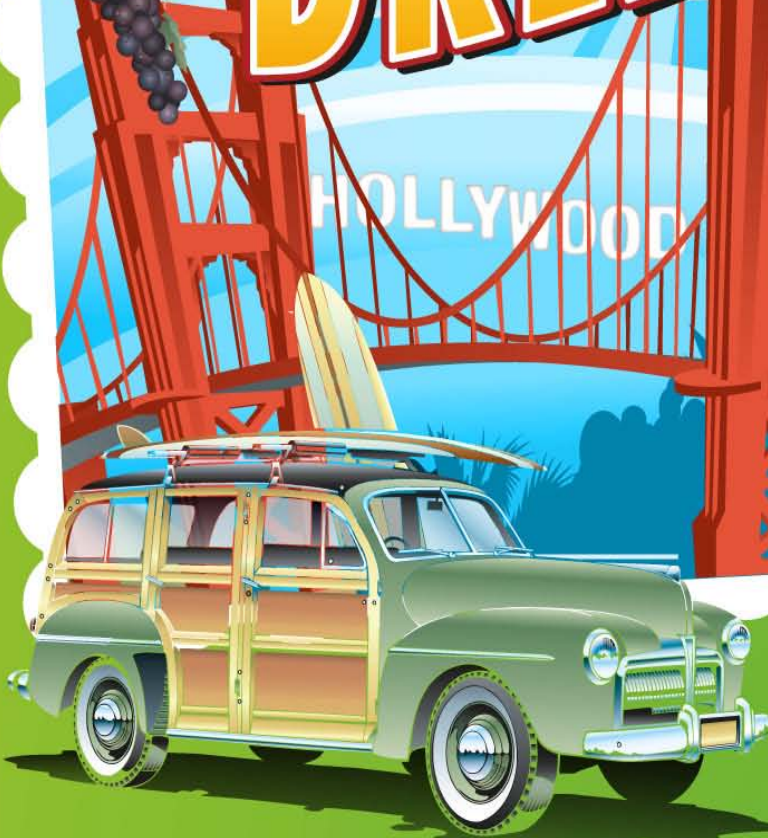


**Nurse Leaders Honoring the Past
and Envisioning the Future**

CALIFORNIA DREAMIN'



**ASSOCIATION OF CALIFORNIA NURSE LEADERS
33rd Annual Conference**

February 13-16, 2011 • Sacramento California Convention Center



**ANNUAL CONFERENCE INDUSTRY PARTNER
PACKET 2011**

***“California Dreamin’, Nurse Leaders Honoring
the Past and Envisioning the Future”***

February 13-16, 2011

Sacramento Convention Center

Sacramento, California Packet Contents:

- Invitation to Exhibit
- Application to Exhibit; Fee Schedule and Instructions
- Exhibit Floor Plan
- Pre-Sold Booths for 2011
- Syllabus Information
- Industry Partner Categories
- Pre-Register to Exhibit 2012 Form
- Badge Request Form
- Sponsorship Opportunities
- Advertising Opportunities
- Industry Partner Schedule of Events
- Information and Policies for Exhibitors

An Invitation to Exhibit

Join the Association of California Nurse Leaders as we host our 33rd Annual Program to be held at **The Sacramento Convention Center, Sacramento, California**. 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

We have 107 booths available and 50% were sold at the 2010 Conference!

DON'T MISS THIS OPPORTUNITY!

Exhibitor Day

Monday, February 14, 2011

10:15 a.m. - 6:30 p.m.

**Sacramento Convention Center
1030 15th Street
Sacramento, California 95814**

We are very excited about the exhibit space at the **Sacramento Convention Center!** Among the outstanding features of the conference space are:

- Over 51,000 square feet of space
- 12 loading docks
- 4 adjustable dock plates
- Across the street from the two hotels we will be occupying; the Hyatt Regency and the Sheraton.

Reserve your place now by completing the enclosed agreement.

**For more information, please call or fax the ACNL office at 916.779.6949.
Fax: 916.779.6945**



Application to Exhibit

2011 Annual Program Exhibitor's Day

February 14, 2011

(Please type or print legibly)

FOR CONTACT AND BILLING:

Organization Name _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail address _____

INDUSTRY PARTNER CHECKLIST: (check all that apply)

- BOOTH FEE** _____ (See **2011 Fee Schedule**)
- 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 **February 1, 2011**)

Method of Payment [] Check (Make checks payable to **ACNL**) [] MasterCard, Visa, DiscoverCard

Card Number _____

Expiration Date _____ CVC# (on back of card) _____

Name on Card _____

Card billing address _____ Zip _____

Authorized Signature _____

Contract Agreement

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

Authorized Exhibitor Representative

Date

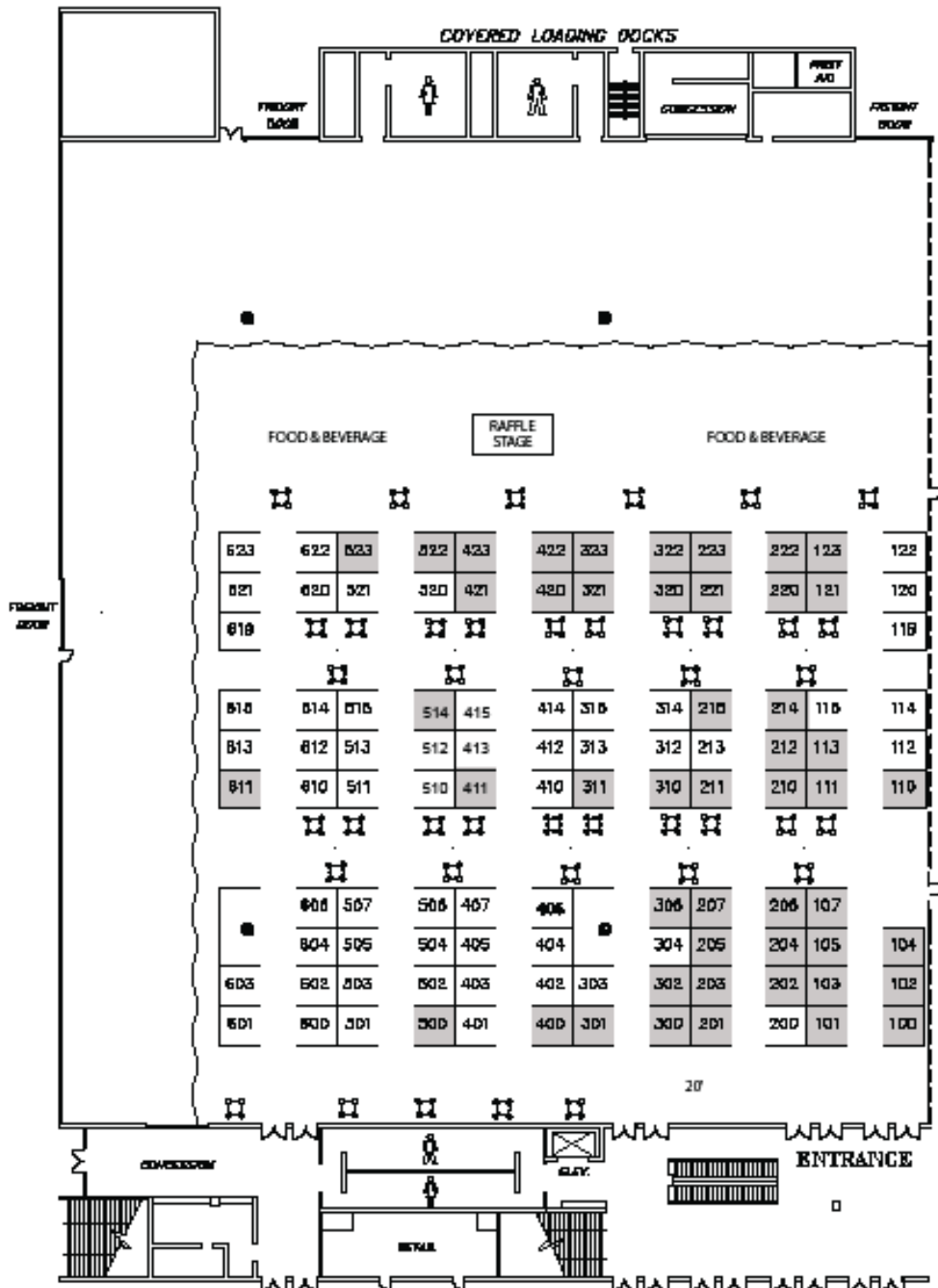
Mail completed application along with payment to:
ANCL, c/o Cathy Novaresi, 3835 North Freeway Blvd., Suite #120, Sacramento, CA 95834.
If you have any questions, please call the ACNL office at 916.779.6949. Fax: 916.779.6945

2011 Pre-Sold Booths

Booth Sold	Company	Booth Sold	Company
100,102,104	Hill-Rom	400	University of Phoenix
101	PROCEL Temporary Services, Inc.	401	
103, 105	Dynamic Medical Systems, Inc.	402	
107	AMN Healthcare	403	
110	ASCOM	404	
111	UCSF Med Center	405	
112		406	
113	UCSF School of Nursing	407	
114		410	
115		411	Gannett Healthcare Group/NurseWeek
118		412	
120		413	
121, 220	Hermann Miller	414	
122		415	
123, 222	Simplex Grinnell	420	HC Partnership
200	Kaiser Permanente	421	Samuel Merritt
201, 203, 300	Stryker Medical	422	Catalyst Systems, LLC
202, 204	AMICO	423	Sullivan Lakier Group
205	West-Com	500	Assessment Technologies Institute
206	First String	501	
207	Garrison Randall	502	
210	Moore & Associates	503	
211	Rauland Borg	504	
212	USF School of Nursing	505	
213		506	
214	Canadian Travel	507	
215	The College Network	510	
		511	
221	Cross Country Staffing	512	
		513	
223	Versant RN Residency	514	Peminic, Inc.
		515	
301	Modular Services Company	515	
		520	
302	GRASP	521	
303		522	Jeron Electronic Systems, Inc.
304		523	Optivox
306	RES-Q Healthcare Systems, Inc.	600	
		601	
310	Integrated Voice Solutions	602	
311	Ergo Care	603	
312		604	
313		606	
314		610	
315		611	Gold Gifts and Promotions
320	Health Technical Services	612	
321	Sutter Health	613	
322	HRN Services Inc.	614	
323	Advance Magazine	615	
		619	
		620	
		621	
		622	
		623	

ACNL 2011

Sacramento Convention Center Hall A Sacramento, CA



NOTE:

- ALL BOOTHS 10'x10' UNLESS OTHERWISE NOTED
- ALL AISLES ARE 10'-0" UNLESS OTHERWISE NOTED
- 107 - TOTAL BOOTHS

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

2011 Exhibit Fee Schedule

February 14, 2011

For continuous returning exhibitors:

\$1,900 payment in full received **by** September 15, 2010

\$2,100 payment in full received **after** September 15, 2010

For first time exhibitors:

\$2,100 payment received **by** September 15, 2010

\$2,300 payment received **after** September 15, 2010

If full payment does not accompany application, a deposit of \$1,000 must accompany the Application to Exhibit with the balance due not later than **December 6, 2010**. Telephone and email requests for space **will not** be accepted. Applications submitted after December 15, 2010 will be limited to space available, must be accompanied by full payment and will not be included in the conference syllabus.

ADDENDUM C

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.

ACNL reserves the right to edit text to conform to format and length limit if necessary.

Must be received by October 29, 2010 to be included in the notebook syllabus.

Information to be included in Syllabus:

(please follow this example as the format, thank you!)

Company Name: Association of California Nurse Leaders

Address: 3835 North Freeway Blvd., Suite #120

City, State, Zip: Sacramento, CA 95834

Phone: 916-779-6949

Fax: 916-779-6945

Email: cathy@acnl.org

40 words or less description (no exceptions please!)

For over 30 years now, The Association of California Nurse Leaders continues to be a professional nursing organization that develops nurse leaders, advances professional practice, influences health policy and promotes quality and patient safety.

ADDENDUM D
Industry Partner Categories

2011 Annual Program Exhibitor's Day
February 14, 2011

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)*

I. Consulting Firms

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

II. Health Systems/Medical Centers/Hospitals

III. 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

IV. Publishing House

1. Books
2. Journals

V. Schools of Nursing

VI. Search Firms/Recruiters

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

VII. Software Provider

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

VIII. Supplemental Staffing

1. Registry
2. Travelers
3. International

IX. Technology

X. Telecommunications

XI. Other

Pre-Register to Exhibit 2012

I am interested in pre-registering for the 2012 Conference in Rancho Mirage. Please arrange for my appointment card to be available upon check-in at the 2011 Conference in Sacramento.

Exhibitor Day
Monday, February 6, 2012
10:15 AM – 6:30 PM

Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone Number: _____

Email: _____

ACNL INDUSTRY PARTNER BADGES

(To be returned no later than February 1, 2011)

Sacramento Convention Center
Sacramento, 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.)

2011 Annual Program Sponsorship and Advertising Opportunities

"California Dreamin', Nurse Leaders Honoring the Past and Envisioning the Future"

February 13-16, 2011

**Sacramento Convention Center
Sacramento, California**

Be part of the Association of California Nurse Leaders 33rd Annual Program in Sacramento, 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.

Diamond, Platinum and Gold sponsors will receive the following additional benefits:

Diamond sponsors will receive one free exhibitor booth and a full page ad in the syllabus. In addition they will receive a free ad on the ACNL website for the 2-months preceding the conference.

Platinum sponsors will receive a free half page ad in the DirectLINK, ACNL's Quarterly online publication to members. In addition they will receive a free ad on the ACNL website 1-month prior to the conference.

Gold sponsors will receive a quarter page free ad in the online publication of DirectLINK. All sponsors will be listed in the syllabus and on signage at the program.

SPONSORSHIP OPPORTUNITIES

Diamond	\$25,000 and above
Platinum	\$10,000 - \$24,999
Gold	\$5,000 - \$9,999
Silver	\$3,000 - \$4,999
Bronze	\$1,000 - \$2,999
Friend of ACNL	Less than \$1,000 and In-Kind Contributions

We look forward to your support.

Sincerely,
Robert Vos
Program Chair

2011 ACNL ANNUAL PROGRAM

SPONSORSHIP FORM February 13-16, 2011

Organization _____ Contact _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Amount Enclosed \$ _____

Sponsoring _____

SPONSORSHIP OPPORTUNITIES

Ask about sponsoring or co-sponsoring opportunities for a specific item:

- **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**

Method of Payment

Check; Make checks payable to ACNL, 3835 North Freeway, Suite 120, Sacramento, CA 95834

MasterCard or Visa only Card Number _____

Expiration Date _____ CVV# (on back of card) _____

Name on Card _____

Billing address on card _____ Zip _____

Authorized Signature _____

Advertising Opportunities

The official 2011 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 from cover to cover. This is an ideal chance for you to put your products and services in the limelight.

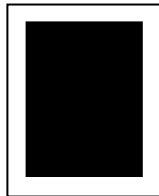
Space reservations are due by October 9, 2010. The electronic copy (PDF, jpg or word) is due to the ACNL office not later than November 20, 2010. Rates are net and non-commissionable. Sizes and rates are as follows:

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
6½" x 8¾"



Half page
6½" x 4½"

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

2011 ACNL Annual Program Advertising

Organization Name _____ Contact _____

Address _____

City/State/Zip _____

Phone (____) _____ Fax (____) _____

Ad Size _____

Payment enclosed \$ _____

- Copy Enclosed
- To Be Sent by 11/20/10
- Please invoice

Please send completed form and copy to:

Cathy Novaresi, c/o ACNL, 3835 North Freeway Blvd., Suite #120, Sacramento, CA 95834

If you have any questions, please feel free to call the ACNL office at 916.779.6949

Fax: 916.779.6945 Email: cathy@acnl.org

2011 INDUSTRY PARTNER DAY

SCHEDULE OF EVENTS

The 2011 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 13, 2011

Exhibitor sign in: 1:00pm – 4:00pm

Exhibitor set-up: 1:00pm – 5:00pm

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 2011 Exhibitor Kit.

Monday, February 14, 2011

Exhibitor sign in: 7:00am – 10:00am

Exhibit Area opens at 10:00am

Continental Breakfast, Breaks and Lunch in Exhibit Hall

10:00am – 11:15am Break

12:30pm – 1:45pm Lunch

2:45pm – 3:15pm Break

4:45pm – 5:30pm Reception

5:30pm – 6:30pm Raffle

Exhibitor booth dismantling: 6:30pm – 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 and 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 dirt bike!

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

Association of California Nurse Leaders

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 14, 2011, 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 *Exhibitor Schedule of Events for break schedule.*

Exhibit Space Rental Fees

For continuous returning exhibitors: \$1,900 payment in full received **by** September 15, 2010; \$2,100 payment in full received **after** September 15, 2010. For first time exhibitors: \$2,100 payment received **by** September 15, 2010; \$2,300 payment received **after** September 15, 2010.

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, 2010	75% refund
December 2, 2010 to December 15, 2010	50% refund
December 16, 2010 to December 31, 2010	25% refund
After January 1, 2011	No refund will be made

Installation/Dismantling of Exhibits

Exhibit space will be available for installation on Sunday, February 13, 2011, from 1:00-5:00 p.m. and on Monday, February 14, 2011, at 7:30 a.m. Installation must be completed by 10:00 a.m. on Monday, February 14, 2011. No installations will be allowed after that time without specific permission from ACNL.

No exhibits may be dismantled prior to 6:30 p.m., Monday, February 14, 2011. Dismantling activities must wait until the exhibit area is cleared. Exhibitor move out hours are 6:30-8:30 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 by early December.

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/contractor for booth installation. Standard exhibit booths consist of a draped background **10' 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.

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.

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.

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 Sacramento Convention Center, Sacramento, 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 Sacramento Convention Center or ACNL. The exhibitor expressly waives all claims for any such loss, damage or thefts and the exhibitor agrees to indemnify and hold the Sacramento Convention Center, Sacramento and ACNL harmless for such claims.

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.