge. If you would like to co-sponsor an event by contributing to the total cost of the event please contact Delfie Castro at SNRS, 303-327-7548 or dcastro@resourcenter.com for more information.

Sponsor Opportunities

Awards Luncheon - \$7,500

Friday's luncheon is a wonderful opportunity for visible sponsorship. The lunch sponsor will be acknowledged during the introduction to the luncheon program, and in signage at the event and a listing in the on-site program.

Reception - \$5,000

This is the social event full of networking opportunities, celebrating the conference of the year. Don't miss this chance to have your information in the on-site program and on a sign at the entrance to the event. Multiple sponsors accepted.

Proceedings - \$5,000

Sponsor logo displayed on CD label; everyone who attends the conference will receive a copy. A valuable resource to be used long after the conference is just a memory.

Cyber Café - \$4,000

Located near the exhibit hall, the café will allow the attendees to check their email and complete their evaluations. This is great exposure along with recognition in the on-site program and a sign in the café area.

Continental Breakfast - \$3,000

Host a breakfast on Thursday, Friday, or Saturday. Benefits include recognition in the on-site program and a sign at the entrance to the breakfast. There are three opportunities for breakfast sponsorship.

Conference Tote Bags - \$3,500

The tote bags will have your logo imprinted and will be carried by every attendee of the conference. Benefits also include your information in the on-site program.

Poster Sessions - \$2,500

With your sponsorship of the poster boards, you will receive recognition in the on-site program and a sign near the poster session entrance.

Networking Break - \$2,500

Highly visible networking breaks are held in the exhibit hall. Benefits include recognition in the on-site program and a sign at the entrance to the break. There are five opportunities for break sponsorship.

Media Distribution

As an additional opportunity, SNRS can place your brochure, pamphlet, etc., in each registrant's tote bag. A fee of \$200 is charged for participation in this distribution program. Please send a sample for approval, via email to dcastro@resourcenter.com. It is the vendor's responsibility to provide the needed number of copies. The vendor must ship the inserts directly to the hotel (see shipping information section for further details). Inserts must arrive at the hotel no later than noon, Monday, February 1, 2010. Exhibitors are responsible for any shipping and handling charges associated with these pieces. Unused materials will not be returned.

Advertising Opportunities

To place an ad in the Annual Conference On-site Program, please complete the ad order section on the Exhibitor Registration form. See Exhibitor Registration form for ad sizes and prices. We can accept your ad copy in one of the following electronic formats: EPS, TIFF or PDF.

Embed all fonts and ensure all images are high resolution (300 dpi or more).

Please call if your ad is in a different format.

Exhibitor	Non-Exhibitor	
\$250	\$400	One-Half Page 3 1/2" w x 4 1/4" h
\$600	\$750	Full Page 3 1/2" w x 8 1/2" h (Full Page with full bleed: 4" x 9" - plus add 1/8" bleed on all sides)

Advertising Contact Information

All advertisement inquiries and applications for the SNRS Annual Conference program should be addressed to:

SNRS, Attn: Delfie Castro

10200 West 44th Avenue, #304, Wheat Ridge, CO 80033

Tel: (303) 327-7548 FAX: (303) 422-8894

E-mail: dcastro@resourcenter.com

Exhibitor, Sponsor and Advertising Application

24th SNRS Annual Conference • February 3–6, 2010

Name _____ Title: _____

Institution/Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Web site/URL: _____

Agreement – In making this application, we agree to conform to the Exhibit Regulations for the SNRS 24th Annual Conference.

Signature: _____

Application Deadline: Applications not filed by November 16, 2009 will be assigned on a space available basis and a \$100 late fee will be required before your application can be processed. Exhibit booth includes an exhibitor pass. This pass does not include admission to conference sessions.

Booth Location Request Form and Company Listing

IMPORTANT: Provide a description of 50-words or less for your company's product(s)/service(s) to be published in SNRS promotional materials and Web site. Please email your description to dcastro@resourcenter.com before January 2, 2010.

Booth Location

Select your top 3 booth location preferences: _____

Please locate us near ...

We prefer to be located NEAR one of the following companies (specific names, not type of businesses):

1. _____
2. _____
3. _____
4. _____

Do not locate us near ...

"Located away" means not directly next to or across the aisle.

We prefer to be located away from the following, competing companies (specific names, not type of businesses):

1. _____
2. _____
3. _____
4. _____

Sponsorships

Event Sponsorships

- Awards Luncheon - \$7,500 Continental Breakfast - \$3,000 Reception - \$5,000 Networking Break - \$2,500

Item Sponsorships

- Cyber Café - \$4,000 Poster Sessions - \$2,500 Proceedings CD - \$5,000 Conference Tote Bags - \$3,500

Media Distribution Opportunity

SNRS will place your brochure in each registrant's tote bag.

Please distribute _____ item(s) in the Registrant's tote bag at \$200 member and \$450 non member per brochure, pamphlet, etc. SNRS reserves the right to accept or reject materials for this area and issue a refund of the fee if rejected.

Advertising

On-Site Program (will be provided to all registrants.)

Exhibitor	Non-Exhibitor	
<input type="checkbox"/> \$250	<input type="checkbox"/> \$400	One-Half Page 3 1/2" w x 4 1/4" h
<input type="checkbox"/> \$600	<input type="checkbox"/> \$750	Full Page 3 1/2" w x 8 1/2" h

[Ad copy deadline is January 4, 2010.]

SNRS reserves the right to accept, reject, delete or reword advertising.

Fee Summary

On-site Program Information ONLY

Describe in 50 words or less (exactly as you want it to appear in the SNRS Program) the products or services to be exhibited. Please send your description for the SNRS On-site Program to dcastro@resourcenter.com by January 2, 2009.

One Exhibitor Pass is included in the booth fee, however, this pass does not include admission to conference sessions. If you are interested in attending the full conference, the registration fees, until December 14, 2009, are as follows:

SNRS Member Full Conference	<input type="checkbox"/> \$375
SNRS Student/International/Retired Full Conference	<input type="checkbox"/> \$200
Non-Member Full Conference	<input type="checkbox"/> \$460

Table-top Space (for-profit organizations)	<input type="checkbox"/> \$750
Table-top Space (non-profit organizations)	<input type="checkbox"/> \$575
8'x10' Booth (for-profit organizations)	<input type="checkbox"/> \$1275
8'x10' Booth (non-profit organizations)	<input type="checkbox"/> \$925

Exhibitor Full Meeting Registration:	\$ _____
Exhibit Booth(s):	\$ _____
Additional Exhibitor Only Pass(es) (\$75/each)	\$ _____
Sponsorship	\$ _____
Media Distribution:	\$ _____
Advertising:	\$ _____
Late fee (if applying after November 14, 2008):	\$100
Total Enclosed:	\$ _____

Payment Method: Check Visa Master Card American Express Discover

Credit Card #: _____

CVV Code (number on back of card) _____ Exp. Date: _____/_____/_____

Name of Cardholder: _____

Signature: _____

Return this application with payment to:
Delfie Castro, Meetings Assistant
SNRS, 10200 West 44th Avenue, Suite #304
Wheat Ridge, CO 80033
Phone: (303) 327-7548 or FAX: (303) 422-8894





Call for Exhibits

10200 W 44th Ave Suite 304
Wheat Ridge, CO 80033-2840
877-314-7677

Exhibit Hall Map

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