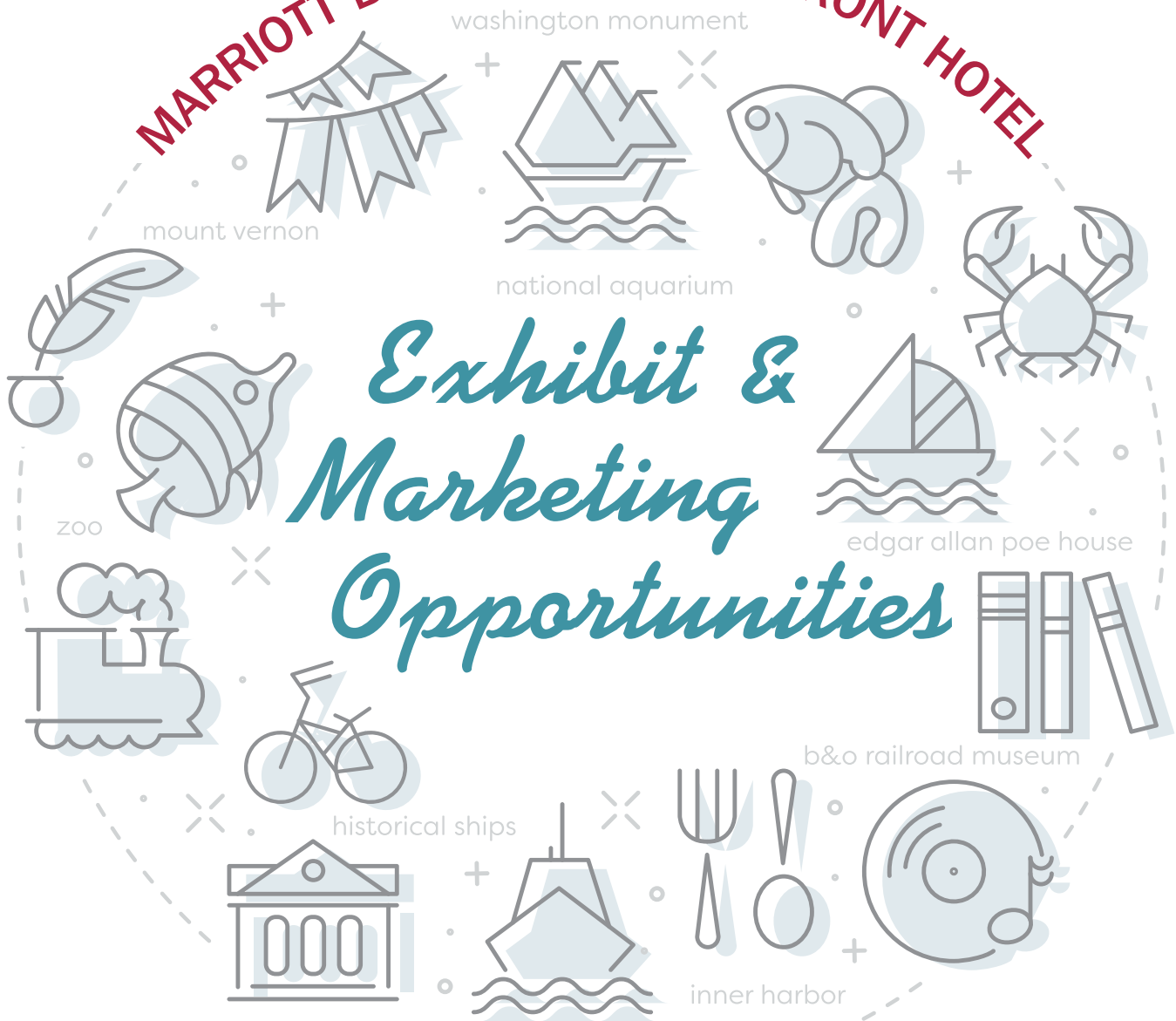


MARRIOTT BALTIMORE WATERFRONT HOTEL



# Exhibit & Marketing Opportunities

April 4-7, 2018

Marriott Baltimore Waterfront Hotel | Baltimore, MD

Learn more and register at [www.pcna.net/exhibit](http://www.pcna.net/exhibit)

# Dear Exhibitor

## JOIN US

in Baltimore to showcase your products or services to hundreds of nurse practitioners & nurses at the PCNA 24<sup>th</sup> Annual Symposium!

The 24<sup>th</sup> Annual Cardiovascular Nursing Symposium promises to be PCNA's best meeting to date, featuring cutting-edge information, best practices, and national guidelines in cardiovascular risk reduction and disease management. Access to hundreds of nurses, nurse practitioners, clinical nurse specialists, physicians, diabetes educators, dietitians, exercise physiologists and other cardiovascular health care professionals with our expanded exhibitor opportunities.

Sincerely,



Jack Edelman, PCNA Exhibit Manager



## Benefits of Exhibiting *You will...*

### ENGAGE

Have the opportunity to interact with an expected attendance of more than 300 Nurse and Nurse Practitioner decision makers and industry leaders who want to know about your products and services.

### CONNECT

Have dedicated time to network — exhibit hours are scheduled at dedicated times that will allow you maximum opportunity. Food and beverage breaks are also hosted in the Exhibit Hall to increase traffic.

### PARTNER

Be able to establish national, regional and local leads for your products or services.

*Build Your Brand At*



**PCNA**

PREVENTIVE CARDIOVASCULAR  
NURSES ASSOCIATION

**Position your company as a leader  
at cardiovascular nursing's  
premier event.**

The PCNA Annual Symposium  
brings together  
**Nurses and Nurse Practitioner Leaders**  
from around the country.

*Reach Your Target Audience*

### **ABOUT PCNA**

The Preventive Cardiovascular Nurses Association (PCNA) is the leading nursing organization dedicated to preventing and managing cardiovascular disease (CVD) through assessing risk, facilitating lifestyle changes and guiding individuals to achieve their treatment goals. Members of our organization are actively providing independent and aggressive treatment to patients at risk for and managing cardiovascular disease and stroke.

### **ANNUAL SYMPOSIUM ATTENDEES**

The PCNA Annual Symposium attracts more than 300 cardiovascular NPs and RNs from across the U.S. and worldwide. The majority of these professionals are high-level decision makers with more than 21 years of experience. They treat hypertension, heart failure, diabetes, obesity, dyslipidemia, cardiac arrhythmias, and other CVD risk factors. Beyond the Annual Symposium, PCNA reaches 26,000+ health care professionals, including its 1,500+ members.

### **PHARMACOLOGY PRECONFERENCE**

PCNA offers a pharmacology preconference on Thursday, April 6 prior to the Annual Symposium. Ask us about unique sponsorship and advertising opportunities to reach advanced practice nurses.





## Fact

*Exhibitions are the #1 source for attendees who make the final purchasing decisions. \**

*Research Results – Exhibition sales account for about 90% of exhibiting company sales.*

*(\*based on Center for Exhibition Industry Research [CEIR].)*

### **Symposium Guide Advertising . . . . . See costs below**

PCNA will produce a dedicated symposium guide. This guide will highlight exhibitor listings, floor plans, programs-at-a-glance, and much more. The PCNA symposium guide will be distributed to all PCNA attendees at the Annual Symposium April 4-7, 2018.

- Full-page color, back cover . . . . . \$3,000**
- Full-page color, inside front cover . . . . . \$2,500**
- Full-page color . . . . . \$1,500**
- Full-page black & white . . . . . \$1,000**

### **Free Standing Meter Boards . . . . . \$750 per meter board**

Free Standing meter board signs are an effective affordable way to communicate with PCNA attendees. These two-sided meter boards display your artwork in high traffic areas within the exhibit hall and PCNA convention space which can carry your corporate logo and booth number.

### **Insert in Attendee Tote Bags . . . . . \$1,000 per piece**

Bring your message home to more than 300 attendees with inserts in their attendee tote bags. Exhibitors must use the official Attendee Insert Program coordinated by PCNA.

### **Advertising in At-Show Attendee Email . . . . . \$1,000**

Reach over 300 symposium attendees by advertising in daily symposium emails. \*Ad specs — 160 pixels x 400 pixels (static)

### **Advertising on Annual Symposium Website . . . . . \$1,000/Month**

Access over 4,000 cardiovascular nurses by advertising your business on the Annual Symposium website. \*Ad specs — 160 pixels x 400 pixels (static or animated)

### **Floor Decals . . . . . \$1,000 for (5) Decals (limited to 3 supporters)**

Floor decals are a great way to drive traffic to your exhibit booth providing recognition, and distinguishing your company from your competitors. Decals will be placed throughout the convention space (approved areas). Decals are approximately 24" H x 24" W (live area for artwork is approximately 18"x18"). Approval of artwork required.

### **Table Tent Advertising . . . . . \$1,750 for (5) table tents (front & back)**

Table tent advertising in the PCNA Networking Areas within the meeting space and exhibit hall provides great exposure in busy gathering areas seen by hundreds of attendees each day.

### **Photo Booth Sponsorship . . . . . \$3,000**

Your company name will be featured on the photo strips that are printed at the PCNA photo booth in the exhibit hall. In addition to going home with each attendee as a keepsake, photo strips are posted to the PCNA Events Mobile App and Facebook page.

# OPPORTUNITIES

## **Logo on Lanyard/Badge Holder (Exclusive Sponsorship) . . . . . \$3,000**

What better way to get recognized than to have 300 attendees wearing your name around their necks throughout the conference. Your company logo will appear on all attendees' lanyards and on main sponsorship signage.

## **Customized Focus Groups . . . . . \$5,000**

PCNA has a long-standing reputation for providing high-quality research on cardiovascular trends and best practices. Put this expertise to work for your organization to achieve your business goals! Let PCNA help you get the feedback you need. Customized focus groups with specific areas of expertise can be arranged to help you meet the needs of your organization. Corporate Supporters only.

## **Charging Station (Exclusive Sponsorship) . . . . . \$5,000**

Smartphone losing power? Plug right into the PCNA charging station. All eyes will be on the sponsor of this unique charging station. Your logo will be visible to everyone who needs a little extra charge.

## **Hotel Key Cards (Exclusive Sponsorship) . . . . . \$5,000**

Be the first company introduced to over 300 attendees by sponsoring the hotel key cards! Hotel guests look at their guestroom key cards approximately 12 times a day, making key cards the number one advertising instrument for many companies.

## **Logo on Attendee Tote Bags (Exclusive Sponsorship) . . . . . \$5,000**

Always a conference favorite, these bags are in demand every year as attendees will use them to hold their conference materials on site and will continue to use them at home and work for years to come. Logo will appear along with PCNA on all attendee registration bags and on additional sponsorship signage.

## **PCNA Events Mobile App Sponsorship . . . . . \$5,000**

Access attendees anytime, anywhere – with real-time updates, promoted posts, push notifications and sponsored app sections.

## **Refreshment Breaks . . . . . starting at \$5,000**

Take advantage of one of our themed breaks to spotlight your company's name and logo. Enhancements can be added for an additional charge. Allow us to customize something to fit your budget needs!

## **WiFi Hot Spots (Exclusive Sponsorship) . . . . . \$9,500**

A symposium cornerstone, the WiFi sponsor receives floor decals and onsite recognition signage.

## Exhibition Facts

**84%** of decision makers who attend exhibitions come to prepare for the future.

**64%** of professional attendees rely on exhibitions to keep pace with industry trends.

**71%** of exhibition attendees will share the information they obtain at an exhibition with 1 to 6 people upon returning to the office.

**69%** of attendees go to exhibitions to see, touch, and experience new technology.

The PCNA exhibit hall showcases products, services, and educational opportunities for cardiovascular health care professionals. This is a high-energy show that is designed to facilitate an interactive, consultative sales model. Exhibit hours and networking sessions are optimized and uninterrupted to provide the highest booth traffic.

## PCNA Exhibit Hall

PCNA's exhibit hall showcases products and services sought by health care professionals involved in cardiovascular risk reduction and disease management including:

- FDA-approved pharmacologic agents
- Heart-conscious food & beverage companies
- Exercise equipment
- Colleges and universities
- Scientific journals, textbooks and patient education materials
- Nutritional supplements
- Medical equipment & supplies
- Medical software
- Diagnostic testing
- Medical device companies

And much more...

## Booth Fees

EXHIBIT TYPE	BY	BY	AFTER
	9/15/2017	11/1/2017	12/31/2017
10' x 10' Booth	\$1,500	\$1,750	\$2,000
10' x 20' Booth	\$3,000	\$3,500	\$4,000
20' x 20' Island Booth	\$4,500	\$5,500	\$6,500
10'x10' Non-Profit Booth	\$1,000	\$1,250	\$1,500
Table Top Non-Profit Display	\$500	\$750	\$1,000

## Included In Booth Rental

- An identification sign
- Pipes and drapes
- Access to main sessions
- Registration list (no emails are included)
- General cleaning of aisles
- Listing in the symposium guide, mobile events app and PCNA website
- 30-word company / product profile in the symposium guide

## Booth Upgrade

\$500: Includes premium booth location (based on availability) and enhanced profile with logo in the Symposium Guide, Symposium Events Mobile App and on the PCNA website.

## Exhibit Confirmation

Once a signed exhibition booking form is received, a confirmation of exhibition will be emailed to you with an accompanying invoice. The confirmation will include important information that you will need to participate in the show.

## Exhibitors' Service Contractor Kit

An exhibitors' service kit outlining all technical aspects of exhibiting will be circulated 2-3 months prior to the meeting. It will include the following:

- Technical details about the venue
- Final exhibition details and information
- Contractor details
- Services available to exhibitors and order forms

## Exhibitor Personnel Registration

- Companies paying the exhibit fee will receive a pre-determined number of exhibitor badges, depending on the size of booth space purchased, as detailed below
- Exhibitors are allowed to attend main meeting sessions at no charge (priority seating to paid participants)
- In order to receive CNE credit, the company representative must register as a learner and pay the appropriate fees

All exhibitors are required to register and will receive a badge displaying the exhibiting company name and their name if they choose.

- Three (3) exhibitor badges will be given for 10' X 10' booth
- Six (6) exhibitor badges will be given for 10' X 20' booth
- Twelve (12) exhibitor badges will be given for 20' X 20' booth
- 1 additional exhibitor badge for every 100 square feet booked thereafter

Exhibitor badge registration deadline is March 1, 2018.

Any additional exhibitor personnel over your allotment or AFTER registration deadline will be charged an exhibitor registration fee of \$75 per badge.

## Payment Information

### Terms of Payment for Supporters/Exhibitors

100% upon receipt of the support/booking form and first invoice.

All payments must be received before the start date of the meeting. Should the supporter/exhibitor fail to complete payments prior to the commencement of the meeting, PCNA will be entitled to cancel the reservation and cancellation will be subject to cancellation fees as outlined in the prospectus.

### Payment Methods

#### OPTION 1: Payment by check

Please make checks payable to: Preventative Cardiovascular Nurses Association

#### Regular Mail to:

Preventative Cardiovascular Nurses Association  
East Holly Ave, Box 56, Pitman, NJ 08071

#### Overnight Delivery:

Preventative Cardiovascular Nurses Association  
200 East Holly Ave, Sewell, NJ 08080

#### OPTION 2: Payment by credit card

In order to pay by credit card, please indicate on the booking form and we will send information for you to complete in a secure format.

## Cancellation Policy

All payments, cancellations and/or reductions in space must be sent in writing to Jack Edelman at jack.edelman@ajj.com. Booths cancelled before December 31, 2017 will forfeit \$500. Booths cancelled after December 31, 2017 will forfeit entire booth rental fee.

# Terms and Conditions

Acceptance of the PCNA Terms and Conditions is required in order to exhibit at the PCNA Annual Symposium.

Faxed and Mailed Registrations: Completed registration forms that are received by fax and mail will be processed upon receipt, after which a confirmation email will be sent. It is the responsibility of the registrant to follow up with PCNA if confirmation has not been received. Registration form MUST be received by March 9, 2018.

## 1. Application/Contract for Space

As a condition of exhibiting and when applying for exhibit space, an exhibitor agrees to adhere to all rules and regulations outlined in these PCNA Terms and Conditions and all exhibitor information and brochures. Exhibitor acceptance of PCNA's Terms and Conditions is effective upon submission of the application for exhibit space. All matters and questions not covered by these terms and conditions are subject to the decision of PCNA.

## 2. Use of Display Space

All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor's booth. No exhibitor shall assign, share, or sublet exhibit space without written consent from PCNA. Exhibits must not obstruct the light, view, or space of other exhibiting companies. Noise from electrical or mechanical apparatuses must not interfere with other exhibitors. No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance of other exhibitors. PCNA reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued. PCNA reserves the right to change location assignments at any time as deemed necessary. The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable. After the exhibits close, it is the responsibility of each exhibiting company to return its space to the condition in which it was assumed. Any damage to that space will be the responsibility of the exhibitor. It must be restored to its original condition at the exhibitor's expense. PCNA reserves the right to control all aspects of the Annual Symposium and Exhibit. This restriction includes articles, conduct, printed matter, or anything objectionable to the exhibits as a whole. PCNA specifically reserves the right to determine acceptability of applications for exhibit space and advertising space. PCNA reserves the right to remove exhibitors and their accompanying exhibit materials from the show floor in the event that an activity or presentation of a product is deemed, in PCNA's sole discretion, inappropriate or detrimental to the professional nature of the exhibit.

## 3. Liability, Security and Insurance

The exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment, and other property while on the Marriott Baltimore Waterfront Hotel premises, and hereby waives any claim or demand it may have against the Marriott Baltimore Waterfront Hotel or

its affiliates arising from such loss, theft, or damage. In addition, the exhibitor agrees to defend (if requested), indemnify, and hold harmless PCNA and the Marriott Baltimore Waterfront Hotel and their respective parent, subsidiary, and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs, and expenses, including without limitation, attorney's fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission of the exhibitor or its employees, subcontractors, or agents.

PCNA will provide security of the periphery of the exhibit hall during set-up and removal hours and during the hours the exhibit hall is closed. Exhibitors are encouraged to remove personal items, product samples, and other valuables when the exhibit hall is closed and secure them in their hotel room or other safe place.

The exhibiting company shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. Certificates of insurance must be furnished to PCNA upon request.

PCNA and the Marriott Baltimore Waterfront Hotel, its owners, and its operator shall be included in such policies as additional named insurers. In addition, the exhibiting company acknowledges that neither PCNA, nor the Marriott Baltimore Waterfront Hotel, its owners, and its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibiting company to obtain business interruption and property damage insurance insuring any losses related to PCNA's Annual Symposium. PCNA shall not be held liable for failure to hold the Annual Symposium as scheduled.

## 4. Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety and health. All materials must be non-flammable and are subject to inspection by the Fire Marshal. The PCNA Annual Symposium is a strictly non-smoking event.

## 5. Food and Beverage

Unless permission is granted by PCNA or the Marriott Baltimore Waterfront Hotel, exhibitors may not bring food or beverages into the PCNA exhibit hall. Food/nutritional companies that would like to provide product samples at their booths must request permission at least six weeks in advance of the Annual Symposium.

## 6. Rights to Event Photographs and Videos

This event will be photographed and video recorded. Exhibitor gives consent to PCNA to photograph and/or video record their booth and representatives at the PCNA Annual Symposium. Photographs and video recordings may be reproduced and distributed in whole or in part by PCNA and in any and all forms as may be chosen. The exhibitor shall not have a right to the proceeds derived from such distribution and use.

## 7. Labor

Exhibitors are required to observe all contracts in effect between PCNA, service contractors, facility and the labor organizations involved.

## 8. Booth Staffing and Set-up

As a courtesy to participants and fellow exhibitors, exhibiting companies must open their exhibit on time and have staff at the booth at all times during the exhibit hours. All exhibits must be in place (with empty cartons & trash removed) by 10:30 am on Thursday, April 5, 2018. Any exhibitors not setup by that time will be charged applicable fees for setup/installation and a \$250 penalty from PCNA management. Each person working in or visiting the exhibits will be required to register and wear an identification badge.

## 9. Use of PCNA Logo and Marriott Baltimore Waterfront Hotel

Use of the logos of PCNA and the Marriott Baltimore Waterfront Hotel in any form is strictly prohibited. Reference to PCNA and/or Marriott Baltimore Waterfront Hotel in any form of advertisement must be approved in advance by PCNA.

## 10. Americans with Disabilities Act

Exhibitors are fully responsible for compliance with all applicable provisions of the Americans with Disability Act (ADA) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend PCNA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA.

# 2018 Exhibit Schedule & Floor Plan



**PCNA**  
PREVENTIVE CARDIOVASCULAR  
NURSES ASSOCIATION

## Marriott Baltimore Waterfront Hotel

### Exhibit Schedule

(Tentative and Subject to Change)

#### Wednesday – April 4

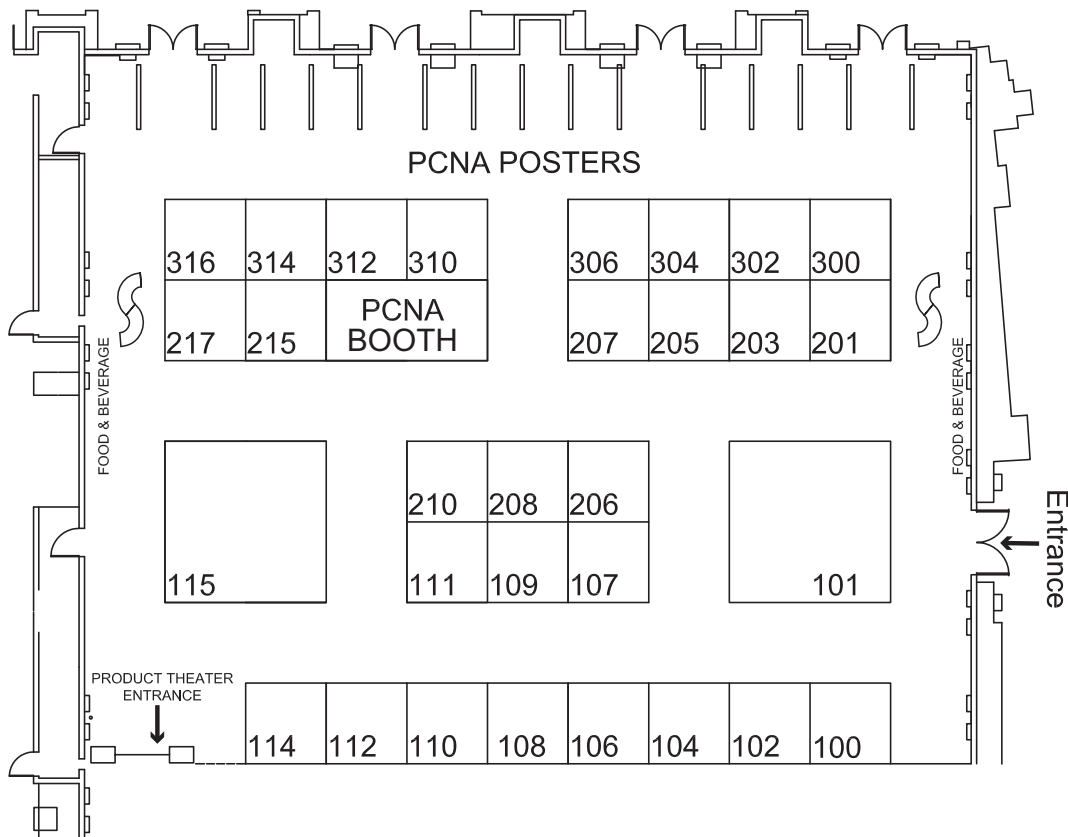
8:00 am – 5:00 pm  
Exhibitor Setup

#### Thursday – April 5

8:00 am – 10:30 am  
Exhibitor Setup  
12:15 pm – 2:30 pm  
Exhibits Open  
5:45 pm – 7:15 pm  
Exhibits Open  
Opening Reception

#### Friday – April 6

8:45 am – 9:45 am  
Exhibits Open/Break  
10:45 am – 11:45 am  
Exhibits Open/Prize Drawing  
2:15 pm – 6:00 pm  
Exhibits Dismantle



### Hall Information:

Marriott Baltimore Waterfront Hotel  
Exhibits are in Grand Ballroom/Sections VI-X  
Ceiling Height 16'-20'  
Maximum Island height is 16'  
Booths are 10' x 10'  
The Exhibit Hall is carpeted

### Exhibit Management:

Jack Edelman, Exhibit Manager  
jack.edelman@ajj.com

Lauren McKeown, Marketing Coordinator  
lauren.mckeown@ajj.com

Anthony J. Jannetti, Inc.  
East Holly Avenue/Box 56  
Pitman, NJ 08071-0056  
856-256-2432  
Fax 856-589-7463

### 2018 Booth Fees

EXHIBIT TYPE	BY 9/15/2017	BY 11/1/2017	AFTER 12/31/2017
10' x 10' Booth	\$1,500	\$1,750	\$2,000
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