

2018 MNA ANNUAL CONVENTION

EXHIBITOR PROSPECTUS



A Message from MNA

The Mississippi Nurses' Association invites you to join us in Biloxi as an exhibitor for the 2018 MNA Convention Expo, October 23-26 at the Mississippi Coast Coliseum and Convention Center. Our Expo has always been one of the highlights of the MNA Annual Convention. Our Expo offers you the opportunity to present products or showcase your company in an excellent, cost-effective way to Mississippi's registered nurses. This guide also contains detailed information on a variety of sponsorship opportunities. **You have two opportunities to exhibit: 1) Thursday, October 25 with the RNs and nursing students, and 2) Friday, October 26 with the Advanced Practice Registered Nurses.** The Advanced Practice Workshop Expo is limited to 45 vendors, so get your contract in early! This year's theme is **Racing to Meet Nursing Challenges of Today and Tomorrow**. Best decorated booth (One winner on Thursday and one winner on Friday) will receive half off for their booth at the 2019 Annual Convention! I look forward to seeing you in Biloxi!

Sincerely,
Debbie Allen, MSN, RN
MNA Board President

Expo Schedule - (Subject to Change)

Wednesday, October 24	Exhibitor Set-Up Expo Hall: 3:00 pm – 5:00 pm
Thursday, October 25	Exhibitor Set-Up Expo Hall: 6:30 am – 7:30 am Exhibitor Hall Open: 7:30 am – 1:30 pm
Thursday, October 25	APRN Exhibitor Set-Up D10-12: 2:00 pm – 5:00 pm
Friday, October 26	APRN Exhibitor Set-Up D10-12: 6:30 am – 7:30 am APRN Exhibitor Hall Open D10-12: 7:30 am – 10:30 am

Expo Exhibit Fee and Booth Size: Thursday

The fee for exhibiting at the Expo 2018 on Thursday, October 25 is \$650.00. Exhibitors returning from 2017 are eligible to receive a \$50.00 discount. The exhibit fee includes booth space, snacks, and one lunch, *additional lunches can be purchased for \$15.00 each*. The exhibit fee also includes a 50% discount on one full 2018 MNA Convention attendee registration, upon request. Tickets may be purchased for other events by calling MNA at (601) 898-0670. Sponsors receive additional benefits, see Sponsorship Opportunities section for details.

Exhibit booths are 10' wide by 9' deep, draped with a flameproof background cloth (select sponsorship booths are 20' wide by 9' deep, see Sponsorship Opportunities Section for details). 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. at (601) 948-4228. Convention Display Services, Inc. will send exhibitors a packet regarding these services prior to the Expo.

Advanced Practice Nurses Fall Workshop Exhibit Fee: Friday

The Advanced Practice Nurses Fall Workshop is Friday, October 26 at the MS Coast Coliseum & Convention Center. Space is limited to 45 tabletop exhibitors. Platinum and Premium Sponsors may exhibit at the APRN Workshop at no additional fee. **Select and Diamond Sponsors** and Expo 2018 Exhibitors may exhibit at the Advanced Practice Nurses Fall Workshop for an additional fee of \$300.00. MNA will accept the first 45 contracts requesting space for the APRN Workshop. One skirted table and two chairs will be provided per exhibitor. **Tables will be pre-assigned** in the order the contracts are received. If all spaces are booked, you will be placed on a waiting list.

If you are exhibiting for both the Expo on Thursday and the Advanced Practice Nurses Fall Workshop on Friday, please prepare to move your exhibit to a different location for the APRN Exhibits.

Exhibitor Booth Assignments and Payment Terms

Prime exhibit space is reserved for Sponsors. MNA assigns booths in the order the contracts are received. Full payment or deposit of \$300.00 must accompany the exhibitor contract to reserve booth space. **Final payment is due Friday, September 28.** Please note our cancellation policy in this Expo Guide.

Exhibitors MAY NOT assign, sublet or apportion the whole or any part of the space allotted to their company. *If you are exhibiting for both the Expo on Thursday and the Advanced Practice Nurses Fall Workshop on Friday, please prepare to move your exhibit to a different location for the APRN Exhibits.*

Convention Program Guide – Important Deadline

Each exhibiting company's name will appear in the convention program as long as the contract and deposit or full payment is received by **Tuesday, September 4.** MNA will continue to accept exhibitors after this deadline; however, the company's name will not be listed in the program.

Cancellation Policy

Cancellations must be made in writing and sent to MNA. Any exhibitor who wishes to cancel or reduce space after submitting an exhibit registration and before September 17 will be charged 25% of the cost of the cancelled booth. Requests for cancellation of space received after September 17 will result in no refund unless all exhibit space has been sold and all cancelled space is resold.

MNA reserves the right to refuse and/or cancel any exhibitor from attending its conference if it deems the exhibitor is inappropriate for the participants.

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, Inc. 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 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. Exhibitors should not place product(s) or other items of value in their booth until your company personnel are on-site. If any items of value are missing, please contact security immediately. 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 Door Prizes

Exhibitors wishing to give prizes to convention attendees during the Expo on Thursday should notify MNA staff between 7:30 a.m. and 9:00 a.m. on Thursday, October 25. Door prizes will be given away during the Expo beginning at 11:00 a.m. Exhibitors wishing to give prizes to convention attendees during the APRN Nurses Fall Workshop should notify MNA staff between 7:30 a.m. and 9:00 a.m. on Friday, October 26. Door prizes will be given away during the APRN Luncheon.

Force Majeure

It is mutually agreed that in the event MNA should find it necessary to cancel or postpone the 2018 MNA Annual Convention and/or the APRN Fall Workshop for any reason, acts of nature, war, terrorist acts or other circumstances beyond MNA's control, this agreement will be terminated immediately, and MNA shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

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 during Convention 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.

Expo Official Decorator

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

MNA Tax ID Number

64-0321143

Sponsorship Opportunities

Sponsorship offers more opportunities for exposure and recognition of your company at our convention.

	Platinum Sponsors	Premium Sponsors	Select Sponsors	Sponsor Package Options		
	Keynote Luncheon or Advanced Practice Luncheon or Company Logo on T-Shirt \$5,000	Advanced Practice Breakfast or Company Logo on Tote-Bag \$4,000	Joint Session or Exhibit Hall Break or Joint Session Break or Company Logo on Lanyard \$2,000	Diamond Level \$1,500	Ruby Level \$1,250	Emerald Level \$1,000
Event Website Advertising	●	●				
Complimentary Convention Registration	2 attendees	1 attendee				
Literature or Promotional Distribution	●	●	●			
Special Recognition	●	●	●			
Media & Newsletter Exposure	●	●	●	●		
Extended Exhibit Booth Space 20'x9'	●	●	●	●		
Complimentary Lunch	3	2	1	1	1	1
Agency's Logo and Name in Convention Guide	●	●	●	●	●	●
Mailing List of Convention Attendees	●	●	●	●	●	●

Description of Sponsorship Benefits:

- **Event Website Advertising** – Signage and Sponsor’s logo will appear on the MNA website. Hundreds of nursing industry professionals visit the website prior to and during the event, thus providing extensive exposure to the sponsor’s brand and potential traffic to sponsor’s website.
- **Complimentary Convention Registration** for attendee(s) upon request; registration is required.
- **Literature or Promotional Distribution** – Sponsor may distribute literature items in the conference attendee bag. Sponsor is responsible for shipping and materials. Items are due by October 9. Please ship to: MNA, 31 Woodgreen Place, Madison MS 39110.
- **Special Recognition** at MNA special events during the week of Convention (General Session, Keynote Luncheon, and Advanced Practice Nurses Fall Workshop).
- **Media and Newsletter Exposure** – Sponsor’s company name (or logo where applicable) is mentioned in pre-convention attendee marketing initiatives including press releases, and electronic communications (if contract and payment received by time of promotion). Sponsor’s company name and logo will appear in the pre-convention issue (if contract and payment received by deadline of August 13) and post-convention winter issue of MNA’s quarterly magazine, *The Mississippi RN*, which is distributed to over 58,000 nurses in the state of Mississippi.
- **Exhibit Booth Space 20' x 9'** reserved in prime location at Expo on Thursday, October 25. Reserved exhibit space (first come, first served) at the Advanced Practice Nurses Fall Workshop on Friday, October 26. The exhibitor is responsible for all booth decoration, personnel, electric, shipping, computer, telephone, and other requirements.
- **Complimentary Lunch** for up to three (3) representatives at the exhibitor’s luncheon (Thursday).
- **Listing of your Company’s name and logo** in the MNA convention program guide (if contract and payment received by deadline of September 4).
- **Mailing list** of all MNA Convention attendees provided within two weeks post-event.

Exhibitor and Sponsor Registration Form and Contract

Mississippi Nurses' Association Annual Convention – October 23 - 26, 2018 Expo Day – October 25, 2018 • APRN Day — October 26, 2018 MS Coast Coliseum and Convention Center, Biloxi, MS

Registration balance is due September 28, 2018. Please enter information EXACTLY as it should appear on promotional materials. Contact Dana Walker at (601) 898-0670 or dwalker@msnurses.org for inquiries or go to our website at www.msnurses.org.

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Company Website: _____ (add in 2014)

Phone Number: _____

Name(s) on Badge(s): _____

Returning Exhibitors from 2017 receive a \$50.00 discount. **A \$300 deposit must accompany the Exhibition Contract with the balance due no later than September 28.** Contract without deposit will not be processed; therefore, your booth will not be officially assigned until payment is received.

Anticipated attendance is over 400 RNs & 200 Advanced Practice Registered Nurses and Booth fee includes scheduled "dedicated" exhibit hall times and meals on the exhibit floor. 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. Please see the Expo Guide for further details and important information regarding the Advanced Practice Registered Nurses Fall Workshop Expo.

Payment


 
 
 Company Check

Card Number: _____

Exp. Date: _____ Zip Code: _____

Name on Card: _____

Cardholder Signature: _____

Payment Amount: \$ _____

Checks Payable To: MS Nurses Association
Mail Check with Contract To: 31 Woodgreen Place
Madison, MS 39110

By submitting this contract, we agree to exhibit and/or sponsor under and comply with the accompanying Rules and Regulations, terms and conditions. We further agree to abide by the terms and conditions of the exhibitor service kit (if exhibiting) and additional memoranda issued prior to the exhibit. Payment enclosed herewith/we are authorizing credit card payment if applicable. The individual signing on behalf of the Exhibitor/Sponsor warrants he/she is authorized to do so.

Platinum & Premium Sponsor Opportunities:

- Keynote Luncheon (Fri) \$5,000
- Advanced Practice Luncheon (Sat) \$5,000
- Advanced Practice Breakfast (Sat) \$4,000
- Company Logo on Attendee Bag \$4,000

Select Sponsor Opportunities:

- Joint Session Speaker \$2,000
- Exhibit Hall Break \$2,000
- Joint Session Friday Morning Break \$2,000
- Company logo on lanyard \$2,000

Sponsor Package Options:

- Diamond Sponsor (includes AP Exhibit Booth) \$1,500
- Ruby Sponsor (includes Advanced Practice Exhibit Booth) \$1,250
- Emerald Sponsor (APRN exhibit only) \$1,000

Exhibitor Opportunities:

- 2018 Expo Exhibit and Advanced Practice Exhibit Booth \$950
- 2018 Expo Exhibit Booth (only) \$650
- Advanced Practice Booth (only) \$650

Non-Attending Sponsor Opportunities:

- Conference Bag Inserts (non-attending companies) \$500

Additional Lunches:

- Thursday _____ \$15 ea
(Please indicate quantity)

Sponsor Package Total	
Premium Sponsorship Total	
Additional Lunch Total	
Deposit Fee Enclosed	
Balance Due by September 28, 2018	

Authorized Exhibitor Signature: _____

Date: _____

Note: All exhibit booth payments, including deposits and fees, are non-refundable after September 17. Please see cancellation policy for details.

