

THE NORTH CAROLINA NURSES ASSOCIATION

Invites you to participate as a

Sponsor & Exhibitor

at the
Annual NCNA Convention
October 7-9, 2009

MARRIOTT CITY CENTER AND RALEIGH CONVENTION CENTER
RALEIGH, NORTH CAROLINA




Nurse
Empowerment
TODAY AND TOMORROW

NCNA Convention — RN Networking Central

From October 7-9, 2009, hundreds of registered nurses from across the state will convene in Raleigh, North Carolina for the annual North Carolina Nurses Association Convention (NCNA). NCNA is the only professional nursing association that represents ALL registered nurses in North Carolina. The nurses who attend the NCNA Annual Convention represent the diversity of the nursing profession and will allow you the opportunity to promote your company, product or service to nurse leaders from every specialty and corner of the state. As a sponsor and exhibitor at RN Networking Central (NCNA Annual Convention expo hall), you have the opportunity to put your company or facility's name and/or products in front of the nursing professionals who matter most! **Many one-day participants have been disappointed to miss RN Networking Central in the past so this year RN Networking Central has been extended to two days to increase your exposure to over 400 participants.**

Sponsor


	PLATINUM	GOLD	SILVER						
	NCNA Expo Hall  —\$5000	Awards Luncheon—\$3500	NCFN Luncheon—\$3500	AV Equipment—\$3000	Full Plated Breakfast—\$2500	Box Luncheon—\$2500	Participant Giveaway—\$2500	Continental Breakfast—\$1500	Refreshment Break—\$1000
Complimentary Exhibit Booth space in Live Hall	✓	✓	✓	✓	✓	✓	✓	✓	✓
Virtual Expo Hall * Logo Link and Description	✓	✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgement in Attendee Program and <i>Tar Heel Nurse</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Free acknowledgement in Informational Slide Show **	✓	✓	✓	✓	✓	✓	✓	✓	✓
Full page ad in Convention Attendee Program	✓	✓	✓	✓	✓	✓	✓		
Signage during a specific function/meal or handout ***	✓	✓	✓	✓	✓	✓	✓	✓	✓
Prominent signage throughout Convention	✓	✓	✓	✓					
Acknowledgement (logo and link) in <i>Inside NCNA</i> **** in September and October 2009 editions	✓	✓	✓						
Logo Banner hanging at Exhibit Hall / Grand Ballroom	✓								
One-half page ad in Convention Attendee Program								✓	

* **Virtual Expo Hall** — see next page for a full explanation of this exciting new opportunity!

** **Slide Show** — a slide show will be broadcast during convention with announcements/news, spots/slides.

*** **Participant Giveaway** — sponsor of giveaway will receive their logo/name on giveaway item instead of signage during a function.

**** **Inside NCNA** — this electronic newsletter is distributed to NCNA members via email each month.

 **30 Minute Promo Session** — a product/service promotional session on the expo floor, see next page.

NCNA EXHIBIT HALL ASSIGNMENT, CANCELLATION AND OCCUPATION POLICY

Eligibility/Assignment — NCNA reserves the right, in its sole discretion, to limit types of companies and products represented in its exhibit hall, to accept or reject applications and assign booth space as NCNA deems appropriate. Sponsors of NCNA events and functions shall be given preference in allocation of exhibit space/assignment of exhibit locations. NCNA reserves the right to make and/or change all booth assignments as it deems appropriate.

Cancellation of Booth Space/Loss of Payment — In the event the Exhibitor cancels or otherwise notifies NCNA of its intent to repudiate this contract prior to August 1, 2009, NCNA shall retain 35% of the exhibit booth price paid as liquidated damages. If NCNA receives such notice on or after August 1, NCNA shall retain the full exhibit booth price as liquidated damages. The parties acknowledge and agree that the precise damages which will be suffered by NCNA as a result of an Exhibitor's canceling or repudiating this contract are uncertain and not subject to precise calculations and that the liquidated damages set forth herein are a reasonable estimate of the damages likely to be incurred.

Failure to Occupy Space — Any space not occupied by 1:30 pm on Wednesday, October 7, 2009, shall be forfeited by the Exhibitor and space may be resold, reassigned, or used by the exhibit staff without refund, unless a written request for delayed occupancy has been received by the NCNA office by September 1, 2009 and written approval is received. NCNA reserves the right to reject future applications for exhibit booth space at NCNA trade shows and other functions in the event the Exhibitor does not staff its exhibit booth during all open show hours.

Exhibitors!

Upgrade your booth to maximize exposure to North Carolina Registered Nurses!

As an exhibitor at RN Networking Central (NCNA Convention Expo Hall), you have several ways to upgrade and maximize your exposure. You may purchase a booth in the virtual hall for a significantly reduced rate! Your virtual booth will allow you the opportunity to promote your company name, key contact person information and a link to your website so that all NCNA members have the opportunity to learn more about your company, product or service. Also consider the limited opportunity to hold a mini session on the expo floor to promote your product! You can purchase a spot in the informational slide show during session breaks. See more information on this page!

VIRTUAL Expo Hall!

NCNA offers an opportunity to purchase 'booths' in the **VIRTUAL Expo Hall in addition to the LIVE Exhibit Hall**. For \$125 you will receive the entire booth package plus your clickable logo and description. The virtual hall will run in conjunction with the live hall and will be prominently featured on the NCNA website for the entire month of October. The NCNA Virtual Expo Hall will offer sponsors and exhibitors an additional opportunity to reach out to RNs attending the convention, as well as those who may not be able to participate in person. The Virtual Expo Hall will also be promoted through NCNA's print publications. Or, if you are unable to participate as an exhibitor or sponsor this year, you can still have a presence in the Virtual Expo Hall by purchasing a Virtual Expo Only presence.

Additional Exposure!

You can also generate interest in your booth by purchasing a spot in the informational slide show that will be running in meeting rooms during breaks. Send us one pre-designed (by you) slide to insert and use in our PowerPoint presentation.

How Do I Confirm My Space?

- Send registration in early to reserve space and lock in Early-Bird rates. To receive the early bird rate of only \$475 per booth, send your payment and information by July 10, 2009 (after July 10, booths will be \$600 each). Volunteer and charitable organizations may be eligible for discounts—call for details.
- Once we receive your payment and information, you will receive confirmation of your reservation. Detailed exhibitor packets will be sent closer to the event.

Confirm your booth now to receive . . .

- Face to face meetings with the best and brightest from the nursing profession, including nurse executives, managers, education leaders and more.
- 10 x 10 booth with pipe, drape, two chairs, a table, booth ID sign and 2 name badges.
- One complimentary admission to the attendee luncheon following exhibit hall.
- Listing in NCNA Convention Attendee Program.
- High profile drawing for those providing door prizes.
- Uncontested time with 350 to 400 participants.
- Guest rooms at special discounted rates.

Special Sponsor Upgrade Opportunity for Two Lucky Exhibitors

30 Minute Promo Session

RN Networking Central offers you the opportunity to sponsor a 30 minute session in the exhibit hall to promote your product or service. The session will be advertised to attendees in program materials and also on the expo hall floor. Your session will be featured in a prominent "mini-theater" on the exhibit hall floor. This special promotional opportunity is available to the first two lucky sponsors for \$5000 (includes all other Expo Hall sponsor benefits, as described on the previous page, and exhibit booth).

RN Networking Central Schedule

This year's schedule is designed with YOU in mind, offering you premium and uncontested exposure to two days of convention attendees.

Wednesday, October 7 from 2:00 to 3:30 pm.

Thursday, October 8 from 10:45 am to 12:15 pm.

INVESTMENT AS A CONVENTION EXHIBITOR — AT-A-GLANCE —

	Early Bird!! (by 7/10/09)	Regular Fee (after 7/10)
General Live Booth		
Exhibit Hall Booth	\$475	\$600
<i>if you would like to add:</i>		
Electricity	\$80	\$80
Internet Access	\$100	\$100
Exhibitor Virtual Expo Upgrade		
includes Logo Link & Description	\$125	\$150
Virtual Expo ONLY		
Virtual Expo with Logo Link	\$299	\$375 and Description
Additional Exposure!		
Informational Slide Show (cost per spot)	\$50	\$80

NCNA Sponsor and/or Exhibitor Registration
 2009 NCNA Convention in Raleigh, NC — Oct 7-9 (Live Exhibit Hall on 10/7 & 10/8)

Please Print or Type
 Duplicate form if needed

SEND FORM TO NCNA:

By Mail:
 NCNA, PO Box 12025,
 Raleigh, NC 27605

By Fax:
 919.829.5807
 (Faxed forms must include
 credit card payment.)

Questions?
 800.626.2153
 919.821.4250
 rns@ncnurses.org
 www.ncnurses.org

Company Name
 Important Note: Print clearly or Type since this will be the name used for sponsor/exhibitor signs and media.

Contact Name Provide Contact Person's Information Below (which may or may not be the company's information).
 This contact will be the person that will communicate with NCNA re this event.

Address
 Street, Box, etc. City State ZIP

Email Address

Phone Work# Cell# Other _____ Fax #

Use best phone contact number for daytime.

Sponsor We would like to be a Sponsor. (Please select level and complete other information.)

SPONSORS COMPLETE ALL ITEMS HERE

PLATINUM SPONSOR PACKAGES

- NCNA Expo Hall (\$5000) Awards Luncheon (\$3500)
 NC Foundation Lunch (\$3500) AV Equipment (\$3000)

GOLD SPONSOR PACKAGES

- Full Plated Breakfast (\$2500)
 Participant Giveaway (\$2500)
 Boxed Lunch (\$2500)

SILVER SPONSOR PACKAGES

- Continental Breakfast (\$1500)
 Refreshment Breaks (\$1000)

Do reserve booth for us (no charge); we will be at Live Exhibit Hall. We will not attend the Live Exhibit Hall, do not reserve a booth.

- Yes No - We DO need electrical outlet (if Yes, add \$80 fee).
 Yes No - We DO need internet access (if Yes, add \$100 fee).
 One exhibitor will attend NCFN lunch free. We need more: _____ ticket(s) @ \$25 = \$_____
 Listed below are names (print/type) of actual person(s) exhibiting (for nametags):

 Yes No - We will be part of the complimentary slide show and will send a slide.
 Yes No - We will be part of the complimentary Virtual Hall and will send logo/description.
 Yes No - We will contribute a door prize and will bring to NCNA registration desk.

LIST AND TOTAL AMOUNTS:

SPONSOR/Exhibitor	
Sponsor Level Amt	<input type="text"/>
Electrical Outlet	<input type="text"/>
Internet Access	<input type="text"/>
Extra NCFN Lunches.....	<input type="text"/>
LIVE EXHIBITOR ONLY	
Exhibit Booth Fee	<input type="text"/>
Electrical Outlet	<input type="text"/>
Internet Access	<input type="text"/>
Extra NCFN Lunches.....	<input type="text"/>
VIRTUAL EXPO	
A. Live + Upgrade.....	<input type="text"/>
B. Virtual Only.....	<input type="text"/>
TOTAL \$ <input type="text"/>	

Live Exhibitor We will Exhibit on October 7 & 8, please reserve booth.

EXHIBITOR COMPLETE ALL ITEMS HERE

EARLY BIRD FEE (NCNA MUST RECEIVE BY JULY 10) -OR- REGULAR FEE

- Live Exhibit Hall Booth \$475 (Early Bird!) Live Exhibit Hall Booth \$600 (after 7/10)
 Info Slide Show \$50 per slide (Early Bird!) Info Slide Show \$80/slide (after 7/10)

- Yes No - We DO need electrical outlet (if Yes, add \$80 fee).
 Yes No - We DO need internet access (if Yes, add \$100 fee).
 One exhibitor will attend NCFN lunch free. We need: _____ ticket(s) @ \$25 = \$_____
 Listed below are names (print/type) of actual person(s) exhibiting (for nametags):

 Yes No - We will contribute a door prize & will bring to NCNA registration desk.

Virtual Expo Sign us up for the Virtual Expo Hall.

VIRTUAL

EARLY BIRD FEE (NCNA MUST RECEIVE BY JULY 10) -OR- REGULAR FEE

- A. Live Exhibit Hall Upgrade:
 Logo Link/Description (add \$125) A. Live Exhibit Hall Upgrade:
 Logo Link/Desc. (add \$150)
 B. Virtual Expo ONLY:
 Logo Link/Description (Pay \$299) B. Virtual Expo ONLY:
 Logo Link/Desc. (Pay \$375)

By completing and submitting this form I agree to terms and conditions of NCNA's Exhibit Hall Assignment, Cancellation and Occupation Policy (see bottom of page 2 of this document).
 Signature: _____ Date: _____

PAYMENT - CHECK

Make checks payable to:
 North Carolina Nurses Association
 # Business Personal

PAYMENT - CHARGE

VISA M/C EXP DATE:

Business Card Personal Card

CARD NUMBER:

PRINT NAME AS IT APPEARS ON CARD:

CARDHOLDER'S SIGNATURE:

- 10 -