



**Exhibitor Kit
2010 CNSA Annual Convention**

**“The Many Hats
in Nursing:
A Wonderland of Opportunity”**

October 15-17, 2010

**Ontario Convention Center
2000 East Convention Center Way
Ontario, CA 91764**

**Exhibitor Day
Saturday, October 16, 2010
7:30 am - 2:30 pm**

Packet Contents:

- Invitation to Exhibit
- Application to Exhibit
- Information and Policies for Exhibitors
- Badge Request Form
- Advertising and Sponsorship Opportunities



An Invitation to Exhibit

The CNSA Annual Convention draws students, faculty and guests from around the state. This year, the schedule includes a formal exhibit ribbon cutting ceremony followed by a full day of exhibitor fun on Saturday. The exhibit hall will be structured to provide maximum traffic flow and opportunities for exhibitors to meet attendees. It is an excellent opportunity for you to meet nursing's future leaders, the best and the brightest of tomorrow's registered nursing workforce. Additionally, all exhibitors are invited to attend the educational sessions taking place during convention as our guests.

Don't miss this opportunity!

Exhibitor Day

**Saturday, October 16, 2010
7:30 a.m. to 2:30 p.m.**

**Ontario Convention Center
2000 East Convention Center Way
Ontario, CA 91764**

For shipping and electrical needs, please contact our contracted drayage company:

**TriCord Tradeshow Services
Telephone: 831.883.8600**

Reserve your space now by completing the enclosed contract.

For more information, please call Cathy Novaresi at 916.779.6949

Application to Exhibit

2010 Annual Convention Exhibitor's Day - October 16, 2010

(Please type or print legibly)

Organization Name _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail address _____

Program Syllabus Information:

Please submit a **typed** 30-word or less description of the products, equipment or service to be exhibited. The description will appear in the syllabus **exactly** as submitted. CNSA reserves the right to edit text to conform to format and length limit if necessary. **Must be received by September 10, 2010 to be included in the syllabus. NO EXCEPTIONS**

Early Bird Rates (payment in full must be received by August 25, 2010)

Single table top - \$1,300

Double table top - \$2,000

Rates after August 25, 2010

Single table top - \$1,500

Double table top - \$2,200

A deposit of \$500.00 must accompany the Application to Exhibit with the balance due no later than **August 25, 2010**. Telephone and email requests for space will not be accepted. Applications submitted after August 25, 2010, will be limited to space available, must be accompanied by full payment, badge names and company description or they **will not be included in the convention syllabus**.

Method of Payment (Make checks payable to CNSA)

MasterCard Visa Check

Card Number _____ Expiration Date _____ CVV code(on back of card) _____

Name on Card _____ Authorized Signature _____

Billing address _____

Contract Agreement

All exhibits are subject to approval by CNSA. We agree to all policies set forth in the Exhibitor Packet that accompanies this application and any other directives that may be issued by CNSA. 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 _____

Authorized CNSA Representative _____ Date _____

Mail completed application along with deposit to: Cathy Novaresi, 3835 North Freeway Blvd., Suite 120, Sacramento, CA, 95834. Or fax with credit card information to 916.779.6945. For questions call 916.779.6949



Information and Policies for Exhibitors

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

Booth Assignments

The California Nursing Students' Association (CNSA) 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

Due to space constraints, CNSA will determine the position of all exhibits. CNSA will make every effort to accommodate ideal space availability, avoid company conflicts, and ensure the maximum exposure for all exhibitors.

Exhibit Dates and Hours

Exhibits will be opened following a ribbon cutting **Saturday, October 16, 2010 from 7:30 am - 2:30 pm**

Exhibit Space Rental Fees

Cost per single 6' table top is **\$1,500**, or **\$2,200** for double table top. There is a \$200 discount for fees paid in full by July 31, 2010. A deposit of \$500.00 must accompany the Application to Exhibit with the balance due no later than August 28, 2010. Telephone requests for space will not be accepted. Applications submitted after August 28, 2010 will be limited to space available and must be accompanied by full payment.

Exhibit Space Refund Policy

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

On or before July 31, 2010	75% refund
August 1, 2008 - August 7, 2010	50% refund
August 8, 2008 - August 25, 2010	25% refund
After August 28, 2010	No refund will be made

Exhibit Space Set-Up and Tear Down – **READ CAREFULLY PLEASE**

Exhibit space is available for installation and set up on Friday, October 15, 2010 from 2:00 pm to 5:00 pm and Saturday beginning at 7:00am.

All exhibit spaces are **tabletop displays only**. **No free standing or full size booths are permitted**. No exhibits may be dismantled prior to 2:30 p.m., Saturday, October 16, 2010. Dismantling activities must wait until the exhibit area is cleared. Exhibitor move out hours are 3:30 p.m. - 9:30 p.m.

Official Decorator/Contractor

TriCord Tradeshow Services is the official decorator/contractor and supplier of exhibitor service kits covering electrical needs, special installation and dismantling service, signage, cleaning, floral, airfreight and van line services. Please contact TriCord for all shipping and setup needs (831.883.8600).

Care of Exhibit Space

The exhibit space must be kept neatly maintained and in good order.

Eligible Exhibits

The CNSA 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 CNSA and/or the Annual Convention.

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 CNSA 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.

CNSA will provide two (2) name badges per booth. These badges include attendance at the program and the Saturday luncheon. Additional name badges may be purchased for **\$50.00**. These funds will be used to defray the cost of food.

Exhibitor 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. CNSA 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 CNSA for all liability that may ensue from any cause arising from the exhibitor's participation in the Annual Convention and/or exhibitor activities.

It is agreed that the Ontario Convention Center 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 Ontario Convention Center or CNSA. The exhibitor expressly waives all claims for any such loss, damage or thefts and the exhibitor agrees to indemnify and hold the Ontario Convention Center and CNSA harmless for such claims.

Social Functions

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

Electrical Needs

For electrical needs, you may contact: **TriCord Tradeshow Services at 831.883.8600**

A-V Needs

For audiovisual needs, you may contact: **Projection Presentation Technology at 916.448.5697**

For shipping needs, please contact: **TriCord Tradeshow Services at 831.883.8600**



October 15-17, 2010

Ontario Convention Center
2000 East Convention Center Way, Ontario, CA 91764

Exhibitor Day
Saturday, October 16, 2010

CNSA Exhibitor Badges

To be returned no later than October 8, 2010

Company: _____

City/State: _____

Exhibitor Names: *(please print names legibly)*

1. Name: _____ Title: _____

City: _____ State: _____

2. Name: _____ Title: _____

City: _____ State: _____

Additional Badges (\$50.00 - includes ribbon cutting ceremony and Saturday luncheon.)

3. Name: _____ Title: _____

City: _____ State: _____

4. Name: _____ Title: _____

City: _____ State: _____

5. Name: _____ Title: _____

City: _____ State: _____

(Please limit the number of representatives in your exhibit space to no more than 2 at any one time).

Advertising Opportunities

The official **2010 Convention Syllabus** is your opportunity to capture the attention of all attendees. The syllabus contains the entire convention 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.

Special discounts are available for organizations which exhibit, sponsor, and advertise.

Space reservations are due by August 25, 2010. Black and white camera-ready copy is due to the CNSA office no later than September 10, 2010, **no exceptions**. Rates are net and non-commissionable. Sizes and rates are as follows:

	Exhibitor/Sponsor/Advertiser	Exhibitor/Advertiser	Regular Advertiser
Full page b/w only (6 1/2" x 8 3/4")	\$225	\$255	\$300
Half Page b/w only (6 1/2" x 4 1/2")	\$145	\$190	\$225
Inside front and covers - color <i>Sponsor only</i>	\$350	N/A	N/A
Back cover - color <i>Platinum or Diamond Sponsor only</i>	\$500	N/A	N/A

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

2010 CNSA Annual Convention Advertising

Organization Name _____

Contact _____

Address _____

City/State/Zip _____

Phone () _____

Fax () _____

Ad Size _____

Copy Enclosed

Copy to be Sent by 9/10/10

Please invoice

Payment enclosed \$ _____

Please send completed form and ad copy to:
 CNSA Advertising Coordinator, ACNL, 3835 North Freeway Blvd., Suite 120, Sacramento, CA 95834
 If you have any questions, please feel free to call the CNSA office at 916.779.6949

Sponsorship and Advertising Opportunities

“The Many Hats in Nursing: A Wonderland of Opportunity”

October 15-17, 2010

Ontario Convention Center
2000 East Convention Center Way, Ontario, CA 91764

Be part of the California Nursing Students Association (CNSA) Annual Convention in Ontario, California by becoming a convention sponsor. Our membership includes over 4,000 nursing students in California representing ADN, BSN and Masters Level Entry students. We invite you to take this opportunity to increase your exposure to the future nursing workforce by being a convention 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 CNSA. All contributions are welcome and will be acknowledged in the syllabus and on convention signage.

SPONSORSHIP LEVELS

Diamond	\$8,000 and above
Platinum	\$5,000 - \$7,999
Gold	\$3,000 - \$4,999
Silver	\$1,000 - \$2,999
Bronze	\$500 - \$999
Friend	\$200 - \$499

Diamond sponsors will receive one **free** exhibitor space, one **free** full page ad in the syllabus and exclusive sponsorship opportunities. Diamond sponsors will also receive a half-page ad in the Association of California Nurse Leaders' quarterly online publication *DirectLink*.

Platinum sponsors will receive one **free** half page ad in the syllabus and exclusive sponsorship opportunities. Platinum sponsors will also receive a quarter-page ad in the Association of California Nurse Leaders' quarterly online publication *DirectLink*.

Gold sponsors will receive one **free** half page ad in the syllabus. Gold sponsors will also be recognized by the Association of California Nurse Leaders in their quarterly online publication *DirectLink*.

Silver Sponsors will be recognized by the Association of California Nurse Leaders in their quarterly online publication *DirectLink*.

All sponsors will be listed in the convention syllabus and on signage at the program. In addition, sponsors will be recognized during the Board meeting and by the CNSA President during the General Session.

** The Association of California Nurse Leaders is the oversight and financial management company for the California Nursing Students' Association.*

Program Sponsorship Opportunities

October 15-17, 2010

Organization _____ Contact _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Amount Enclosed \$ _____

SPONSORSHIP OPPORTUNITIES

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

- Keynote/Endnote Speakers \$5000
- Educational Sessions \$2000
- Continental Breakfast – Saturday \$3000
- Sunday Breakfast and Awards Ceremony \$2000
- Breaks on Saturday – Exhibitor Day \$3000
- Lunch on Saturday – Exhibitor Day \$8000
- Friday Night Reception \$5000

Exclusive sponsorship for Keynote, Endnote, Exhibitor Lunch and Friday Reception are reserved for Diamond and Platinum Sponsors.

Please send completed form and payment to:

CNSA
3835 North Freeway Blvd., Suite #120
Sacramento, Ca 95834 or fax to 916.779.6945

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