30th Annual MidYear Career Planning Conference
November 8-11, 2012
Town and Country Resort and Convention Center
San Diego, California

On the Horizon:
Your Future in Nursing
Exhibit Prospectus

Visit www.nsna.org for future updates!
Plan Now to Exhibit
During the National Student Nurses’ Association
Annual MidYear Career Planning Conference!

Dear Exhibitor: NSNA’s 30th Annual MidYear Career Planning Conference takes place in sunny San Diego, CA, at the Town and Country Resort, November 8-11, 2012. The Conference attracts nursing student leaders and faculty from throughout the US. Attendees participate in a wide variety of educational, career, and professional development programs.

The exhibit hall provides an opportunity for hospitals, health care agencies, schools of nursing, professional nursing associations, e-businesses, NCLEX review companies, educational institutions, publishers, fundraising products, and product companies to reach an eager assembly of student nurses and faculty. Students are eager to learn about your company, products, and job opportunities. In fact, the exhibit hall is one of the attendees’ favorite MidYear events. Attendance in the exhibit hall is high and programs are carefully planned not to interfere with exhibit hall hours. As an added benefit, your booth rental fee includes one draped table, two chairs, a wastebasket, and an identification sign.

About NSNA: The National Student Nurses’ Association, Inc., established in 1952, has over 60,000 members in 1,500 nursing programs nationwide. NSNA offers undergraduate nursing students opportunities to develop leadership skills and prepare for lifelong involvement in the nursing profession. NSNA has chapters in 600 nursing programs.

The MidYear Conference offers students opportunities to hear top nursing leaders address vital professional and practice issues. Panel discussions generate lively interaction between students and panelists. NSNA members are your organization’s current and future customers, future students, future employees, and future leaders. Your good will and information are passed along to peers. You’ll meet tomorrow’s nursing leaders at this year’s NSNA MidYear Conference.

What Attendees are Looking For:
- Staff Positions and Employment Opportunities
- RN to BSN/MSN Completion Programs
- Graduate Education
- Textbooks
- Technology Applications
- Publications
- Nursing Journals
- State Board Review Courses
- State Board Review Products
- Computers
- Computer Software
- Health Care Products
- Nutrition Information
- Pharmaceutical Information
- Uniforms and Nursing Shoes
- Tools for Practice
- Specialty Nursing Organizations
  Membership Information
- Professional Nursing Leadership Opportunities
- Interactive Learning Tools
- Consumer Products and Services
- Patient Teaching Materials
- Study Aids

Plan NOW to exhibit with NSNA in San Diego and increase your organization’s exposure among this very important audience of nursing students. Complete the enclosed application today to secure a great booth location in San Diego, California!

Sincerely,

Rick Gabler and Tom Greene, Exhibit Managers
Anthony J. Jannetti, Inc.
856-256-2300 • FAX 856-589-7463
nsna_exhibits@ajj.com
Space Assignment/Fees

All applications for space must be filed on the form provided by the National Student Nurses’ Association. Please keep a copy for your files. The NSNA may at its discretion accept or reject any application for space. It is not always possible to assign one of your preferred choices. However, we will try to make assignment in requested area.

Space assignments will begin on or before August 1, 2012. The primary consideration in the assignment of space is the date request is received; availability of requested area; amount of space requested; special needs and compatibility of exhibitors; advertising in Imprint; past participation in NSNA activities; and overall support given to NSNA. Only applications accompanied by the 50% deposit payment required for each space purchased, voucher, or purchase order will be assigned.

Fees are as indicated on the application for space. Hospital rates are limited only to single free-standing hospital units – not hospital corporations, chains or groups which represent the interests of more than one hospital. The fee for hospital corporations is the commercial rate. The 50% deposit payment for each exhibit space purchased must be accompanied by the completed application form along with the payment form of choice. Check or money order shall be made payable to NSNA and mailed to Anthony J. Jannetti, Inc., East Holly Avenue, Box 56 Pitman, NJ 08071-0056. If sending payment by an overnight delivery service, please call 856-256-2342 for the physical delivery address location. NSNA’s Tax ID is 13-6081991. The balance shall be due upon receipt of confirmation.

Applications submitted after August 1, 2012 must be accompanied by payment in full. All reassignments requested by exhibitor which can be accommodated are subject to an additional administrative fee of $200.00. Space is limited so please sign up early. Communications with reference to exhibits at the Annual MidYear Conference of the National Student Nurses’ Association should be addressed to:

NSNA Annual MidYear Conference
Joanne Silverberg, Exhibit Coordinator
Anthony J. Jannetti, Inc.
East Holly Ave, Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2342 - FAX: 856-589-7463
E-mail: nsna_exhibits@ajj.com

Cancellations

All applications submitted to NSNA are binding contracts. Any cancellations or relocations in booth space for any reason are subject to the following terms. Cancellations must be made in writing. The date the exhibitor’s written notice of cancellation is received by NSNA will be considered the official cancellation date. Except as outlined above, the exhibitor is responsible for total booth rental regardless of the reason for cancellation, including cancellation by the exhibitor because of failure of an exhibit to arrive for any reason, or cancellation by the Association of the exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within the Association’s control. An administrative fee of $400.00 per booth will be charged on all cancellations made prior to August 1, 2012. Cancellations will not be accepted after August 1, 2012. Exhibitors who cancel after August 1, 2012, are liable for 100% of the booth cost and no refunds are issued.

Exhibitor Services

The following services are provided to the exhibitors at no additional charge:

- A standard identification sign showing exhibitor name
- Eight-foot high back wall and three-foot high divider rails of quality fabric
- Six foot draped table; two chairs; wastebasket
- Air conditioning
- Daily cleaning of aisles in Exhibit Hall
- A listing of the exhibit in the Conference Program and an opportunity to advertise in the Conference Program Book.

An Exhibitor Service Kit containing literature and rates for all labor, services, electrical connections, furniture, and miscellaneous equipment is provided to exhibitors by the official decorating and drayage contractor, Freeman, and is accessible to all exhibitors a short time after assignment of exhibit space has been confirmed. NSNA provides one table, identification sign, two chairs, and a wastebasket.

All other decorating requirements should be ordered through Freeman. The following services are not included as part of your booth fees and if needed should be ordered through the exhibit service contractor: Carpeting; drayage/shipping; labor for set-up; electricity.

Installation/Dismantling Removal Information

The Exhibit Area of the Town and Country Resort is available for installation of exhibits from 1:00 pm to 5:00 pm Thursday, November 8. All exhibits must be in position and ready for opening of Exhibit Hall by 10:00 am Friday, November 9. All exhibits are to remain intact until the close of the exhibition at 1:15 pm, Saturday, November 10.

Cases and packing boxes are delivered promptly to all booths. Exhibitors’ cooperation results in a speedier breakup of the show. All crates, etc., must be removed from the Exhibit Area by 4:00 pm, Saturday, November 10.

Shipping Instructions

The National Student Nurses’ Association has made arrangements on behalf of the exhibitors with the decorating/drayage contractor to receive, store, and deliver exhibits directly to the exhibit hall on set-up day. Shipment should be prepaid and consigned as follows:

TO: Name of Exhibiting Company/Booth #
Freeman
6060 Nancy Ridge Drive
Suite C
San Diego, CA 92121

FOR: National Student Nurses’ Association
November 8-11, 2012

Exhibitors are encouraged to ship all displays early to ensure arrival at least two weeks prior to set-up date (30 days free storage allowed prior to set-up time).

In order to reduce drayage costs, make sure all boxes, crates, etc., are shipped from one location to be received by Freeman at the same time. Otherwise, you may be charged twice for drayage if material arrives on separate days.

Do not ship materials directly to the Town and Country Resort.

Hotel Accommodations

Special conference room rates have been established. The conference hotel is the Town and Country Resort. Phone reservations can be made directly with the Town and Country Resort. Please verify receipt of your room request directly with the hotel. Room reservation information is provided at the time confirmation of space assignment is made by NSNA. All room reservations are accepted on a first-come, first-served basis. We encourage you to make your reservations early to ensure your desired accommodations. No hotel accommodations are made for non-exhibiting firms or hospitals. Hospitality suites for exhibitors are available in a limited number. Reservations are accepted on a first-come, first-served basis. No functions are to be open during exhibit hours or official NSNA programs without the approval of NSNA. Time must not conflict with official NSNA programs.

Hospitability suites or events sponsored by exhibitors must be cleared by NSNA and reserved with the Conference Manager, Jeri Hendrie, 856-256-2300. Once approved, you are responsible for coordinating all arrangements, including arrival date, departure date,
size of suite, rates, billing instructions etc., directly with the hotel.

**Security and Liability**

Security personnel are on duty at all times. However, each exhibitor must make provision to safeguard their goods from the time they are placed in their booth until they remove them. Neither NSNA, Anthony J. Jannetti, Inc. or The Town and Country Resort are responsible for loss or damage due to any cause.

Space is leased with the understanding that the National Student Nurses’ Association, Anthony J. Jannetti, Inc. and The Town and Country Resort will act for the exhibitor and his representative only in the capacity of agent, and not as principal; and that the NSNA, Anthony J. Jannetti, Inc. and The Town and Country Resort assume no liability whatsoever for damages, for any act of omission or commission in connection with said agency, and the exhibitor and his representatives hereby release the NSNA, Anthony J. Jannetti, Inc. and The Town and Country Resort for any and all liability for loss ensuing from any cause whatsoever.

These rules and regulations are to be construed as part of all space contracts. The National Student Nurses’ Association, Inc., reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

**Special Rules and Regulations**

Subletting of Space — The subletting or assignment of space is prohibited. Two or more firms may not exhibit in a single space. Hospital corporations must represent the corporation as a whole and not individual hospitals. All literature must pertain to one exhibiting entity.

Installation — Exhibits should be installed so they do not project beyond the space allotted or obstruct the view of, or interfere with, other exhibits. Maximum booth height is 8’.

Fire Safety — All structural work, such as extra shelving, standards, display racks, signs, spotlights, etc., must be approved and all decorations, drapery, and other fabrics must be flame-proofed before being used in decoration of any exhibit.

Food & Beverage — No food or drink may be distributed in the exhibit hall without prior permission from the facility.

Courtesy — The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor’s booth. Canvassing outside the booth is strictly forbidden. Exhibitors may not distribute materials to other exhibits by walking booth to booth. All such activity must be confined to exhibitor’s booth. The management appreciates being informed of any infraction of this rule.

Advertising — Advertising material or signs of exhibits other than those who have engaged space are strictly prohibited.

Audiovisuals — Video and audio presentations must be arranged so that aisles are not blocked and must be presented in a sound-proof room, or so remote that the neighboring exhibitors are not disturbed.

Conduct — Unethical conduct or infraction of rules on the part of the exhibitor or his representatives or both, will subject the exhibitor or his representatives or both to immediate dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by the National Student Nurses’ Association, Inc., and no demand for redress will be made by exhibitor or their representatives. Disregard for any rule stated here is considered just reason for NSNA to prohibit an exhibitor from attending all future NSNA activities. See www.nsna.org (click on “Meetings”) for exhibitor code of conduct.

Exhibit Materials — NSNA reserves the right to review and keep copies of any and all materials being distributed from your exhibit booth. Per NSNA’s discretion, this review, may take place either before the Conference and/or on-site.

Music — Exhibitors are responsible for establishing any necessary license agreements for copyrighted music played from within their booths.

**Registration**

All confirmed exhibitors have the opportunity to preregister their personnel. It is to the exhibitor’s advantage to register early by mail so as to avoid delays on-site. Personnel registering for any participating exhibitor must be employed by the company/institution. A maximum of three free registrations per booth are permitted. Additional registrations for exhibit personnel are available for $50 each.

The official registration area is open daily, and is located at the entrance to the Exhibit Hall. All attendees are required to register, and admission to the exhibits is by badge only. A special exhibitor registration area is provided. Communications with reference to exhibits at the annual MidYear Conference of the National Student Nurses’ Association should be addressed to:

Rick Gabler
Anthony J. Jannetti, Inc.
East Holly Avenue  Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2314
FAX: 856-589-7463
E-mail: rick.gabler@ajj.com

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**Increase Your Visibility**

**Become a MidYear Conference Sponsor**

NSNA keeps attendance high and registration fees low through the support of sponsorships. Sponsorship ranges from $1,000 to $10,000. Sponsors are broadly acknowledged at the Conference, during the event and in the Program Book; and after the event in *Imprint* magazine, and other NSNA publications. Please call Judith Tyler at the NSNA (718) 210-0705 Ext 106 or via email: judith@nsna.org to request information.

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**Looking Ahead...**

**Annual Convention**

**NSNA**

**61st Annual Convention**

**Charlotte, NC**

**April 3-7, 2013**
Advance Shipments
Please send advance shipments to:
Exhibitor's Name / Booth #
c/o Freeman
6060 Nancy Ridge Drive
Suite C
San Diego, CA 92121
For: NSNA 30th Annual MidYear Conference

Direct Shipments:
Direct shipments are strongly discouraged.
Freeman’s “Quick Facts” will provide more information at time of booth confirmation.

Direct all shipping questions to:
Freeman
Exhibitor Services:
714-254-3410

Headquarters Hotel
Town and Country Resort and Convention Center
1 (800) 772-8527
or (619) 291-7131

Official Exhibit Service Contractor:
Freeman
714-254-3410

Exhibit Management:
Anthony J. Jannetti, Inc.
East Holly Avenue Box 56
Pitman, NJ 08071
Rick Gabler-Exhibit Manager
Tom Greene-Exhibit Manager
www.ajj.com/marketing
Phone: 856-254-3410
Fax: 856-589-7463
E-mail: nsna_exhibits@ajj.com

Important Exhibition Information:
• Exhibits are in The Town and Country Resort - Grand Hall
• All booths 10' x 10'
  (with 3 free registrations)
• Each booth includes: ID sign, 6' draped table, 2 chairs, and wastebasket
• Ceiling Height-26'
  (see floorplan)
• Drapery Colors- blue, tan, and white
• Exhibit Hall is carpeted

BOOTH FEES:
<table>
<thead>
<tr>
<th>Booth Types</th>
<th>Check*</th>
<th>Credit</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>$1,800</td>
<td>$1,855</td>
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<tr>
<td>Non-profit</td>
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<td>$1,670</td>
</tr>
<tr>
<td>Schools of Nursing</td>
<td>$1,000</td>
<td>$1,030</td>
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</tbody>
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*3% discount on booth fees if paying by check
Advertise in the official publication of NSNA

2012-2013 Circulation – 60,000
Coverage – National

Average circulation: 60,000 + this includes direct mail to members; 1300 libraries, nursing faculty and alumni (RNs). *Imprint* has tremendous pass-along readership.

There are five outstanding issues of *Imprint* for the 2012-2013 school year which all require your attention. They are as follows:

- **September/October “Back to School” issue**
  Closing Date August 3, 2012
  Capture the attention of returning students and freshmen. Bonus distribution to all nursing students attending the MidYear Conference to take place November 8-11, 2012 in San Diego, CA. Special Publisher’s Directory offers high exposure for textbooks and supplementary reference books.

- **November/December “Winter Graduation” issue**
  Closing Date September 28, 2012
  This is the time when seniors are preparing to graduate in December and January and start looking for their future job. Target December and January graduates with your valuable advertisement.

- **January “Career Planning Guide” issue**
  The January 2013 issue will publish online only. Bonus incentives will be included for advertisers.
  Closing Date December 7, 2012,
  Run of book ads.
  This issue features an expanded nursing careers section with valuable references for career opportunities. Target graduating seniors with your career opportunity profile ad. A must issue for all health care agencies!

- **February/March “Convention” issue**
  Closing Date January 4, 2013
  This issue builds excitement for NSNA’s 60th Annual Convention to take place in Charlotte, NC, April 3-7, 2013. Graduating seniors get serious about their job search and selection. Bonus distribution to an expected 3,500 nursing students and faculty at NSNA’s Convention. This issue has a bonus distribution to all U.S. nursing programs!

- **April/May “Graduation” issue**
  Closing Date March 1, 2013
  This is your last opportunity to reach new graduates searching for their first RN position and preparing for state boards and summer internships.

For additional marketing information, call Anthony J. Jannetti, Inc. at 856-256-2300