

2010



MISSISSIPPI NURSES ASSOCIATION

Taking Measure of Mississippi's Health

99TH ANNUAL CONVENTION

OCTOBER 19-22, MISSISSIPPI COAST COLISEUM & CONVENTION CENTER - BILOXI

Expo Guide



A MESSAGE FROM MNA



The Mississippi Nurses' Association invites you to join us as an exhibitor for the 2010 MNA Convention Expo on Thursday, Oct. 21 at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi. Our Expo has always been one of the highlights of the MNA and Mississippi Association of Student Nurses Convention. Our Expo offers you the opportunity to present products or showcase your facilities in an excellent, cost-effective way to Mississippi's registered nurses and nursing students. We will have a Grand Opening of the Exhibit Hall on Thursday, Oct. 21 at 9 a.m.

In addition, MNA's Fall Nurse Practitioner Workshop is Friday, Oct. 22 at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi. This separate exhibit hall will offer you the opportunity to have product specific space that would benefit Mississippi's nurse practitioners. The NP Workshop Expo is limited to 25 vendors, so get your contract in early!

To reserve exhibit space for Expo 2010 and/or the 2010 Nurse Practitioner Workshop, please complete and return the enclosed contract. This guide also contains detailed information on the following sponsorship opportunities: (a) Platinum; (b) Diamond; (c) Keynote Speaker; (d) Tote Bag; (e) MNA/MASN Stage Sponsor; (f) Round Table; (g) Breakfast Sponsor; (h) Luncheon Sponsor and (g) Break Sponsor.

We look forward to working with you to make Expo 2010 a rewarding experience for MNA and its exhibitors. If you have any questions, please call the MNA office at (601) 898-0670. Let us know what we can do to make this a successful opportunity for you. I look forward to seeing you at MNA's Annual Convention.

Sincerely,

A handwritten signature in black ink that reads "Gayle Harrell".

Gayle Harrell, NP-C, CWCN
MNA President

EXPO EXHIBIT FEE

The fee for exhibiting at the MNA/MASN Expo 2010 is \$500. This fee includes a 10' x 9' booth space and one lunch. Additional lunches can be purchased for \$10.00 each. The exhibit fee also includes a 50% discount on one full 2010 MNA convention attendee registration upon request. Tickets may be purchased for other events by calling MNA at (601) 898-0670. Full payment or deposit of \$250 must accompany the exhibitor contract to reserve booth space. **Final exhibit payment is due by Friday, September 24.**

EXPO BOOTH SIZE

Exhibit booths are 10' wide by 9' deep, draped with a flameproof background cloth. Backdrops are 8' high with 3' side dividers. Each booth will be provided with one company name identification sign, two chairs, one 8' draped table with a white top and pleated skirt on three sides. Additional services may be ordered through the official decorator, Convention Display Services, Inc. Convention Display Services, Inc. will send exhibitors a packet regarding these services prior to the show.

EXPO BOOTH ASSIGNMENTS

Premium exhibit space is reserved for Platinum and Diamond Sponsors. MNA assigns booths in the order the contracts are received. If the first, second, and third choices have been assigned, MNA reserves the right to assign the next best available space or relocate numbered booth assignments in order to provide a compact show. MNA reserves the right to accept or reject all booth requests. Exhibitors MAY NOT assign, sublet or apportion the whole or any part of the space allotted to their agency.

EXPO SHIPPING & STORAGE



The Mississippi Nurses' Association and the Mississippi Coast Coliseum and Convention Center will not be responsible for accepting exhibit shipments for storage. Exhibitors are responsible for making arrangements for delivery and return shipments with Convention Display Services at 601-948-4228. Further information regarding shipping and storage will be included in the exhibitor packet to be sent by Convention Display Services, Inc.

EXPO BUILDING OCCUPANCY

In the event the premises of the Mississippi Coast Coliseum and Convention Center is destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any governmental agency or Convention Display Service, Inc., or for any other reason, this contract may be terminated by MNA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of MNA will be to return to each exhibitor the space payment, less the pro-rated share of all cost expenses incurred and committed by MNA.

EXPO SECURITY & LIABILITY

The exhibit hall will be locked during off hours. However, each exhibitor must make provisions for safeguarding of his goods, materials, equipment, and display at all times. MNA and the Mississippi Coast Coliseum and Convention Center WILL NOT be responsible for the loss of any exhibit materials by or for any cause. In the event, Convention Display Services, Inc. or MNA shall be held liable for any occurrence which might result from a particular exhibitor's action or failure to act in any matter whatsoever, the exhibitor shall reimburse Convention Display Services, Inc. and MNA and hold Convention Display Services, Inc. and MNA harmless from liability resulting there-in.

FIRE & SAFETY

All potentially flammable materials **MUST** be made flameproof before being placed in the exhibit area. All materials and installation are subject to fire and safety regulations enforced by the state and/or city fire authorities. Volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers are prohibited in any booth.

EXPO OFFICIAL DECORATOR

Convention Display Services, Inc.
P.O. Box 13387
Jackson, MS 39236-3387
(601) 948-4228

2010 MOST CREATIVE CONTEST!!!

To reward the creativity of our exhibitors, the Mississippi Nurses' Association will conduct a contest for the "Most Creative Platinum Sponsor" booth, "Most Creative Diamond Sponsor" booth and the "Most Creative Exhibit" booth. Come prepared to show off! The convention theme for 2010 is: **"Taking Measure of Mississippi's Health."** Winners will receive complimentary booth space for the 2011 Nursing Summit.

EXPO DOOR PRIZE GIVEAWAYS

Exhibitors wishing to give prizes to convention attendees during Expo 2010 should notify MNA staff or convention planning committee members between 7:30 a.m. and 9 a.m. on Thursday, Oct. 21. Door prizes will be given away during the expo and keynote luncheon.

EXPO OFFICIAL CATERER

Exhibitors planning to offer food or beverage items must utilize approved caterers for the Mississippi Coast Coliseum and Convention Center. If food and/or beverage is required for your booth and the Friday exhibit hall for nurse practitioners, contact the Mississippi Coast Coliseum and Convention Center at 228-594-3700 or 1-800-726-2781.

CANCELLATION POLICY

A charge of 25% of the exhibitor fee, Platinum or Diamond Sponsor fee will be assessed for cancellations made prior to Wednesday, Aug. 4. Cancellations made between Aug. 9 - 20, will be subject to a 50% charge. ***Cancellations will not be accepted after Friday, Aug. 20.***

HOTEL ACCOMMODATIONS



Reservations for hotel accommodations may be secured at the following location:



Beau Rivage

Resort and Casino - Biloxi

Beau Rivage Resort and Casino
875 Beach Boulevard
Biloxi, MS 39530

For reservations: 888-383-7037
Mention MNA for the special rate of:
\$129.00 + tax (single or double occupancy)
Tuesday – Friday

Reservation cut-off date: September 27, 2010



IP

Casino Resort Spa

IP Casino Resort Spa
850 Bayview Ave
Biloxi, MS 39530

For reservations: 888-946-2847

Or www.ipbiloxi.com

Mention MNA for the special rate of:
\$89.99 + tax (single or double occupancy)
Tuesday – Thursday

Rates increase to \$139.99 on Friday

Reservation cut-off date: September 27, 2010



NURSE PRACTITIONER'S WORKSHOP



The Nurse Practitioner Fall Workshop is Friday, October 22 at the MS Coast Coliseum & Convention Center. Space is limited to 25 tabletop exhibitors. Convention Platinum Sponsors may exhibit at the NP Workshop at no additional fee. Diamond Sponsors and Expo 2010 exhibitors may exhibit at the NP Workshop for an additional fee of \$200. MNA will accept the first 25 contracts requesting space for the NP workshop. If all spaces are booked, you will be placed on a waiting list. Deadline for your agency's name to appear in the convention program is **July 23**. MNA will continue to accept exhibitors after the deadline; however, the agency's name will not be listed in the program. Final payment is due **September 24**. Please note our cancellation policy in this Expo Guide. One skirted table and two chairs will be provided per exhibitor. Tables will not be pre-assigned. The exhibit area will be structured on a "first-come, first served" basis.

SPONSORSHIPS

PLATINUM SPONSOR (includes Exhibit Booth, Booth Promotion, and NP Workshop Exhibit Booth)

Fee - \$1,500

- 20' x 9' exhibit space with reserved booth in prime location; select from shaded areas on diagram enclosed;
- Reserved exhibit space (first come-first serve) at the Nurse Practitioner Fall Workshop on Friday, October 22;
- Your Company Name and Booth Number advertised and listed on ONE of the following promotional items (whichever is available): Badge Lanyards, Vegetable Cutter, Convention Signs, Pot Holders, Writing Pads, or Pens (these and other items will be convention bag stuffers);
- Complimentary 2010 MNA Convention full registration for one (1) attendee upon request; registration is required;
- Listing and article (40 words max.) in the pre-convention issue of MNA's magazine, *The Mississippi RN*, featuring your company, product or facility. Your contract and article must be received by July 23 to take advantage of this opportunity; and
- Post-convention listing in the winter issue of *The Mississippi RN*.
- Listing in the MNA convention program guide;
- Reserved seating for one representative and special recognition of the agency at the MNA Keynote luncheon. Contact MNA for reservation (required);
- Mailing list of all MNA convention attendees, to be mailed after convention;
- Listing on the Platinum and Diamond Sponsors banner displayed in the Convention Center; and
- Lunch for two representatives at the exhibitors' luncheon Thursday.

*Very Important: All Platinum Sponsorship requests must be in by **August 2, 2010**. This will allow for production time of promotional items and booth assignments. Thank you.*

DIAMOND SPONSOR (includes Exhibit Booth)

Fee - \$900

- 20' x 9' exhibit space with reserved booth in prime location; select from shaded areas on diagram enclosed;
- Complimentary 2010 MNA Convention full registration for one (1) attendee upon request; registration is required;
- Listing and article (40 words max.) in the pre-convention issue of MNA's magazine, *The Mississippi RN*, featuring your company, product or facility. Your contract and article must be received by July 23 to take advantage of this opportunity;
- Post-convention listing in the winter issue of *The Mississippi RN*;
- Listing in the MNA convention program guide;
- Reserved seating for one representative and special recognition of the agency at the MNA Keynote luncheon. Contact MNA for reservation (required);
- Mailing list of all MNA convention attendees, to be mailed after convention;
- Listing on the Platinum and Diamond Sponsors banner displayed in the convention center; and
- Lunch for two representatives at the exhibitors' luncheon Thursday.

KEYNOTE SPEAKER SPONSOR (Exclusive)

Fee - \$1,000

- Listing and article (40 words max.) in the pre-convention issue of MNA's magazine, *The Mississippi RN*, featuring your company, product or facility. Your contract and article must be received by July 23 to take advantage of this opportunity;
- Listing in the MNA convention program guide;
- Recognition at the keynote luncheon.



TOTE BAG SPONSOR (Exclusive)

Fee - \$1,000

- Name and logo on one side of the convention tote bag. Copy to be approved by the Mississippi Nurses' Association.
- Listing and article (40 words max.) in the pre-convention issue of MNA's magazine, *The Mississippi RN*, featuring your company, product or facility. Your contract and article must be received by July 23 to take advantage of this opportunity;
- Listing in the MNA convention program guide;
- Recognition at the keynote luncheon.

MNA/MASN RECEPTION STAGE SPONSOR

Fee - \$1,000

- Stage Banner stating the agency's name;
- Free admission for up to five representatives;
- Your representatives will have hosting privileges to meet and greet our reception guests;
- Five minutes allotted speaking time at the beginning of the reception;
- Reserved seating and/or information booth and special recognition of the agency at the reception by MNA;
- Listing in the MNA convention program;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*.

ROUND TABLE DISCUSSION SPONSOR (Exclusive)

Fee - \$800

- Banner stating the agency's name;
- Your representatives will have hosting privileges to meet and greet our round table discussion attendees;
- Five minute allotted introduction/speaking time at the beginning of the round table discussion;
- Reserved seating for up to five representatives at any round table discussion. Contact MNA for reservation (required);
- Listing in the MNA convention program;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*.
- *Please note: Wine and cheese/fruit will be served at the round table discussion.*

MNA NURSE PRACTITIONER GENERAL SESSION BREAKFAST SPONSOR

Fee - \$800

- Complimentary, reserved seating for one representative and special recognition of the agency at the corresponding meal;
- Listing in the MNA convention program;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*; and
- Sponsorship sign stating the agency's name in the dining area.

MNA LUNCHEON SPONSOR

Fee - \$800

- Complimentary, reserved seating for one representative and special recognition of the agency at the corresponding meal;
- Listing in the MNA convention program;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*; and
- Sponsorship sign stating the agency's name in the dining area.

MNA BREAK SPONSOR

Fee - \$500

- Recognized on the agenda in the MNA Convention program;
- Sponsorship sign stating the agency's name in the break area;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*.

DONATE DOOR PRIZES/DONATION OF GIFTS

- On-site appreciation and acknowledgment.

CONVENTION PROGRAM GUIDE – Important Deadline



Deadline for your agency's name to appear in the convention program guide is Aug. 13. While MNA will continue to accept exhibitors after that date, the agency's name will not be listed in the program if the contract is not received by Aug. 13.

Very Important: All Platinum Sponsorship requests must be in by **August 2, 2010**. This will allow for production time of promotional items and booth assignments. Thank you.

EXPO SCHEDULE

Wednesday, October 20

3:00 – 5:00 p.m. Exhibit set up

Thursday, October 21

8:00 – 9:00 a.m. Exhibit set up

9:00 - 11:00 a.m. Expo 2010 for RN's

*Morning break served inside Exhibit Hall
Grand Prize Giveaway at 10:40 a.m.*

11:00 a.m. – 12:00 noon Expo 2010 Closed

Exhibitor's lunch in Exhibitor's Lounge

12:00 noon - 3:00 p.m. Expo 2010 for RN's and students

Prize giveaways and afternoon break inside Exhibit Hall

5:30 p.m. – 7:30 p.m. MNA/MASN Party

*Join us for good food and great live music by The Record Players Band
Admission: \$15.00 Pre-Admission (\$20 at the door)*

NURSE PRACTITIONER SCHEDULE

Friday, October 22

7:00 – 8:00 a.m. Exhibit set up

8:00 – 9:00 a.m. NP Continental Breakfast and Exhibits

10:15 a.m. – 10:45 a.m. "Coffee with the Exhibitors" Exhibit Time

12:15 noon Lunch with NP's

1:30 - 2:45 p.m. Exhibit for NP's

PLEASE COMPLETE ENCLOSED CONTRACT



2010 EXPO SPONSORSHIP AND EXHIBITOR CONTRACT

Please print or type:

Company Name: _____ Phone: _____

Address: _____

City, State: _____ Zip Code: _____

Contact Person: _____ E-mail: _____

Platinum/Diamond Sponsors and Expo Exhibitors must refer to the diagram on the reverse side.

This contract does hereby request and agree to reserve an exhibit space for the above-referenced company's exclusive use during the MNA Expo 2009 at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi, on October 21, 2010 and/or the Nurse Practitioner Workshop at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi, on October 22, 2010. I agree to the terms outlined in MNA's Expo 2010 Guide.

Authorized Signature: _____

SPONSORSHIPS: See pages 4 and 5 of Expo Guide for further details of sponsorships

PLEASE CHECK (✓) ALL THAT APPLY:

<input type="checkbox"/> PLATINUM SPONSOR (20' x 9' booth/2 lunches) 10/21/10	\$ 1,500.00	\$ _____
<input type="checkbox"/> DIAMOND SPONSOR (20' x 9' booth/2 lunches) 10/21/10	\$ 900.00	\$ _____
<input type="checkbox"/> KEYNOTE SPEAKER <input type="checkbox"/> TOTE BAG SPONSOR (Exclusive)	\$ 1,000.00	\$ _____
<input type="checkbox"/> MNA/MASN RECEPTION STAGE SPONSOR	\$ 1,000.00	\$ _____
<input type="checkbox"/> ROUND TABLE DISCUSSION SPONSOR (Exclusive)	\$ 800.00	\$ _____
<input type="checkbox"/> NP BREAKFAST SPONSOR <input type="checkbox"/> MNA LUNCHEON SPONSOR	\$ 800.00	\$ _____
<input type="checkbox"/> BREAK SPONSOR	\$ 500.00	\$ _____

EXHIBIT FEES:

<input type="checkbox"/> EXPO 2010 Exhibitor (10' x 9' booth/1 lunch) 10/21/10	\$ 500.00	\$ _____
<input type="checkbox"/> Nurse Practitioner Workshop Exhibitor (Tabletop Exhibit/1 lunch) 10/22/10	\$ 500.00	\$ _____
<input type="checkbox"/> Nurse Practitioner Workshop Exhibit (For Diamond Sponsors and Expo Exhibitors only) (Tabletop Exhibit/1 lunch) 10/22/10	\$ 200.00	\$ _____
<input type="checkbox"/> Nurse Practitioner Workshop Exhibit (For Platinum Sponsors only) (Tabletop Exhibit/1 lunch) 10/22/10	\$ 0.00	NO FEE REQ'D
<input type="checkbox"/> Additional Lunches @ \$10.00 each + <input type="checkbox"/> MNA/MASN Party Tickets _____ @ \$15.00 each = Thursday _____ Friday _____		\$ _____

Subtotal \$ _____

Less Deposit (minimum of \$250 due with contract) \$ _____

 Company Check

Credit Card Number: _____

Expiration Date: _____ Signature: _____

TOTAL AMOUNT ENCLOSED \$ _____



**Mississippi Nurses' Association
Expo 2010
Thursday, October 21, 2010**

	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	P2	P1		
59																			
60	21	20	19	18	17	16	FOOD	D4	D3	D2	D1	P3	ENTRANCE						
61	27	26	25	24	23	22		D8	D7	D6	D5	P4							
62							FOOD						Door Prize Table						
63	33	32	31	30	29	28		D12	D11	D10	D9	P5							
64	39	38	37	36	35	34	D16	D15	D14	D13	P6								
65																			
	58	57	56	55	54	53	52	51	50	49	48	47	46	45	44	43	42	41	40

Make a first, second and third selection for booth space. Platinum Sponsors should choose from the blue shaded areas and Diamond Sponsors should choose from the yellow shaded areas. If all chosen selections are reserved, MNA will assign the next best available booth space. Shaded booths, reserved for Platinum and Diamond Sponsors, are 20' x 9'. All other booths are 10' x 9'.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Please indicate names of individuals who will represent your exhibit:

1. _____
2. _____
3. _____
4. _____