Nursing: GET HOOKED
Insight, Inspiration, Ingenuity
APRIL 4-8, 2018
Gaylord Opryland Resort and Convention Center
Nashville, Tennessee
Visit www.nsna.org for future updates!
Dear Exhibitor

You are cordially invited to exhibit at the National Student Nurses’ Association (NSNA) 66th Annual Convention, April 4–8, 2018. The convention will be held at the Gaylord Opryland Resort and Convention Center in Nashville, TN. Over 3,000 nursing students, faculty and RNs are expected to attend from throughout the United States.

The NSNA Annual Convention offers exposure to over 60,000 NSNA members and nursing students in over 2,000 nursing programs. NSNA members are influential leaders in their state association and school chapters, and students who attend the convention bring back information they gather in the exhibit hall to share with their faculty and peers. Over a three-day period, you will have the opportunity to meet with attendees who are eager to hear your message and learn more about your services, job openings, and products.

In addition to offering valuable exhibit opportunities, NSNA offers increased visibility through ad placement in the Convention Program Book, Imprint magazine, Guidebook Convention app, and sponsorships.

Hold your booth selection and program book ad space reservation by returning your completed application contract early to: nsna_exhibits@ajj.com. Enhance your exhibit presence by returning your completed sponsorship form, as soon as possible, to: Trisha@nsna.org

Join us in Nashville and get hooked on nursing!

See you there!

Sincerely,

Exhibit Managers  Rick Gabler  Tom Greene

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**Exhibitor Information**

**Space Assignment/Fees**
All applications for space must be filed on the form provided by the National Student Nurses’ Association, Inc. Please keep a copy for your files. 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 assign space in the requested area.

Space assignments begin on or before December 11, 2017. The primary consideration in the assignment of space is the date the 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 level of support given to NSNA. Only applications accompanied by at least a 50% deposit, voucher, or purchase order will be assigned.

Fees are as indicated on the application for space. NSNA requires full prepayment of booth fees for onsite release of booth at set-up and does not accept onsite payment of booth fees. Mail applications and payment, payable to NSNA, to Anthony J. Jannetti, Inc., East Holly Avenue, Box 56, Pitman, NJ 08071-0056. NSNA’s tax ID is 13-6081991. The balance is due upon receipt of confirmation. Applications submitted after December 11, 2017 must be accompanied by payment in full. All reassignments requested by exhibitor which can be accommodated are subject to an additional administration fee of $200.

Communications with reference to exhibits at the Annual Convention of the National Student Nurses’ Association should be addressed to:

NSNA Annual Convention
Joanne Silverberg, Marketing Coordinator
Anthony J. Jannetti, Inc.
East Holly Avenue, Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2342  |  FAX: 856-589-7463
Email: nsna_exhibits@ajj.com

**Cancellations**
All applications submitted to NSNA are binding contracts. Any cancellation or reduction of booth space for any reason is subject to the following terms. Cancellation requests 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. For cancellations received by January 2, 2018, NSNA will withhold an administrative fee of $400. For cancellations received between January 2, 2018 and February 9, 2018, NSNA will withhold 50% of the booth cost. Exhibitors who cancel after February 9, 2018 are liable for 100% of the booth cost and no refunds are issued.

**Exhibitor Services**
The following services are provided to 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
- Air conditioning
- Good general lighting
- Daily cleaning of aisles in the exhibit hall
- Security guard service (24 hours)
- A listing of the exhibit in the convention program and an opportunity to advertise in the convention program book.

An exhibitor 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, Brede, and is sent to all exhibitors after assignment of exhibit space is confirmed. All furnishings, carpet, and special requirements must be ordered through Brede. Refer to the floor plan page note 1, for non-profit school of nursing and public school of nursing exceptions.

The following services are not included as part of your booth fees and should be ordered through the exhibit service contractor: tables, chairs and carpeting; drayage/shipping; labor for set-up; and electricity.

**Installation/Dismantling/Removal Information**
The Ryman C2 exhibit area of the Gaylord Opryland Resort and Convention Center is available for installation of exhibits from 9:00 am to 5:00 pm Wednesday, April 4. All exhibits must be in position and ready for Exhibit Hall opening by 11:00 am Thursday, April 5. All exhibits are to remain intact until the close of exhibits at 12:00 noon Saturday, April 7.

Cases and packing boxes will be delivered promptly to all booths. Exhibitors’ cooperation will result in a speedier breakdown of the show. All crates, etc., must be removed from the Exhibit Area by Saturday, April 7.

Consult Brede for details about special work rules for setting up your exhibit display.

**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. Shipments should be prepaid and consigned as follows:

TO: Company Name/Booth #
Brede/Allied Convention Services
c/o YRC
7300 Centennial Blvd
Nashville, TN 37209

FOR: National Student Nurses’ Association

There is a drayage charge assessed by the service company for all shipments received. (Please refer to the service kit sent out prior to the meeting.)
Exhibitor Information

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). NSNA recommends that exhibitors do not ship materials directly to Gaylord Opryland Resort and Convention Center.

Hotel Accommodations
Special convention room rates have been established. Official housing reservation information is provided at the time of booth confirmation. Receipt of your room request will be acknowledged directly by the hotel. 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 approval of NSNA. Hospitality suites or events sponsored by exhibitors must be approved by NSNA and reserved with Beth Meehan, Conference Coordinator, at beth@aij.com or 856-256-2368. Once approved, you are responsible for coordinating all arrangements, including arrival date, departure date, size of suite, rates, billing instructions, etc. directly with 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 the NSNA, Anthony J. Jannetti, Inc., nor the Gaylord Opryland Resort and Convention Center will act for exhibitors and their representative only in the capacity of agent, and not as principal; and that the National Student Nurses’ Association, Inc., Anthony J. Jannetti, Inc., and the Gaylord Opryland Resort and Convention Center 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 National Student Nurses’ Association, Inc., Anthony J. Jannetti, Inc., and the Gaylord Opryland Resort and Convention Center from any and all liability for loss ensuing from any cause whatsoever.

Space is leased with the understanding that the National Student Nurses’ Association, Inc., Anthony J. Jannetti, Inc., and the Gaylord Opryland Resort and Convention Center will act for exhibitors and their representative only in the capacity of agent, and not as principal; and that the National Student Nurses’ Association, Inc., Anthony J. Jannetti, Inc., and the Gaylord Opryland Resort and Convention Center are responsible for loss or damage due to any cause.

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 the NSNA, Anthony J. Jannetti, Inc., nor the Gaylord Opryland Resort and Convention Center agree no refund shall be made by the National Student Nurses’ Association, Inc., and no demand for redress will be made by exhibitor or representatives. Disregard for any rule stated here is considered just reason for NSNA to prohibit an exhibitor from attending all future NSNA activities.

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

Music — Exhibitors are responsible for establishing any necessary license agreements for copyrighted music played within their booths or other sponsored events.

Consortium — 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.

Business Activity By Companies/Facilities
General Conduct — The Ryman Hall C2 exhibit area, of the Gaylord Opryland Resort and Convention Center, is reserved for the use of NSNA, its exhibitors, and its approved activities. No other persons or concerns are permitted to demonstrate their products and services or to distribute advertising materials or place signs in areas utilized by NSNA. Exhibitor management will appreciate being informed of any infraction of this policy.

Canvassing/Conduct Business — Canvassing outside your booth is forbidden. Exhibitors may not distribute any materials to other exhibits by walking from booth to booth at any time, either during show hours, set-up, or closed times. All such activity must be confined to exhibitor’s booth or appropriate hospitality function.

Attendee Mailing List — Exhibitors can rent NSNA’s attendee list. All list rentals are subject to approval by the NSNA. Following the convention, exhibitors will receive notice about purchasing the contact information for attendees who have agreed to release their personal information to exhibitors.

Special 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 will not project beyond the space allotted or obstruct the view of, or interfere with, other exhibits. Helium balloons are not permitted within Gaylord Opryland Resort and Convention Center. Mylar balloons are only permitted if they are affixed to or serve as part of your actual booth structure. A removal fee will be charged for balloons which are accidentally released. Latex products and latex balloons are prohibited.

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

Audiovisuals — Video and audio presentations must be arranged so that aisles are not blocked and must be presented so that the neighboring exhibitors are not disturbed.

Conduct — Ethical conduct or infraction of rules on the part of exhibitors or their representatives or both, will subject exhibitors or their representatives or both to 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 representatives. Disregard for any rule stated here is considered just reason for NSNA to prohibit an exhibitor from attending all future NSNA activities.

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Code of Conduct for NSNA Meetings
The National Student Nurses’ Association (NSNA) acknowledges the rights and privileges of members, visitors, faculty, speakers, exhibitors, student activity table sponsors, program and event sponsors, and all those who attend NSNA meetings and conventions to be treated with respect and courtesy. To ensure an environment conducive to professional growth and development, the NSNA Board of Directors approved a Code of Conduct for Exhibitors. The Code will be sent to all exhibitors prior to the meeting and will also be available on site. Questions about the Code should be directed to nsna@nsna.org.

Registration
All confirmed exhibitors have the opportunity to preregister their personnel. It is to the exhibitors’ advantage to register early to avoid delays on site. Personnel registering for any participating exhibitor must be employed by the company/institution. Three complimentary registrations per booth are included as part of the exhibit fee. Additional registrations for exhibit personnel are available for $50 per badge, prepaid.

The exhibitor service desk is open daily, and is located in the exhibit hall. All attendees are required to register, and admission to the exhibits is by badge only. A special exhibitor registration counter is provided. Communications with reference to badge registration at the Annual Convention of the National Student Nurses’ Association should be addressed to:

NSNA 66th Annual Convention
Joanne Silverberg, Marketing Coordinator
Anthony J. Jannetti, Inc.
East Holly Avenue Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2342
Fax: 856-589-7463
Email: nsnabadge@aij.com

The App Is Where It’s At!
Engage NSNA convention attendees with mobile advertising and push notifications! More than half of NSNA attendees are going mobile with the Guidebook app, the official NSNA Annual Convention guide. The guide will have a full list of exhibitors, sponsors, and speakers, and any updates and alerts, including room changes, plus much more. Attendees can have all convention information at the tip of their fingertips, including your advertisement. A few reasons why in-app mobile advertising is a smart move for you include: engagement with attendees; enhancement of the overall guide experience; focusing relevant messages to the attendees; and sending push notifications to attendees. Get started now to increase your visibility. NSNA has various options for app advertising available. Our mobile team can work with you to bundle the options for even better pricing. For details, contact: Sarah at (718) 210-0705 Ext. 1115 or sarah@nsna.org.
National Student Nurses’ Association, Inc.

66TH ANNUAL CONVENTION
Gaylord Opryland Resort and Convention Center | April 4-8, 2018

2018 Exhibit Schedule

<table>
<thead>
<tr>
<th>WEDNESDAY - APRIL 4</th>
<th>FRIDAY - APRIL 6</th>
<th>SATURDAY - APRIL 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Registration</td>
<td>9:00 am - 5:00 pm</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>Exhibit Set-Up</td>
<td>9:00 am - 5:00 pm</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>THURSDAY - APRIL 5</td>
<td>SATURDAY - APRIL 7</td>
<td></td>
</tr>
<tr>
<td>Exhibits Open</td>
<td>11:00 am - 3:30 pm</td>
<td>Exhibit dismantling</td>
</tr>
</tbody>
</table>

NSNA reserves the right to change the schedule and will notify exhibitors at that time.

Booth Fees

<table>
<thead>
<tr>
<th>Booth Fees: (* 3% discount is already included in the check rates shown)</th>
<th>Check*</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial entity and Proprietary (for-profit) schools of nursing</td>
<td>$2,975</td>
<td>$3,065</td>
</tr>
<tr>
<td>For-profit hospital system: 1-9 hospitals</td>
<td>$2,975</td>
<td>$3,065</td>
</tr>
<tr>
<td>For-profit hospital system: 10-50 hospitals</td>
<td>$3,125</td>
<td>$3,220</td>
</tr>
<tr>
<td>For-profit hospital system: 51+ hospitals</td>
<td>$3,300</td>
<td>$3,400</td>
</tr>
<tr>
<td>Non-profit entity and Non-profit hospital system: 1-9 hospitals</td>
<td>$2,475</td>
<td>$2,550</td>
</tr>
<tr>
<td>Non-profit hospital system: 10-50 hospitals</td>
<td>$2,600</td>
<td>$2,675</td>
</tr>
<tr>
<td>Non-profit hospital system: 51+ hospitals</td>
<td>$2,750</td>
<td>$2,830</td>
</tr>
<tr>
<td>Professional Nursing Association</td>
<td>$1,950</td>
<td>$2,000</td>
</tr>
<tr>
<td>Public schools of nursing and Non-profit schools of nursing*</td>
<td>$1,750</td>
<td>$1,800</td>
</tr>
<tr>
<td>Island Space</td>
<td>$28.50 sq. ft.</td>
<td>$29.35 sq. ft.</td>
</tr>
</tbody>
</table>

* Public school of nursing booths and non-profit school of nursing booths include one six-foot draped table, two chairs and a wastebasket. Hospitals may not share space with schools at reduced rate.

* 3% discount on booth fees if paying by check. Discount is already included in rates shown.

Ryman Hall C2

- Drapery: white, blue, green
- All booths 10' x 10'
- Exhibit hall is not carpeted.
- Ceiling height: 19'
- Exhibit space does not contain furnishings or electric. Review Note 1 for exceptions.
- Tables, chairs, etc. may be ordered through the exhibit service contractor, Brede/Allied Convention Services.

Headquarters Hotel:
Gaylord Opryland Resort and Convention Center
2800 Opryland Drive
Nashville, TN 37214
Phone: 615-889-1000

Advanced Freight Shipping Address:
Exhibiting Company Name
Booth # ________
Brede/Allied Convention Services
c/o YRC
7300 Centennial Blvd.
Nashville, TN 37209

Service Contractor:
Brede/Allied Convention Services
407-851-0261

Exhibit and Conference Management:
Anthony J. Jannetti, Inc.
East Holly Avenue, Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2342
Fax: 856-589-7463
Email: nsna_exhibits@ajj.com
We invite you to reserve your advertising space in NSNA’s 2018 Annual Convention Program Book. Containing vital news about the Convention, such as program information, schedules of activities, list of exhibitors, social events, sponsor acknowledgments, and other information, the Convention Program Book serves as the resource for all attendees during the meeting. The Program Book is also a keepsake following the Convention.

Circulation is over 3,000. Distribution is to all attendees, speakers, and exhibitors.

Rates:

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Exhibitor</th>
<th>Non-Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>$870*</td>
<td>$995</td>
</tr>
<tr>
<td>Half Page</td>
<td>$715</td>
<td>$735</td>
</tr>
<tr>
<td>Four Color (additional)</td>
<td>$1,180</td>
<td>$1,215</td>
</tr>
</tbody>
</table>

* 3% discount in ad rates if paying by check

No Agency Commission Allowed

Sizes:

- One Page: 7" x 10"
- Half Page (H): 6 1/16" x 4 1/4"
- Half Page (V): 3 3/8" x 9 5/8"
- Bleed Size: 8 1/16" x 10 3/4"
- Trim Size: 7 7/8" x 10 1/2"

You may reserve your advertising space directly on your exhibit space application form.

Materials Accepted:

High resolution PDF electronic files (300 dpi or higher). All fonts and images are to be embedded into the PDF file with all security permissions removed prior to sending PDF file to us. If possible, please send a final color proof of your ad when submitting.

Note: On full page ads, keep any text 1/2" from the edge. Advertising requiring typesetting of halftone conversions will be invoiced per rate schedule.

No agency or cash discount extended.

Deadlines are final. If you have any difficulty with your material delivery, please contact us as soon as possible.

Closing Dates:

- Space reservations: February 16, 2018
- Ad materials due no later than: February 23, 2018

Address:

Joanne Silverberg
NSNA Advertising – Annual Convention Program Book
c/o Anthony J. Jannetti, Inc.
East Holly Avenue/Box 56
Pitman, NJ 08071-0056
856-256-2342 (phone)
856-589-7463 (fax)
Email: nsna_exhibits@ajj.com

Average circulation: 60,000+ this includes direct mail to NSNA members; 1,300 libraries, nursing faculty and alumni (RNs). Imprint has tremendous pass-along readership.

- January 2018 “Career Planning Guide” Issue
  (Please note the January 2018 issue will be published online-only.)
  Closing Date: December 1, 2017

- February/March 2018 “Annual Convention” Issue
  Closing Date: January 4, 2018

- April/May 2018 “Graduation” Issue
  Closing Date: March 1, 2018

- September/October 2018 “Back to School/MidYear” Issue
  Closing Date: August 4, 2018

- November/December 2018 “Winter Graduation” Issue
  Closing Date: October 5, 2018

- January 2019 “Career Planning Guide” Issue
  (Please note the January 2019 issue will be published online-only.)
  Closing Date: December 1, 2018

Address:

Miriam Martin
c/o Anthony J. Jannetti, Inc.
Phone: 856-256-2374
Email: Miriam.Martin@ajj.com
The following companies and organizations made the right decision to exhibit with NSNA in 2017. More than 3,000 nursing students had an opportunity to meet with exhibitors and discuss products, services, and job opportunities. Your company/organization should be on this list for 2018!

![Image of exhibitors]

**Profile of NSNA Attendees**

**Program Year:**
- Senior ........................................ 47%
- Junior ........................................ 41%
- Sophomore ................................... 9%
- Other ......................................... 3%

**Age:**
- 18 - 25 ....................................... 53%
- 26 - 35 ....................................... 25%
- 36 or over ................................... 22%

**Educational Program:**
- Baccalaureate ............................... 52%
- Associate ................................... 41%
- Diploma ...................................... 7%

**Plan to continue education:**
- Yes ............................................ 93%

**Plan to specialize:**
- Yes ............................................ 75%

**Time spent in exhibit hall:**
- Less than 1 hour ........................... 1%
- 1 - 2 hours ................................. 12%
- 3 - 4 hours ................................. 41%
- 5 - 6 hours ................................. 25%
- 7 - 8 hours ................................. 8%
- 9 or more hours ......................... 13%

**Would accept employment in another geographical area of the country:**
- Yes/ Possibly .............................. 82%

**Purchasing Patterns:**
- Will take a review course ............. 83%
- Will buy a review textbook .......... 91%

**Indicated that exhibits are valuable to them:**
- Yes ............................................ 99%

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**National Student Nurses Association**

Telephone: 718-210-0705 Ext. 1106
Email: nsna@nsna.org

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**Convention Exhibitor Listing**

April 5-9, 2017 - Dallas, TX

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**Incredible Visibility**

by becoming a

Convention Sponsor!

Nursing students greatly appreciate sponsorships. It is through the generosity of sponsors that NSNA can keep convention registration fees low so that more students have the financial means to attend. NSNA offers multiple opportunities for Convention sponsorships and will work with you to fit sponsorship opportunities into your budget. Sponsors receive increased visibility throughout Convention on signage, acknowledgment by speakers, in the on-site newsletter, and via the Guidebooks app. See sponsorship levels enclosed. For complete details contact:

Trisha Mims, MSN, MBA, HCM
NSNA Director of Program and Education
National Student Nurses Association
Telephone: 718-210-0705 Ext.1106
Email: nsna@nsna.org

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**Adventist Health System**
- Altheart
- American Association of Colleges of Nursing
- American Association of Neuroscience Nurses (AANN)
- American Nephrology Nurses Association
- American Nurses Association
- American Nursing Informatics Association
- American Public University
- American Sentinel University
- Averett University
- Becker Professional Education
- Belmont University School of Nursing
- BJC Healthcare
- Board of Certification for Emergency Nursing (BCEN)
- Boise State University School of Nursing
- Bradley University
- Campus RN
- Case Western Reserve University - The Frances Payne Bolton School of Nursing
- Central Methodist University
- Chamberlain College of Nursing
- Chatham University
- CHRISTUS Health
- Concordia University Texas
- Cook Children’s Health Care System
- Department of Aging and Disability Services
- Dignity Health
- DHR Education Finance
- Drexel University Online
- Duke University Health System
- Duke University School of Nursing
- Duquesne University School of Nursing
- Elsevier
- Emergency Nurses Association
- Erlanger Health System
- FA. Davis Company
- Frontier Nursing University
- Galen College of Nursing
- Georgetown University School of Nursing & Health Studies
- Georgia Baptist College of Nursing of Mercer University
- Goldfarb School of Nursing at Barnes-Jewish College
- Grand Canyon University
- Grand View University
- Harding University Carr College of Nursing
- Hendrick Medical Center
- Hillcrest Medical Center
- Honor Society of Nursing, Sigma Theta Tau International
- Hospital Corporation of America (HCA)
- Hurst Review Services
- I CAN Publishing, Inc. / Sylvia Rayfield & Associates
- Indiana University Health
- International Service Learning
- Johns Hopkins School of Nursing
- Kaplan Nursing
- Kaplan University School of Nursing
- Loma Linda University
- Lehigh Valley Health Network
- Liberty University School of Nursing
- LifeThreads
- Loma Linda University
- Mayo Clinic
- MDF Instruments
- MEDELA LLC
- MedStar Health Nursing
- Michigan State University
- Middle Tennessee School of Anesthesia
- Midwestern State University W ilson School of Nursing
- Missouri College
- Moffitt Cancer Center
- National Association of Hispanic Nurses
- National Council of State Boards of Nursing
- NCSBN Learning Extension
- Nebraska Methodist College
- Neil Hodgson Woodruff School of Nursing at Emory University
- Northside Hospital
- Northwestern Nazarene University
- Northwestern State University College of Nursing
- Nurse Licensure Compact
- Nurse Nerds by Exam Master
- Nurseology
- Nurses Service Organization (NSO)
- OHSU School of Nursing
- Olivet Nazarene University
- Oncology Nursing Society
- OnCourse Learning
- Ottawa University
- Otto Trading Inc.
- Paixton Medical Center
- Penn State World Campus
- Performance Scrubs
- Picmonic
- Platinum Education Group
- Portage Learning
- Rush University College of Nursing
- Saint Joseph’s College
- Saint Mary’s College
- Samuel Merritt University
- Select Medical
- Southwestern Adventist University
- Springer Publishing Company
- SSM Health
- Standerd Medical Supply, Inc.
- Texas Christian University, Graduate Nursing
- Texas Tech University Health Sciences Center School of Nursing
- Texas Tech University HSC El Paso - Gayle Greve Hunt School of Nursing
- The George Washington University School of Nursing
- The Gideons International
- The Ohio State University College of Nursing
- The University of Alabama
- The University of South Florida
- Thomas Edison State University, W. Cary Edwards School of Nursing
- Timberlawn Behavioral Health System
- Touro University Nevada
- UAB Medicine
- UAB School of Nursing
- UBH of Denton
- UC Davis Health
- UCL Health
- University of Arkansas for Medical Sciences
- University of Arkansas Global Campus
- University of California, Schools of Nursing
- University of Cincinnati College of Nursing
- University of Colorado College of Nursing
- University of Hawaii at Manoa, School of Nursing & Dental Hygiene
- University of Illinois at Chicago College of Nursing
- University of Kansas School of Nursing
- University of Kentucky College of Nursing
- University of Las Vegas (UNLV) School of Nursing
- University of Louisiana at Lafayette
- University of Maryland School of Nursing
- University of Miami School of Nursing & Health Studies
- University of Michigan - Flint
- University of Michigan College of Nursing
- University of Minnesota
- University of Nebraska Medical Center College of Nursing
- University of Pennsylvania School of Nursing
- University of Pittsburgh School of Nursing
- University of Saint Francis
- University of San Francisco School of Nursing & Health Professions
- University of South Carolina, College of Nursing
- University of St. Augustine for Health Sciences
- University of Tennessee at Chattanooga
- University of Tennessee Health Science Center College of Nursing
- University of Texas - Arlington
- University of Texas at Tyler
- University of Texas Health Science Center at Houston
- University of Utah College of Nursing
- University of Virginia Health System
- UPMC
- UT Health San Antonio School of Nursing
- UWorld
- Vanderbilt University Medical Center
- Vanderbilt University School of Nursing
- Vidant Health
- WellStar Health System
- West Coast University
- Western Governors University
- Wilkes University-Passavant School of Nursing
- Wolters Kluwer
To increase your ROI and promote your convention presence complete the NSNA 66th Annual Convention Sponsorship Form

NSNA offers Sponsorship opportunities from: $3,000 - $40,000

Receive Great Benefits AND Enhanced Visibility!

**Sponsorship Levels and Recognition Benefits** – for Maximum Visibility — Respond as Early as Possible!

<table>
<thead>
<tr>
<th>NSNA 66th Annual Convention Sponsorship Levels and NSNA Sponsor Benefits Program</th>
<th>Underwriter $40,000</th>
<th>Platinum $30,000</th>
<th>Gold $20,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
<th>Supporter $3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime location for Exhibit Hall purchased space</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Good location for Exhibit Hall purchased space</td>
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<tr>
<td>Recognized with Plaque at Opening Ceremony (4/4/18)</td>
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<tr>
<td>Thanked at Opening and at sponsored event</td>
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<tr>
<td>Prominent Signage</td>
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<tr>
<td>Official Guidebook Convention App Sponsor</td>
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<tr>
<td>Notifications to guidebook app users</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Guidebook Push Notifications</td>
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<td>1</td>
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<tr>
<td>Banner ad on Guidebook Convention App (Value $250 - $800)</td>
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<tr>
<td>1 year NSNA Career Center logo link to sponsor’s site (Value $4,500 - $7,500)</td>
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<tr>
<td>6-month banner ad on NSNA Career Center (Value $2,000 - $4,000)</td>
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<tr>
<td>1 x Banner ad in NSNA Weekly Broadcast (Value $1,600)</td>
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<tr>
<td>2 x Broadcast email to members (Value $4,800 - $5,600)</td>
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<tr>
<td>1 x Broadcast email to members (Value $2,650 - $3,100)</td>
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<tr>
<td>1 x Broadcast email to graduating seniors (Value $1,525 - $1,950)</td>
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<tr>
<td>1 x Broadcast email to Convention Attendees (Value $750)</td>
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<tr>
<td>Recognized in Guidebook Convention App</td>
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<td>Logo &amp; www address in Convention Program book</td>
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<td>Recognized in April/May Imprint</td>
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</tbody>
</table>

NSNA will contact you with events and opportunities available for your designated sponsorship budget.

**NSNA SPONSORSHIP LEVELS:** Mark ☒ next to chosen Level.

| ☐ $40,000 Underwriter | ☐ $10,000 Silver |
| ☐ $30,000 Platinum | ☐ $5,000 Bronze |
| ☐ $20,000 Gold | ☐ $3,000 Supporter |

Three convenient payment options available—act now!

- Check-off your Payment/Billing Preference: (NSNA Tax ID: 13-6081991)
  - ☐ Check is enclosed
  - ☐ Purchase Order enclosed (EIN # 13-6081991)
  - ☐ Send invoice as follows:
    - ☐ Invoice full amount in 2017
    - ☐ Invoice full amount in 2018
    - ☐ Invoice 50% in 2017 and 50% in 2018

Type below the name of the organization, or company name, exactly as it should appear in print:

Organization/Company: ____________________________

Contact Person: ____________________________

Address:

City: ____________________________ State: ______ Zip: ______

Phone: ( ) __________ FAX: ____________________________

Website Address: ____________________________

Email Address: ____________________________

Send NSNA your completed form by FAX, Email a scan copy attachment, or reply electronically at: https://form.jotform.com/NSNAINC/convspn

Call for additional information: Trisha Mims, MSN, MBA, HCM, Director of Program and Education

National Student Nurses’ Association
45 Main Street, Suite 606, Brooklyn, NY 11201

Phone: 718-210-0705 Ext.1106 • FAX: 718-797-1186 • Email: nsna@nsna.org

NSNA reserves the right to accept or reject any sponsorship proposal.
Booth Fees: (*3% discount is already included in the check rates)

<table>
<thead>
<tr>
<th>Type of Fee</th>
<th>Check*</th>
<th>Credit</th>
<th>NSNA Use Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial entity and Proprietary (for-profit) schools of nursing</td>
<td>$2,975</td>
<td>$3,065</td>
<td></td>
</tr>
<tr>
<td>For-profit hospital system: 1-9 hospitals</td>
<td>$2,975</td>
<td>$3,065</td>
<td></td>
</tr>
<tr>
<td>For-profit hospital system: 10-50 hospitals</td>
<td>$3,125</td>
<td>$3,220</td>
<td></td>
</tr>
<tr>
<td>For-profit hospital system: 51+ hospitals</td>
<td>$3,300</td>
<td>$3,400</td>
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</tr>
<tr>
<td>Non-profit entity and Non-profit hospital system: 1-9 hospitals</td>
<td>$2,475</td>
<td>$2,550</td>
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</tr>
<tr>
<td>Non-profit hospital system: 10-50 hospitals</td>
<td>$2,600</td>
<td>$2,675</td>
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</tr>
<tr>
<td>Non-profit hospital system: 51+ hospitals</td>
<td>$2,750</td>
<td>$2,830</td>
<td></td>
</tr>
<tr>
<td>Professional Nursing Association</td>
<td>$1,950</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Public schools of nursing and Non-profit schools of nursing</td>
<td>$1,750</td>
<td>$1,800</td>
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</tr>
</tbody>
</table>

Island Space: $28.50 sq. ft. $29.35 sq. ft.

E. Payment Information / Optional Enhancements to Exhibit Space:

- **3% discount on booth rates if paying by check; See booth fee rates located at top of form**
- 50% minimum deposit for application submitted prior to December 11, 2017
- 100% of booth fee with applications submitted after December 11, 2017
- TOTAL Exhibit Booth Fee Net Cost Due ________________

F. Program Book Orders: Ad Sizes, Ad Materials Info. & Closing Dates

Advertise in the official NSNA Convention Program Book. Ads are to be pre-paid.

Ad Space Closing Date: February 16, 2018. Ad Materials deadline is no later than: February 23, 2018. Send High Resolution PDF Ad File to: nsna_exhibits@ajj.com

**Mechanical Requirements:**
- Width
- Depth
- Half Page Horizontal: 6 13/16" x 4 3/4"
- Half Page Vertical: 3 3/8" x 8 1/2"
- Full Page (No Bleed): 10" x 15 5/8"
- Trim Size: 10 5/8" x 8 1/2"
- Bleed Size: 15 5/8" x 11 5/8"

Important Ad Bleed Note: Ads with bleed must extend 1/8" (.125) past trim dimensions.

**Reproduction Requirements:**
- High Resolution PDF Electronic Ad Files (minimum 300 dpi)
- Please ensure that all fonts and images are embedded into the PDF file and that all security permissions are removed prior to sending to: nsna_exhibits@ajj.com
- On full page ads keep any text 1/2" from the edge. If possible, please send a final proof or color copy of your ad when submitting. Advertising requiring typesetting or half-tone conversions will be invoiced per rate schedule.

G. Pay by Credit Card: (NSNA Tax ID # 13-60819910) Full payment due by December 11, 2017

- [ ] Visa
- [ ] MasterCard (NO AMEX accepted)

H. Pay by Check: (NSNA Tax ID # 13-6081991) Full payment due by December 11, 2017

Mail check payable in U.S. Funds to: NSNA 66th Annual Convention c/o Anthony J. Jannetti, Inc.
Attention: Joanne Silverberg
Postal - Box 56, Pitman, NJ 08071-0056
Overnight Service – 200 East Holly Avenue, Sewell, NJ 08080

I. For additional information please contact NSNA Exhibit Management Staff: Joanne Silverberg, Marketing Coordinator – Phone: 856-256-2342; E-mail: joanne.silverberg@ajj.com
Rick Gabler, NSNA Exhibit Manager – Phone: 856-256-2314; E-mail: rick.gabler@ajj.com - Or, Tom Greene, NSNA Exhibit Manager – Phone: 856-256-2387; E-mail: tom.greene@ajj.com

Convention and National Marketing Representative:
Anthony J. Jannetti, Inc. • East Holly Avenue Box 56 • Pitman, New Jersey 08071-0056 • Telephone 856-256-2300 • Fax 856-589-7463 • Web site: www.ajj.com
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