

# *Over the Rainbow*

Nurse Leaders Making Dreams Come True

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ACNL's 34th Annual Conference  
Exhibitor Packet



February 5-8, 2012 | The Westin Mission Hills Resort & Spa | Rancho Mirage, CA



ACNL's 2012 Annual Program  
Association of California Nurse Leaders

*Over the Rainbow*  
*Nurse Leaders Making Dreams Come True*

February 5 - 8, 2012  
The Westin Mission Hills Resort & Spa  
Rancho Mirage, California

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# An Invitation to Exhibit

## We invite you

to join the Association of California Nurse Leaders as we host our 34th Annual Program to be held at *The Westin Mission Hills Resort & Spa* in Rancho Mirage.

Our membership includes over 1,200 nurse leaders in California as well as leaders in Oregon, Nevada and Arizona. All fields of nursing are represented in our membership including clinical, educational, and all levels of healthcare management and leadership. We invite you to take this opportunity to increase your exposure to the decision makers in today's healthcare industry by exhibiting at our program.

### SPACE IS LIMITED - DON'T MISS THIS OPPORTUNITY!

We have 100 booths available and 50% were sold at the 2011 Conference! Reserve your place now by completing the enclosed agreement.

## Exhibitor Day

Monday, February 6, 2012  
10:15 a.m. - 6:00 p.m.

**The Westin Mission Hills Resort & Spa**  
71-333 Dinah Shore Drive  
Rancho Mirage, California 92270

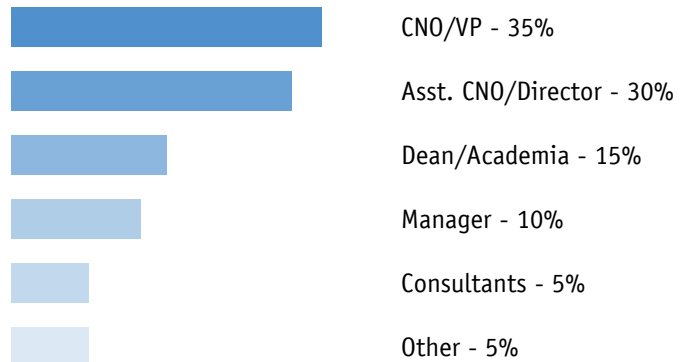
We are very excited about the exhibit space at **The Westin!** Among the outstanding features of the conference space are:

- Each Booth measures 8' x 10'
- Over 17,000 square feet of space
- Loading dock behind the ballroom for easy access

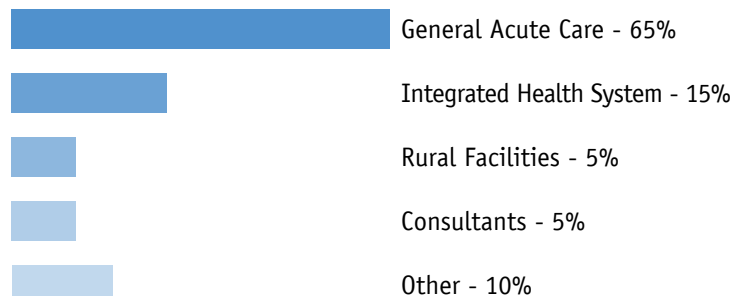
For more information, please call Cathy Novaresi at the ACNL office: 916.779.6949 or fax: 916.779.6945  
Email: [Cathy@acnl.org](mailto:Cathy@acnl.org).

*Reach decision makers  
in healthcare.*

### CURRENT POSITION



### JOB SETTING



# 2012 Conference Sponsor Opportunities

## Be part of the

Association of California Nurse Leaders' 34th Annual Program in Rancho Mirage, California, by becoming a conference sponsor. Our membership includes more than 1,200 nurse leaders in California as well as leaders in Oregon, Nevada and Arizona. All fields of nursing are represented in our membership, from clinical to educational, including all levels of healthcare management. Our members are the decision-makers in today's healthcare environment. We invite you to take this opportunity to increase your exposure to the healthcare industry by being a conference sponsor.

By being a sponsor, you will reap the benefits of extra visibility for your organization or services, while at the same time, communicate your support for the members of the Association of California Nurse Leaders. All contributions are welcome and will be acknowledged in signage at the conference as well as in the attendee notebook syllabus. We look forward to your support.

Sincerely,  
Robyn Nelson, DNSc, RN  
Program Chair

## Benefits of Conference Sponsorship

- Greater Recognition
- Enhanced Visibility
- Maximized impact for your company
- Opportunity to build relationships
- Strong impact on ACNL members
- Opportunity to influence decision makers
- Support for the healthcare industry

## Sponsorship Opportunities

- **Support Keynote/Endnote** ..... \$7,500
- **General Session Speakers** ..... \$3,500
- **Luncheon on Exhibitor Day (Monday)** ..... \$5,000\*
- **Continental Breakfast each morning** ..... \$3,000\*
- **Breaks on Exhibitor Day (Monday)** ..... \$3,000
- **Program Brochure Mailings (includes logo and acknowledgement in brochure)** ..... \$7,500
- **Awards Luncheon** ..... \$10,000\*
- **Customized Guest Room keys (includes sponsor logo)** ..... \$3,000

\* Co-Sponsorship Opportunities

## Your recognition as a conference supporter:

### Diamond Sponsors \$25,000 and above

- One complimentary exhibitor booth
- A full-page ad in the syllabus
- Receive a complimentary ad on the ACNL website for 2 months preceding the conference.

### Platinum Sponsors \$10,000 and above

- Complimentary half-page ad in DirectLINK, ACNL's Quarterly online publication to members.
- Complimentary ad on the ACNL website for 1 month prior to the conference.

### Gold Sponsors \$5,000 and above

- Complimentary quarter-page ad in ACNL's online quarterly publication of DirectLINK.

### Silver Sponsors \$3,000 and above

- Complimentary listing in the conference syllabus and on signage at the program.

### Bronze Sponsors \$1,000 and above

- Complimentary listing in the conference syllabus and on signage at the program.

### Friend of ACNL Up to \$1,000

- Complimentary listing in the conference syllabus and on signage at the program.

*"If you dream it, you can achieve it.  
You will get all you want in  
life if you help enough people  
get what they want." Zig Ziglar*

# Syllabus Advertising Opportunities

The official 2012 Conference Notebook Syllabus is your opportunity to capture the attention of all attendees. The notebook syllabus contains the entire conference program and activity schedule and is read by attendees cover to cover. This is an ideal chance for you to put your products and services in the limelight.

Space reservations are due by October 14, 2011. The electronic copy (PDF, jpg or Word) is due to the ACNL office no later than November 30, 2011, in order to meet the final printing deadline.

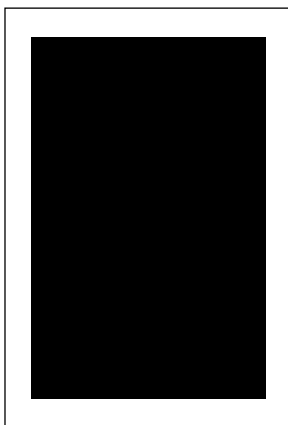
Rates are net and non-commissionable. Sizes and rates are as follows.

## Exhibitor

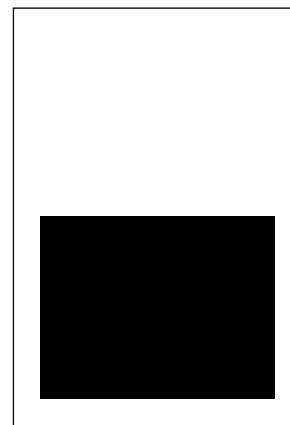
B/W Full Page \$450  
Color Full Page \$500  
B/W Half Page \$325  
Color Half Page \$375

## Non-Exhibitor

B/W Full Page \$550  
Color Full Page \$600  
B/W Half Page \$425  
Color Half Page \$475



Full Page  
6 1/2" x 8 3/4"



Half Page  
6 1/2" x 4 1/2"

To reserve your space, complete the form below and return to the ACNL office.

## 2012 ACNL Annual Program Advertising

**Organization**

---

**Contact**

---

**Address**

---

**City, State and Zip**

---

**Phone**

---

**Fax**

---

**Ad Size**

---

Copy enclosed

**Payment enclosed \$**

---

To be sent by 11/30/11

Please send invoice

**Please send completed form and ad copy to:**

Cathy Novaresi at ACNL, 2520 Venture Oaks Way, Suite 210, Sacramento, CA 95833

If you have any questions, call 916.779.6949, fax 916.779.6945 or email [cathy@acnl.org](mailto:cathy@acnl.org)

# 2012 Industry Partner Day - Schedule of Events

The **2012 Schedule of Events** is a synopsis of the activities for the day. You will receive updated information included in your booth confirmation letters.

## Sunday, February 5, 2012

Exhibitor sign in: 1:00pm – 4:00pm

Exhibitor set-up: 1:00pm – 4:00pm

**TriCord** is the decorator company responsible for exhibits. They will send a welcome letter via email and provide you with online access to the ACNL 2012 Exhibitor Kit.

## Monday, February 6, 2012

Exhibitor sign in: 7:30am – 9:30am

Exhibit Area opens at 10:00am

**Continental Breakfast, Breaks and Lunch are held in the Exhibit Hall**

**Break:** 10:00am – 11:00am

**Lunch:** 12:00pm – 1:30pm

**Break:** 2:30pm – 3:00pm

**Reception:** 4:45pm – 5:30pm

**Raffle:** 5:30pm – 6:00pm

**Exhibitor booth dismantling: 6:00pm – 8:30pm**

Your **exhibitor badge entitles you to** continental breakfast, lunch and snacks during the day. Your badge also entitles you to attend any of the sessions on Monday only.

**Your badge does NOT entitle you to** attend the President's Reception or the Tuesday Evening Party. Those are sponsored events for attendees and one guest only.

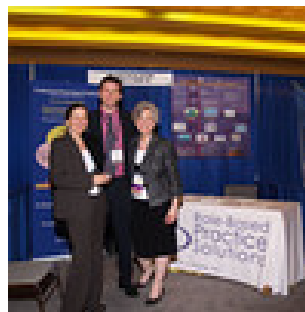
### Industry Partner Reception Raffle

As an additional marketing opportunity for your company, we will once again hold the **Exhibitor Raffle** at the Exhibitor Reception. Bags for ACNL participant business cards will be placed on each exhibitor table. Exhibitors, with a gift to raffle, will be called to the staging area to draw a business card from their bag. This is a very popular event and participants must be present to win, so be creative with your raffle item!

**Participation is NOT required, but most exhibitors take part in this lively part of the afternoon!**

**Raffle items can be anything from a gift card to a television!**

To encourage attendee visits to **all** booths, the Annual Program Committee will once again create a fun game for the day!



# Application to Exhibit

2012 Annual Program Exhibitor's Day • February 6, 2012

*(Please type or print legibly)*

## For Contact and Billing

Organization Name \_\_\_\_\_

Contact Person & Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

## Contract Agreement

All exhibits are subject to approval by ACNL. We agree to all policies set forth in the Exhibitor Packet which accompanies this application and any other directives that may be issued by ACNL. We agree to the payment requirements as listed on page 6 of the packet. This application will not become a binding contract until fully executed by both parties.

\_\_\_\_\_  
Authorized Exhibitor Representative

\_\_\_\_\_  
Date

## Industry Partner Checklist

*(Check all that apply)*

- Booth Fee \_\_\_\_\_ *(See page 6)*
- Booth Choices: *(See Addendum A and B)*  
1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_
- Syllabus Description: *(See Addendum C)*
- Invoice: (if applicable)
- Category Classification *(See Addendum D)*  
\_\_\_\_\_
- Sponsorship \$ \_\_\_\_\_ *(attach form if applicable)*
- Advertising \$ \_\_\_\_\_ *(attach form if applicable)*
- 2012 Pre-Registration Form
- Badge List *(no later than January 27, 2012)*

## Method of Payment

Check *(Make checks payable to ACNL)*

MasterCard, Visa, Discover

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC# *(on back of card)* \_\_\_\_\_

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

Card billing address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**Mail completed application along with payment to:**

**Cathy Novaresi, c/o ACNL - 2520 Venture Oaks Way, Suite 210, Sacramento, CA 95833.**

If you have any questions, please call the ACNL office at 916.779.6949 or fax: 916.779.6945

# 2012 Fee Schedule, Syllabus Info. & Exhibitor Categories

## 2012 Exhibit Fee Schedule

### For continuous returning exhibitors

- \$1,900 payment in full received **by** Oct. 15, 2011
- \$2,100 payment in full received **after** Oct. 15, 2011

### For first time exhibitors

- \$2,100 payment received **by** Oct. 15, 2011
- \$2,300 payment received **after** Oct. 15, 2011

Each booth measures 8' x 10'. If full payment does not accompany the application, a non-refundable deposit of of \$1,000 must accompany the **Application to Exhibit** with the balance due not later than **December 6, 2011**.

Telephone and email requests for space **will not** be accepted. Applications submitted after Dec. 15, 2011, will be limited to space available, must be accompanied by full payment and will not be included in the conference syllabus.

## Industry Partner Categories

Please choose from the following categories those that best describe your company. This information will be used to organize our exhibits:  
(Circle all that apply and attach to application)

### A Consulting Firms

1. Management
2. Patient Classification Systems
3. Performance Improvement
4. Regulatory Survey Preparation
5. Other

### B Health Systems/Medical Centers/Hospitals

### C Medical Equipment

1. Beds
2. Headwall Units
3. Defibrillators
4. Oxygen Equipment
5. Communication Systems
6. Medication Dispensing Devices
7. Wheelchairs/Walkers/Ambulatory Equipment
8. Lifting Devices

### D Publishing House

1. Books
2. Journals

### E Schools of Nursing

### F Search Firms/Recruiters

1. Management (CNO/CEO)
2. Staff
  - a. Professional
  - b. Allied Health

### G Software Provider

1. Staffing/Scheduling
2. Resource Management
3. Electronic Health/Medical Record

### H Supplemental Staffing

1. Registry
2. Travelers
3. International

### I Telecommunications

### J Other

## Syllabus Information

Please include a **typed 40-word or less description** of the products, equipment or service to be exhibited. The description will appear in the syllabus **exactly** as submitted, unless edited by ACNL. (ACNL reserves the right to edit text to conform to format, content and length limit if necessary).

Typed 40-word or less description **must be received** in our offices by **November 4, 2011** to be included in the notebook syllabus.

### For the Syllabus

(please follow this format, thank you!)

### Company Name

### Address

### City, State, Zip

### Phone

### Fax

### Email

### 40-word or less description (no exceptions please!)

# Industry Partner Badges

*(To be returned no later than January 27, 2012)*

## **Westin Mission Hills Resort & Spa in Rancho Mirage, California**

Company \_\_\_\_\_

City/State \_\_\_\_\_

### **Exhibitor Names** *(Please print)*

1. Name \_\_\_\_\_ Title \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

2. Name \_\_\_\_\_ Title \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

### **Additional Badges** *(\$75.00, includes continental breakfast, lunch and evening reception in Exhibit area on Monday)*

3. Name \_\_\_\_\_ Title \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

4. Name \_\_\_\_\_ Title \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

5. Name \_\_\_\_\_ Title \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

*If you have more than 5 personnel in your booth, you may attach additional sheets to include those names.*

# Pre-Register to Exhibit 2013

I am interested in pre-registering for the 2013 ACNL Conference in San Diego. Please arrange for my appointment card to be available upon check-in at the 2012 Conference in Rancho Mirage.

## Exhibitor Day

Monday, February 11, 2013

Name

---

Title

---

Company

---

Address

---

City, State and Zip

---

Phone Number

---

Email

---

*"I think one's feelings*

*waste themselves . . .in words;*



*they ought all to be*

*distilled into actions*

*which bring results." - Florence Nightingale*

# Current Exhibitors Attending 2012 Conference

## Exhibitor and Booth No.

Amico Corporation - 601/603

AMN Healthcare - 302

ASCOM - 507

Assessment Technologies Institute - 313

Betty Irene Moore School of Nursing  
at UC Davis - 201

Catalyst Systems, Inc. - 413

Concerro, Inc. - 508

Cross Country Staffing - 402

Dynamic Medical Systems - 502/504

Gannett Healthcare Group/NurseWeek - 412

Garrison-Randall - 600

GE/TRL - 304

GRASP - 305

Halo Branded Solutions - 512

Healthcare Technical Services - 614

Herman Miller Healthcare - 406

Hill-Rom - 501/503/505

HRN Services Inc. - 312

Jeron Electronic Systems, Inc. - 610

Kaiser Permanente - 403

Moore & Associates - 200

Novia Strategies/Novia Solutions - 410

PROCEL Temporary Services, Inc. - 500

Rauland Borg - 310

Role-Based Practice Solutions - 404

Samuel Merritt University - 510

Sharp Healthcare - 511

SimplexGrinnell - 613/712

Stryker Medical - 301/303/400

Sutter Health - 300

The First String - 405

UCSF School of Nursing - 513

UCSF Medical Center - 515

University of Phoenix - 314

USF School of Nursing - 411

Vitas Innovative Hospice Cafe - 215

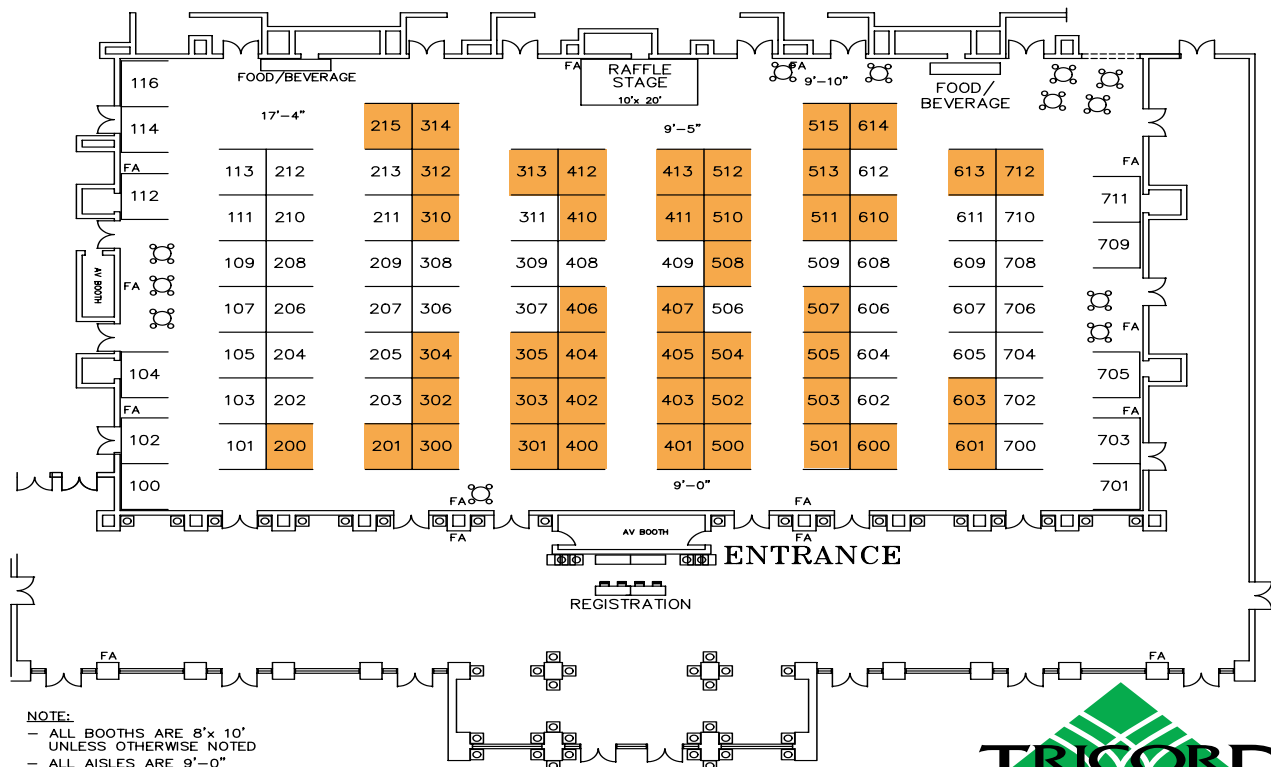
West Coast University - 407

West-Com & T.V., Inc. - 401

## Exhibit Hall Floor Plan and Pre-Selected booths for 2012 (Shaded areas are Pre-Selected and not available.)

### 34th Annual ACNL Conference 2012

The Westin Mission Hills Resort - Celebrity Ballroom  
Rancho Mirage, California



**NOTE:**  
 - ALL BOOTHS ARE 8'x 10'  
 UNLESS OTHERWISE NOTED  
 - ALL AISLES ARE 9'-0"  
 UNLESS OTHERWISE NOTED  
 - (99) BOOTHS TOTAL  
 - (12) COCKTAIL ROUNDS W/STOOLS

**TRICORD**  
 TRADESHOW SERVICES  
 738 Neeson Road, Marina CA 93933  
 Phone: (831) 883-8600 Fax: (831) 883-8686

# Information and Policies for Exhibitors

*Conformance with these policies is understood to be part of the contract to exhibit.*

## **Booth Assignments**

The Association of California Nurse Leaders (ACNL) will be solely responsible for booth assignments. The following will be taken into consideration, but will not be the sole determining factor: order in which reservations are received, number of booth spaces purchased, suitability and availability of location.

## **Exhibit Space Floor Plan**

The general configuration of the exhibit floor plan for this conference is included with the exhibitor packet. ACNL reserves the right to modify the plan to accommodate space sales or to avoid conflicts.

## **Exhibit Dates and Hours**

Exhibitor Day will be held Monday, February 6, 2012, from 10:15 a.m. to 6:30 p.m. The exhibit area is closed during the Keynote Address from 9:00 a.m. to 10:15 a.m. See Industry Partner Day Schedule of Events for break schedule.

## **Exhibit Space Rental Fees**

For continuous returning exhibitors: \$1,900 payment in full received by October 15, 2011; \$2,100 payment in full received after October 15, 2011. For first time exhibitors: \$2,100 payment received by October 15, 2011; \$2,300 payment received after October 15, 2011.

## **Exhibit Space Refund Policy**

Notification of cancellation must be in writing and received on or before the dates listed below for refund:

Before December 1, 2011 .....	75% refund
By December 15, 2011 .....	50% refund
By December 31, 2011 .....	25% refund
After January 1, 2012 .....	No refund will be made

## **Installation/Dismantling of Exhibits**

Exhibit space will be available for installation on Sunday, February 5, 2012, from 1:00-4:00 p.m. and on Monday, February 6, 2012, at 7:30 a.m. Installation must be completed by 10:00 a.m. on Monday, February 6, 2012. No installations will be allowed after that time without specific permission from ACNL.

No exhibits may be dismantled prior to 6:00 p.m., Monday, February 6, 2012. Dismantling activities must wait until the exhibit area is cleared. Exhibitor move out hours are 6:00-8:30 p.m.

## **Official Decorator/Contractor**

Tri-Cord is the official decorator/contractor and supplier of exhibitor service kits covering rental furniture, special installation and dismantling service, signage, cleaning, floral, airfreight and van line services. A representative of Tri-Cord will forward information to you regarding cost and services available.

## **Service Exclusivity Clause**

Exhibitors must use the official decorator/contractor for drayage, rigging, electrical, plumbing and custom cleaning. For other services, exhibitors desiring to use contractors other than the official decorator/contractor must advise ACNL and submit the necessary certificates of insurance in advance for permission to be secured for said contractors.

The unpacking, erection, assembling, dismantling and packing of displays and equipment may be done by full-time employees of exhibitors with certain limitations. The official decorator/contractor will have skilled craft persons to assist exhibitors based on specific requirements.

## **Exhibit Booth Construction and Arrangements**

Exhibitors must use the official decorator/contract for booth installation. Standard exhibit booths consist of a draped background 8' by 10', 2 stack chairs, one 6' skirted table, one sign and one wastebasket. Each exhibit must be confined to the limits of the assigned booth space indicated on the floor plan. No part of any display may be over 10' in height. If the display is more than 8' in height, it may not extend more than one-half the distance from the back wall; and if it is more than 48" in height, it may not extend forward from the remaining space to the front of the booth. Placement of equipment must be contained within the booth specifications to avoid blocking the visibility of neighboring exhibitors. All exposed parts of displays must be finished and present an attractive appearance.

## **Care of Exhibit Space**

The exhibit space must be kept neatly maintained and in good order. Special services are available through the official decorator/contractor at the expense of the exhibitor.

## **Eligible Exhibits**

ACNL reserves the right to refuse rental of display space, exhibit, or any part of an exhibit, to any organization whose display is not, in the organization's judgment, compatible with the quality and/or objectives of ACNL and/or the Annual Program.

# Information and Policies for Exhibitors

*Conformance with these policies is understood to be part of the contract to exhibit.*

## **Fire and Safety**

All materials utilized for exhibits must meet fire and safety codes as set forth by the state and/or city fire officials. Exhibitors must provide certification of flame proofing as requested by ACNL or the fire department. Volatile or flammable fluids, substances or materials prohibited by fire regulations or insurance carriers are prohibited in all exhibitor areas.

## **Admittance to Exhibitor Area**

Admittance to the exhibitor area is limited to individuals and/or organizations that have contracted and paid for assigned space. No other persons will be permitted access to the exhibitor area for the purpose of demonstrating products, distributing advertising materials, canvassing, soliciting, personnel recruiting, soliciting participation in unauthorized surveys, or any other non-authorized purpose. Violation will result in expulsion from the exhibitor area.

## **Badges**

ACNL will provide two (2) name badges per booth and includes continental breakfast, lunch and the evening exhibitor reception. Additional name badges may be purchased for \$75 each. These funds will be used to defray the cost of food. Please complete Badge form included in this Exhibitor Packet.

## **Industry Partner Responsibilities**

Each exhibitor must provide an attendant within the exhibit space during the open hours of the exhibition as defined previously.

Exhibitor name badges are personal and non-transferable. Each representative must wear the official name badge at all times while in the exhibit area. It is the responsibility of all exhibitors to restrict customer contact and business activities to within the confines of the exhibit space. No demonstrations or distribution of literature, or soliciting is permitted in the aisles or outside the exhibitor area.

## **Subletting of Space**

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted and may not advertise or display goods or services other than those manufactured and/or sold by the exhibitor in the regular course of their business.

## **Liability and Security**

Each exhibitor must make provision for the safeguarding of its materials, equipment and display at all times. ACNL will not be responsible for the loss of any exhibit by or for any cause. Exhibitors must leave the exhibit space in the same condition as was found when first occupied. The exhibitor shall assume all responsibility for damage to the space and shall indemnify and hold harmless ACNL for all liability that may ensue from any cause arising from the exhibitor's participation in the Annual Program and/or exhibitor activities.

It is agreed that the Westin Mission Hills Resort & Spa, Rancho Mirage, shall not be liable for any loss, destruction or damage to any exhibit; any theft or disappearance of any property contained in or about the exhibit space, whether such damage or loss be caused by the negligence of an employee, agent, or officer of the Westin Mission Hills Resort & Spa or ACNL. The exhibitor expressly waives all claims for any such loss, damage or thefts and the exhibitor agrees to indemnify and hold the Westin Mission Hills Resort & Spa, Rancho Mirage and ACNL harmless for such claims.

## **Conference Educational Program**

Participating in ACNL's Conference as an exhibitor and/or sponsor in no way enables the industry partner to influence the educational sessions presented during the Conference. No advertising, signage or solicitation regarding equipment, products or services will be allowed in the general session or break-out rooms.

## **Social Functions**

Hospitality suites or events sponsored by exhibitors must be approved by ACNL. Social functions sponsored by exhibitors may not be scheduled during exhibit hours and may not conflict with organization functions. Any functions not approved by ACNL that could compete for attendees' time either during exhibit hours or program sessions are expressly prohibited.