

EXHIBITOR PROSPECTUS

New Jersey State Nurses Association and the Institute for Nursing
114th Annual Nursing Convention • Show date: October 12, 2016 • Bally's • Atlantic City, NJ

EXHIBIT BOOTHS

Booth assignments will be at the discretion of Exhibits Manager. Booths are assigned on a first-come, first-served basis upon receipt of signed contract and full payment.

Booth Rate

\$750 per Booth

Exhibitor Raffle - Donations Needed.
Contact Debra Harwell for Details
609-883-5335 ext. 119

EXHIBIT AREA DETAILS

Exhibit space includes:

- Two exhibitor passes
- One CE presentation pass (\$50 each additional)
- 6' draped table
- Two side chairs
- Wastebasket
- ID sign (exhibitor name & booth number)
- Back wall and side rails
- NJSNA/IFN Exhibitor Luncheon

Exhibitors will be responsible for any additional costs/fee they incur beyond those outlined in the agreement with NJSNA/IFN, including, but not limited to, additional furniture, telephone requirements, electrical service, exhibit installation and dismantling costs, and shipping or storage fees.

TERMS

Payment in full is to be remitted with the application. No applications will be processed without receipt of payment in full. Until payment is made, the applicant is not guaranteed a space in the Exhibit Hall. All signed contracts received by NJSNA/IFN are considered binding. Payments are to be made by check or credit card. All checks need to be payable to NJSNA and forwarded to **NJSNA**,

TERMS CONTINUED

1479 Pennington Road, Trenton, NJ 08618.

Failure to occupy space by Wednesday, October 12, 2016, 8:00 am shall be deemed forfeited by Exhibitor and no refund shall be paid. NJSNA/IFN may assign such space, at its discretion, without any obligation to the exhibitor.

BENEFITS OF EXHIBITING

- High-quality leads through personal contact with key nursing leaders
- Company listing on convention website

IMPORTANT DEADLINES

- Exhibit Application 09/23/16
- Hotel Cut-Off 09/19/16
- Exhibitor Set-Up 10/11/16
- Exhibitor Teardown 10/12/16

EXHIBIT CONTACT INFORMATION

All exhibit inquiries and applications for the convention should be addressed to: NJSNA c/o Regina Adams or Debra Harwell at 1479 Pennington Road • Trenton, NJ • 08618
PH: (609) 883-5335 • FX: (609) 883-5343
R. Adams x 119 or reginaadams73@aol.com
D. Harwell x119 or deb@njsna.org

CANCELLATION/REFUND POLICY

Cancellations requesting a refund will not be accepted within 30 days of the date of the opening event, October 11, 2015. Any exhibitor cancelling during this period is liable to pay the full exhibitor rental fee.

Cancellations received 60 days prior to the event shall receive 50% refund. All cancellations shall be charged a \$100 processing fee. **There will be no exceptions to this policy.**

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An exhibitor kit will be mailed to all exhibitors approximately 45 days prior to the meeting. The official decorator will be AEX Convention Services.

ELECTRICAL

Electrical service is optional and is available for booth reservations at an additional charge. If you require electrical service please indicate this on the application. Electrical services forms will be supplied when booths are assigned. Arrangements must be made directly with AEX.

SECURITY AND LIABILITY

Exhibitors must make provision to safeguard their goods from the time they are placed in the exhibit area until they are removed at the end of the conference. NJSNA/IFN, the exhibit manager, the conference manager, and the contracted hotel will not be responsible for loss or damage due to any cause. Space is leased with the understanding NJSNA/IFN and the contracted hotel will act for the exhibitor and his representatives only in the capacity of agent and not as principal; and that the NJSNA/IFN and the contracted hotel assume no liability whatsoever for damages, for any act of omission or commission in connection with said agency, and exhibitors and their representatives hereby release NJSNA/IFN, the exhibit manager, the conference manager, and the contracted hotel from any cause whatsoever. Exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend, and save NJSNA/IFN and the contracting hotel and their employees, volunteers, and agents harmless against all claims, losses, or damages to person or property, governmental charges or fines, and attorney fees arising out of, or caused by, exhibitors' installation, removal, maintenance, occupancy, or use of the exhibition premises. NJSNA/IFN, the exhibit manager, the conference manager, and the contracted hotel do not endorse or promote any products and/or services displayed in the Exhibition Hall or throughout the continuing education activities. The rules and regulations are to be construed as part of all space contracts.

NJSNA/IFN reserves the right to interpret and make final decisions on all points these rules and regulations do not specifically cover.

SPECIAL REGULATIONS

Subletting of Space—Subletting or assigning of space is prohibited. Two or more institutions may not exhibit in a single space unless special arrangements have been made with NJSNA/IFN.

Conduct—Exhibits should be installed so they will not project beyond the space allotted, obstruct the view, or interfere with other exhibits. Unethical conduct or infraction of rules on the part of the exhibitors, their representatives, or both will subject the exhibitors, their representatives, or both to dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by NJSNA/IFN and no demand for redress will be made by the exhibitors or their representatives.

Materials/Promotional Materials—All materials used by the Exhibitor must be non-flammable to conform to the Fire Regulations of the State of New Jersey and the City of Atlantic City. Material that does not conform to such regulations will be removed immediately at the exhibitor's expense and no refund of exhibit fee will be given.

Nothing will be posted on, nailed, screwed, or otherwise attached to column, walls, floors or other parts of the building/furniture. **NO MYLAR BALLOONS** are allowed. Any and all property destroyed by any exhibitors must be replaced to its original condition by the exhibitors at their own expense.

Storage—The NJSNA/IFN and contracted hotel are unable to store display materials prior to or at the conclusion of the show. All shipments must be handled by AEX, the official agent designated by NJSNA/IFN and will be the sole responsibility and expense of the exhibitor. Information will be provided with the exhibit confirmation. Any packages received by the hotel for individual attendees will be charged a handling fee of \$5.00 per package and applied directly to the individual's hotel bill.

HOTEL INFORMATION

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ATLANTIC CITY, NEW JERSEY

From New Jersey's tallest lighthouse to deep sea fishing, and everything in between, you can always find exciting things to do in Atlantic City. Relaxing at one of the casino spas, the excitement of 24/7 gaming, the thrill of a royal flush or finding a new pair of shoes, the sand in between your toes or visiting one of the many attractions – whatever your pleasure, it is always more pleasurable in AC!

Average temperatures for AC in October

Normal High 66° F

Normal Low 44° F

Normal Average 55° F

HOTEL INFORMATION

Bally's Hotel & Casino
Park Place & the Boardwalk
(1900 Pacific Ave)
Atlantic City, NJ 08401
1-(888)-516-2215

A conference block has been secured at the special nightly rate of \$85.00 plus tax, single/double occupancy per night in Bally and Dennis Towers. Each additional person is \$20.00. All suite prices are based on rack rates. Rates are subject to 14% state and local taxes, and a \$7.00 per room occupancy fee. Bally's requires a one-night's room deposit, per room, to guarantee individual accommodations. All major credit cards are accepted. Deposit is completely refundable if individual accommodations are cancelled at least 72 hours prior to arrival. Cancellations less than 72 hours prior to arrival will be subject to a forfeit of one night's room and tax. Individuals will be responsible for making their

HOTEL INFORMATION CONTINUED

reservations with Bally's directly by calling **1-(888)-516-2215** between the hours of 9:00 am to 4:00 pm M-F, before **September 23rd** in order to receive the discounted rate. **The group code is SB10NA6.**

PARKING FEE

Self-Parking \$5.00 per stay
Valet parking and overnight hotel guests \$10



HOTEL DINING

At Bally's Atlantic City, no appetite goes unsatisfied. They offer a meal for every occasion, perfect for any price range. Below is a partial listing of hotel restaurants:

Johnny Rockets • Guy Fieri's Chophouse • Pickles • Corner Café • Gold Tooth Gerties • Harry's Oyster Bar • • Noodle Village • Sack O' Subs • Walt's Primo Pizza • Buca DiBeppo (Italian Family Style) and more

QUESTIONS

Call (609)802-3594

Email: reginaadams73@aol.com

Call (609) 883-5335 x119

Email deb@njsna.org

2016 Application for Exhibits, Sponsorship & Advertising

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We are interested in supporting through the following: (please check all that apply)

- Exhibit Space Sponsorship Advertising

Company/Organization _____
(Exactly as you wish it to appear in convention program & signage)

Address _____

City/State/Zip _____

Contact Name _____ Title _____

Phone _____ Fax _____ Email _____

EXHIBIT SPACE

Number of booths requested _____

2016 APPLICATION DEADLINE

8/30/16 \$750

BOOTH REPRESENTATIVES

#1 _____

#2 _____

Additional representatives are \$50 each.

#3 _____

#4 _____

COMPANY DESCRIPTION

(50 words or less for free listing)

MUST BE COMPLETED

SPONSORSHIP (Check one) Exclusive Partial

<input type="checkbox"/> TOTE Bags (SOLD)	\$5000	\$2500
<input type="checkbox"/> Convention Brochure	\$5000	\$2500
<input type="checkbox"/> Keynote Speaker	\$3000	\$1500
<input type="checkbox"/> Book of Reports	\$3000	\$1500
<input type="checkbox"/> CT Breakfast	\$3000	\$1500
<input type="checkbox"/> Entertainment	\$1500	\$1000
<input type="checkbox"/> Photographer	\$1500	\$1000
<input type="checkbox"/> Coffee	\$ 500	-----

I would like to sponsor _____

ADVERTISING (B/W) (Copy Deadline 8/28/16)

- Outside Back Cover \$750
- Inside Front Cover \$500
- Inside Back Cover \$500
- Full Page \$300
- Half Page \$150
- Quarter Page \$75
- Business Card/Patron \$40

Total Amount Due \$ _____

- Check Enclosed (Payable to NJSNA)
- Purchase Order Attached
- Bill My Credit Card

Cardholder _____

Card No. _____

Exp. Date: _____

Signature: _____

NJSNA/IFN

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