

FORWARD

Exhibitor & Sponsor Prospectus



Navigating the Future of Nursing

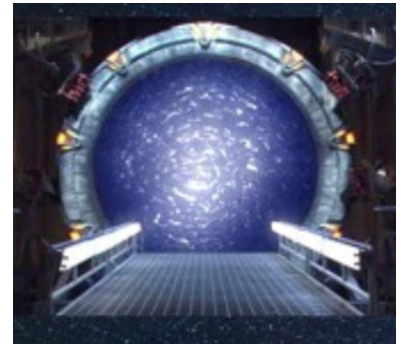
OCTOBER 24–28, 2023

BILOXI, MS

**Mississippi Nurses' Association
Annual Convention**

MISSISSIPPI NURSES' ASSOCIATION'S

112th Annual Convention



A MESSAGE FROM MNA

The Mississippi Nurses' Association invites you to join us in Biloxi as an exhibitor for the 2023 MNA Convention Expo, October 26-27 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 26 with the RNs and nursing students, and 2) Friday, October 27 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 **"Forward: Navigating the Future of Nursing."** Best decorated booth (One winner on Thursday and one winner on Friday) will receive half off basic registration for their booth at the 2024 Annual Convention! I look forward to seeing you in Biloxi!

Sincerely,
Carl Mangum, PhD, PMHNP-BC, NHDP-BC
MNA Board President

EXPO SCHEDULE - (subject to change)

Wednesday, October 25
Thursday, October 26

Exhibitor Set-Up Expo Hall: 3:00pm-5:00pm
Exhibitor Set-Up Expo Hall: 6:30am-7:30am
Exhibitor Hall Open: 7:30am-1:30pm

Thursday, October 26
Friday, October 27

APRN Exhibitor Set-Up D10-12: 2:00pm-5:00pm
APRN Exhibit Hall Open D10-12: 7:30am-10:30am



Mississippi Gulf Coast
Coliseum & Convention Center
2350 Beach Blvd., Biloxi, MS 39531



EXPO EXHIBIT FEE AND DETAILS: THURSDAY

The fee for exhibiting at the Expo 2023 on Thursday, October 26 is \$800.00. Exhibitors returning from our 2022 Convention are eligible to receive a \$50.00 discount. The exhibit fee includes booth space, snacks, and one lunch, additional lunches can be purchased for \$20.00 each. Convention attendee registration and tickets for other events may be purchased 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 AND DETAILS: FRIDAY

The Advanced Practice Nurses Fall Workshop is Friday, October 27. The fee for exhibiting on Friday is \$800.00. Space is limited to 45 tabletop exhibitors. Sponsors may exhibit at the APRN Workshop at no additional fee. Expo 2023 Exhibitors may exhibit at the Advanced Practice Nurses Fall Workshop for an additional fee of \$250.00. 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, the fee is \$1,050.00. 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 \$400.00 must accompany the exhibitor contract to reserve booth space. FINAL PAYMENT IS DUE TUESDAY, SEPTEMBER 26. 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 26.

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 October 1 will be charged 25% of the cost of the cancelled booth. Requests for cancellation of space received after October 1 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.

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 SECURITY & LIABILITY

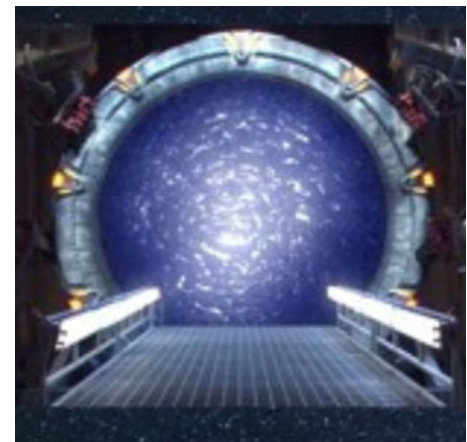
The exhibit hall will be locked during off hours. However, each exhibitor must make provisions for safeguarding of his goods, materials, equipment, and display at all times. MNA and the Mississippi Coast Coliseum and Convention Center **WILL NOT** be responsible for the loss of any exhibit materials 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.

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 26. 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 27. 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 2023 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

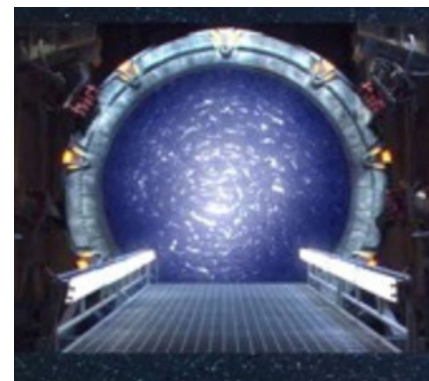
MNA TAX ID NUMBER

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SPONSORSHIP OPPORTUNITIES

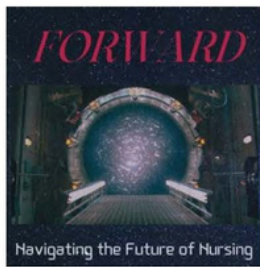
Sponsorship offers more opportunities for exposure and recognition of your company at our convention.



	PLATINUM SPONSOR	GOLD SPONSORS	SILVER SPONSORS	PREMIUM SPONSORS			EXHIBITOR OPPORTUNITIES	
	Company Logo on Tote Bag \$5,500	Keynote Speaker \$5,000 or Advanced Practice Luncheon \$5,000 or Advanced Practice Breakfast \$4,000	Joint Session Speaker or Company Logo on Lanyard or Controlled Substance Speaker \$3,000	Diamond Sponsor \$1,600	Ruby Sponsor \$1,300	Emerald Sponsor \$1,100	2023 EXHIBIT Hall and Advanced Practice Hall \$1,000	2023 EXHIBIT Hall or Advanced Practice Hall \$800
Special Recognition in Virtual Convention Guide Including Link to Your Site	Half Page	Half Page	Quarter Page					
Complimentary Convention Registration	3 attendees	2 attendees	1 attendee					
Special Recognition at MNA special events during the week of Convention	•	•	•					
Exclusive, Company Specific Social Media Exposure	•	•	•					
Statewide Media Exposure	•	•	•					
Special Social Media Exposure	•	•	•	•	•	•	•	
Company Name Displayed in Virtual Convention Guide	•	•	•	•	•	•	•	•
Inclusion in Electronic <i>MSRN</i> Newsletter Distributed to over 60,000 Mississippi Nurses	•	•	•	•	•	•	•	•

DESCRIPTION OF SPONSORSHIP BENEFITS:

- Recognition in Virtual Convention Guide – Based on your sponsorship level, your company logo, a link to your website, and/or company name will appear in our Virtual Convention Guide which is distributed to all attendees, as well as all MNA members. Thousands of nursing industry professionals will receive this virtual guide, thus providing extensive exposure to the sponsor's brand.
- Complimentary Convention Registration for attendee(s) upon request; registration is required.
- Special Recognition at MNA special events during the week of Convention – Signage featuring company logos will be displayed outside rooms during 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 post-convention winter issue of MNA's quarterly magazine, The Mississippi RN, which is distributed to over 60,000 nurses in the state of Mississippi.



FORWARD: Navigating the Future of Nursing **Mississippi Nurses' Association Annual Convention – October 24-28, 2023** **Expo Day – October 26 • APRN Day – October 27** **MS Coast Coliseum and Convention Center, Biloxi, MS**

Registration balance is due September 26, 2023. 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: _____
 Phone Number: _____
 Name(s) on Badge(s): _____

Returning Exhibitors from 2022 receive a \$50.00 discount. A \$400 deposit must accompany the Exhibition Contract with the balance due no later than September 26. Contract without deposit will not be processed; therefore, your space at the annual convention will not be officially held until payment & form is received.

Anticipated attendance is over 400 RNs & 200 Advanced Practice Registered Nurses. 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: _____ CVV Code: _____
 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 Sponsor warrants he/she is authorized to do so.

Platinum Sponsor Opportunities:

☐ Tote Bag Sponsor \$5,500

Gold Sponsor Opportunities:

☐ Keynote Sponsor \$5,000
☐ Advanced Practice Luncheon Sponsor \$5,000
☐ Advanced Practice Breakfast Sponsor \$4,000

Silver Sponsor Opportunities:

☐ Joint Session Speaker Sponsor \$3,000
☐ Company Logo on Lanyard \$3,000
☐ Controlled Substance Speaker Sponsor \$3,000

Premium Sponsor Opportunities:

☐ Diamond Sponsor \$1,600
☐ Ruby Sponsor \$1,300
☐ Emerald Sponsor \$1,100

Exhibitor Opportunities:

☐ 2023 Expo Exhibit and Advanced Practice Exhibit Booth (Thur&Fri) \$1,050
☐ 2023 Expo Exhibit Booth (only-Thur) \$800
☐ Advanced Practice Booth (only-Fri) \$800

Non-Attending Sponsor Opportunities:

☐ Conference Bag Inserts (non-attending companies) \$675

Sponsor Total	
Additional Lunches (Thursday) - \$20 each	
Deposit Fee Enclosed	
Balance Due by September 26, 2023	

Authorized Signature: _____

Date: _____

Note: All sponsor payments, including deposits and fees, are non-refundable after October 1.