37th Annual
NSNA MidYear Conference
October 31 - November 3, 2019
Chicago, Illinois

EXHIBIT PROSPECTUS
Exhibit Dates:
October 31 - November 2

SEE YOU IN CHICAGO!
Visit www.nsna.org for future updates!
Dear Exhibitor

You are cordially invited to exhibit at the National Student Nurses’ Association (NSNA) 37th Annual MidYear Conference, October 31 - November 3, 2019, at the Hyatt Regency O'Hare, Rosemont, IL, where student nurse leaders and faculty from throughout the US will participate in a wide variety of educational, career, and professional development programs. Attendance is high and programs are carefully planned not to interfere with exhibit hall hours. In fact, the exhibit hall is one of attendees’ favorite MidYear events. NSNA members are your organization’s current and future customers, future RNs, employees, and leaders. Your good will and information are passed along to peers.

Established in 1952, the National Student Nurses’ Association, Inc. 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 and continuing education in the nursing profession. NSNA has chapters in 600 nursing programs.

Plan NOW to exhibit with NSNA and increase your organizational exposure among this very important audience of nursing students. Enhance your exhibit presence by taking advantage of advertising opportunities in the Conference Program Book, Imprint magazine, and through participation as an NSNA Sponsor.

Hold your booth selection and program book ad space reservation by returning your completed application contract early to: nsna_exhibits@ajj.com. Secure participation in NSNA’s sponsorship program by returning your completed NSNA sponsorship form, as soon as possible to Trisha@nsna.org.

See you there!

Sincerely,

Rick Gabler
Exhibit Managers
nsna_exhibits@ajj.com

Tom Greene

Your Invitation to Exhibit!

Exhibitor Information

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. 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 an assignment in the requested area.

Space assignments will begin on or before August 1, 2019. 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 or purchase order will be assigned.

Fees are as indicated on the application for space. 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 856-256-2432 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, 2019 must be accompanied by payment in full. All reassignments requested by exhibitor which can be accommodated are subject to an additional administrative fee of $250.00. Space is limited so please sign up early. Communications concerning exhibits at the Annual MidYear Conference of the National Student Nurses’ Association should be addressed to:

NSNA Annual MidYear Conference
Anthony J. Jannetti, Inc.
East Holly Ave, Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2300 FAX: 856-589-7463
Email: nsna_exhibits@ajj.com

Cancellations

All applications submitted to NSNA are binding contracts. Any cancellations or reduction 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 for all cancellations made prior to August 1, 2019. Cancellations will not be accepted after August 1, 2019. Exhibitors who cancel after August 1, 2019, 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, Guidebook App, 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, Brede/Allied Convention Services, and is accessible to all exhibitors a short time after assignment of exhibit space has been confirmed.

All other decorating requirements should be ordered through Brede/Allied Convention Services. 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, and electricity.

What Attendees Are Looking for at NSNA’s MidYear Conference:

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

Dear Exhibitor

Sincerely,

Rick Gabler
Exhibit Managers
nsna_exhibits@ajj.com

Tom Greene

What Attendees Are Looking for at NSNA’s MidYear Conference:
Installation/Dismantling Removal Information

The Exhibit Area of the Hyatt Regency O’Hare is available for installation of exhibits from 1:00 pm to 5:00 pm Thursday, October 31. All exhibits must be in position and ready for the opening of Exhibit Hall by 10:00 am Friday, November 1. All exhibits are to remain intact until the close of the exhibition at 12:45 pm, Saturday, November 2.

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 3:00 pm, Saturday, November 2.

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: Name of Exhibiting Company/Booth #
NSNA MidYear 2019
Brede/Allied
@BCCS/YRC
4108 W. 52nd Place
Chicago, IL 60632
FOR: National Student Nurses’ Association
October 31 – November 3, 2019

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

To reduce drayage costs, make sure all boxes, crates, etc., are shipped from one location to be received by Brede/Allied Convention Services 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 Hyatt Regency O’Hare.

Hotel Accommodations

Special conference hotel room rates have been established. The conference hotel is the Hyatt Regency O’Hare. Phone reservations can be made directly with the Hyatt Regency O’Hare. 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. 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.

Exhibitor Information

HOSPITALITY SUITES OR EVENTS SPONSORED BY EXHIBITORS

The Hospitality suites or events sponsored by exhibitors shall not be construed as part of the exhibit area. The National Student Nurses’ Association, Inc., reserves the right to interpret any rights and responsibilities of NSNA, Anthony J. Jannetti, Inc. or the Hyatt Regency O’Hare 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

No Solicitation Policy – Please note that while all meeting attendees and exhibitors are invited to the exhibit hall, anyone who is observed to be soliciting business in the aisles, in other public spaces, or in another company’s booth, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to show management.

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 fire-proofed before being used in the decoration of any exhibit.

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

HOSPITALITY SUITES OR EVENTS SPONSORED BY EXHIBITORS

Hospitality suites or events sponsored by exhibitors must be cleared by NSNA and reserved with the Conference Manager, Jeri Hendrie, 856-256-2426. 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 is 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 Hyatt Regency O’Hare 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 Hyatt Regency O’Hare 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 Hyatt Regency O’Hare 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 Hyatt Regency O’Hare 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.
Profile of NSNA Attendees

Program Year:
- Senior: 47%
- Junior: 41%
- Sophomore/Freshman: 12%

Age:
- 18 - 22: 50%
- 23 - 28: 25%
- 28 or over: 25%

Educational Program:
- Baccalaureate: 60%
- Associate: 40%

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: 46%

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%

Looking Ahead...

68th Annual Convention
Disney’s Coronado Springs Resort
Orlando, FL
April 15-19, 2020

2018 MidYdear Conference Exhibitor Listing
November 2018 - Louisville, KY

Your company/organization should be on NSNA’s Exhibitor Listing in 2019!

The following companies and organizations made the right decision to exhibit with NSNA in 2018. To be on this list in 2019 contact us NOW at nsna_exhibits@ajj.com

Adventist Health System
American Nurses Association
Army ROTC Cadet Command
Aureus Medical Group
Bellevue University
BJC HealthCare
Calmoseptine, Inc.
Campbellsville University
Central Methodist University
Centurion/MHM Services
Chamberlain University
Charleston Area Medical Center
CHI Memorial
Children’s Mercy Kansas City
DaVita Kidney Care
Dayton Children’s Hospital
Drexel University Online
Frontier Nursing University
Fusion Medical Staffing
Galen College of Nursing
Georgia Baptist College of Nursing of Mercer University
Goldfarb School of Nursing Barnes-Jewish College
Guardian Healthcare Providers
Hurst Review Services
I CAN Publishing, Inc. / Leading Learning, LLC.
Indiana University School of Nursing
International Service Learning
Johns Hopkins School of Nursing
Kaplan Testprep
KentuckyOne Health
Kindred Healthcare
King’s Daughters Medical Center
Marian University - Indianapolis
Maximo Nivel International
Mayo Clinic
McLeod Health
Middle Tennessee School of Anesthesia
Midway University
National League for Nursing
NCSBN
NCSBN - Learning Extension
NETCE
NHC
Northern Kentucky University
Northern Light Health
Norton Healthcare
Nurse Licensure Compact
Oncology Nursing Certification Corporation
Ottawa University
Ovensboro Health
Parkview Medical Center
Portage Learning
Prairie St. John’s
Premier Health
Rush University
Rutgers University School of Nursing
Saint Mary’s College
Sanford Health
South Dakota State University
Southeast HEALTH
Southern New Hampshire University
SSM Health System
The George Washington University School of Nursing
The Gideons International
The Ohio State University Wexner Medical Center
UCLA Medical Center
University of Louisville School of Nursing
University of Michigan School of Nursing
University of San Francisco
University of Tennessee Health Science Center, College of Nursing
University of Tennessee Knoxville College of Nursing
University of Virginia Health System
University of Wisconsin-Madison School of Nursing
UT Health San Antonio
Uworld
Vanderbilt University School of Nursing
Vidant Health
Wayne State University College of Nursing
Wellstar Health System
William Carey University School of Nursing
Wolters Kluwer

Convention & National Marketing Representatives: Rick Gabler and Tom Greene
Anthony J. Jannetti, Inc • East Holly Avenue, Box 56 • Pitman, NJ, 08071-0056
Telephone: 856-256-2300 • FAX: 856-589-7463 • Email: nsna_exhibits@ajj.com

AJJ-V-0419-1,000
37th Annual MidYear Conference Program Book

We invite you to reserve your advertising space in NSNA’s official 2019 MidYear Conference Program Book. Containing vital news about the Conference such as program information, schedules of activities, list of exhibitors, social events, sponsors, and other information, the 2019 NSNA MidYear Program Book will serve as an invaluable resource for all nursing students during the Conference.

Circulation will be 1,000. Distribution is to all attendees, exhibitors, and other participants.

Rates (No agency discount extended)

<table>
<thead>
<tr>
<th>Page and color options</th>
<th>Exhibitor Ad Rates:</th>
<th>Non-Exhibitor Ad Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Check* Credit</td>
<td>Check* Credit</td>
</tr>
<tr>
<td>Full Page - Black and White</td>
<td>$800 $825</td>
<td>$900 $925</td>
</tr>
<tr>
<td>Half Page - Black and White</td>
<td>$675 $695</td>
<td>$800 $825</td>
</tr>
<tr>
<td>Full Page - Color</td>
<td>$1,800 $1,855</td>
<td>$1,900 $1,955</td>
</tr>
<tr>
<td>Half Page - Color</td>
<td>$1,675 $1,725</td>
<td>$1,800 $1,855</td>
</tr>
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Note: No agency commissions allowed. NSNA discount rate included above for check payment rates.

Sizes

<table>
<thead>
<tr>
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<th>Width</th>
<th>Depth</th>
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<tr>
<td>Half Page (horizontal)</td>
<td>6 13/16&quot;</td>
<td>4 3/4&quot;</td>
</tr>
<tr>
<td>Half Page (vertical)</td>
<td>3 3/8&quot;</td>
<td>9 5/8&quot;</td>
</tr>
<tr>
<td>Full Page (no bleed)</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Trim Size</td>
<td>7 7/8&quot;</td>
<td>10 1/2&quot;</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>8 1/8&quot;</td>
<td>10 3/4&quot;</td>
</tr>
</tbody>
</table>

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!

Closing Dates

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservations:</td>
<td>September 20, 2019</td>
</tr>
<tr>
<td>Ad Materials:</td>
<td>September 27, 2019</td>
</tr>
</tbody>
</table>

Address

Send all space reservations and advertising materials via email for the NSNA 37th Annual MidYear Conference Program Book to:
NSNA Advertising – MidYear Conference Program Book
c/o Anthony J. Jannetti, Inc.
East Holly Avenue/Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2300  | Fax: 856-589-7463
Email: nsna_exhibits@ajj.com

For additional marketing information, call Anthony J. Jannetti, Inc. at 856-256-2300
Advance Shipments
Please send advance shipments to:
Exhibitor’s Name/Booth #
NSNA MidYear Conference 2019
Brede/Allied@CCS/YRC
4108 W. 52nd Place
Chicago, IL 60632

For: NSNA MidYear Conference
Hyatt Regency O’Hare
Exhibit Hall: Grand Ballroom D-H

Direct Shipments
Direct shipments are strongly discouraged.
Brede’s Service Kit will provide more information at time of booth confirmation.
Direct all shipping questions to:
Brede/Allied Convention Services
407-851-0261

BOOTH FEES:

<table>
<thead>
<tr>
<th></th>
<th>*Check</th>
<th>Credit Card</th>
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</thead>
<tbody>
<tr>
<td>Commercial entity and Proprietary (for-profit) schools of nursing</td>
<td>$2,190</td>
<td>$2,255</td>
</tr>
<tr>
<td>For-profit hospital system: 1-9 hospitals</td>
<td>$2,190</td>
<td>$2,255</td>
</tr>
<tr>
<td>For-profit hospital system: 10-50 hospitals</td>
<td>$2,300</td>
<td>$2,370</td>
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<tr>
<td>For-profit hospital system: 51+ hospitals</td>
<td>$2,420</td>
<td>$2,490</td>
</tr>
<tr>
<td>Non-profit entity and Non-profit hospital system: 1-9 hosp</td>
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<td>$2,015</td>
</tr>
<tr>
<td>Non-profit hospital system: 10-50 hospitals</td>
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<td>$2,115</td>
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<tr>
<td>Non-profit hospital system: 51+ hospitals</td>
<td>$2,155</td>
<td>$2,220</td>
</tr>
<tr>
<td>Professional nursing association</td>
<td>$1,955</td>
<td>$2,015</td>
</tr>
<tr>
<td>Public schools of nursing and Non-profit schools of nursing</td>
<td>$1,210</td>
<td>$1,245</td>
</tr>
</tbody>
</table>

*NSNA Booth Fee discount is already included in Check Rates.

Hyatt Regency O’Hare
9300 Bryn Mawr Avenue
Rosemont, IL, 60018
847-696-1234

Official Exhibit Service Contracto:
Brede/Allied Convention Services, Inc.
407-851-0261

Exhibit Management:
Anthony J. Jannetti, Inc.
East Holly Avenue Box 56
Pittman, NJ 08071
Rick Gabler-Exhibit Manager
Tom Greene-Exhibit Manager
www.ajj.com/marketing
Phone: 856-256-2300  Fax: 856-589-7463
Email: nsna_exhibits@ajj.com

Important Exhibition Information
- Exhibits are in the Hyatt Regency O’Hare Grand Ballroom D-H
- All booths 10’ x 10’ (3 free name badge registrations included)
- Each booth includes ID sign, 6’ draped table, 2 chairs, and wastebasket
- Drapery colors are teal and white
- Exhibit Hall is carpeted

Hyatt Regency O’Hare – October 31 – November 2, 2019
Grand Ballroom D-H Exhibit Hall

Exhibit Schedule

THURSDAY
October 31
Exhibitor Set-up
1:00 pm - 5:00 pm

FRIDAY
November 1
Exhibitor Set-up
8:00 am - 10:00 am
Exhibits Open
11:00 am - 2:00 pm
Exhibits Open
3:30 pm - 5:00 pm

SATURDAY
November 2
Exhibits Open
10:45 am - 12:45 pm
Dismantling and Crating
12:45 pm - 3:00 pm

Exhibit schedule and advanced shipping address may be modified. Exhibitors will be notified at time of confirmation.