



2019 CNSA Convention

October 11-13, 2019

Sheraton Fairplex Hotel & Conference Center

601 W McKinley Ave, Pomona CA 91768

Creating the Future by Leading the Way

Exhibitor & Sponsor Guide

CNSA Convention Exhibit Day: **Saturday October 12, 2019**

7:30 a.m. – 2:30 p.m.

Sheraton Fairplex Hotel & Conference Center

601 W McKinley Ave, Pomona CA 91768

CNSA is the largest student nursing association in the nation with over 5000 members. Our members are among the brightest and most engaged in the state. The annual convention draws students, faculty and guests from around the state. There is a full day of exhibitor opportunities with the attendees. The exhibit hall will be structured to provide maximum traffic flow allowing our exhibitors to meet and network with attendees and have meaningful conversations with them. All exhibitors are invited to attend the educational sessions taking place during the convention as our guests.

We are expecting between 500-600 attendees this year.

Please complete the enclosed Application to Exhibit to guarantee your spot!

Exhibitor Fees

The exhibit space measures approximately 8' x 10' and includes a 6' skirted table, two chairs, a wastebasket, a company ID sign hung on the rear wall of the space with your booth number and registration for (2) company representatives.

Early Bird Rates (Rate applicable through September 1):

Single table top: \$1300

Double table top: \$2000

Standard Rates (Rates after September 1):

Single table top: \$1500

Double table top: \$2200

All exhibitor booths include registration for two (2) exhibitor representatives. Additional representative badges can be purchased for \$50.00 each. Information included in the application to exhibit.

Advertising Opportunities

The official **2019 CNSA Convention App** is your opportunity to capture the attention of all attendees. The App contains the entire convention program and activity schedule along with all of your contact information as an exhibitor. It will be used by attendees throughout the convention with access up to a full year after the event. This is an ideal chance for you to put your products and services in the limelight. This feature is available to all exhibitors and/or sponsors as well as anyone who would like to have an electronic advertisement on our App. You do not have to be an exhibitor to advertise.

Ad space reservations are due by **September 1st, 2019**. Complete ads are due to the CNSA office no later than **September 20, 2019**. Rates are net and non-commissionable. Rates and specs are as follows:

Advertisers will be contacted with the specifications for ad submissions

Convention App Advertisement: \$300

Advertisement reservations are included in the Application to Exhibit.

Sponsorship Packages

Sponsorship is an opportunity to further promote your company to our membership which includes over 6000 nursing students in California representing ADN, BSN and Masters' Level entry students. We invite you to take this opportunity to increase your exposure to the future nursing workforce by being a convention sponsor. Companies may sponsor even if they are not able to attend the convention.

By being a sponsor, you will reap the benefits of extra visibility for your organization or services, while at the same time, communicate your support for the members of the CNSA. All contributions are welcome and will be acknowledged in the App and on convention signage.

Sponsorship Tiers:

Platinum - \$7,000 & above

Includes:

- Sponsored speaker for 15 min
- One (1) **Double** Tabletop Exhibit Space
- Three (3) Exhibitor Representative Registrations
- Free Revolving Advertisement in the Convention App

Gold - \$5,000

Includes:

- Sponsored speaker for 10 min
- One (1) **Single** Tabletop Exhibit Space
- Three (3) Exhibitor Representative Registrations
- Free Revolving Advertisement in the Convention App

Silver - \$3,000

Includes:

- One (1) Table Top Exhibit Space
- Free Static Advertisement in the Convention App

Bronze - \$1,000

Includes:

- Free Static Advertisement in the Convention App

Friend Under \$1,000

Platinum & Gold sponsors will be notified with information regarding specs for revolving ad for the App

Additional Sponsorship Opportunities

Ask about sponsoring or co-sponsoring opportunities for a specific item:

- **Keynote Speaker** \$4,000
- **Endnote Speaker** \$4,000
- **On-Site Wi-Fi** \$3,500
- **Conference App** \$8,000
- **Educational Sessions** \$2,000
- **Continental Breakfast (Saturday)** \$4,000
- **Sunday Breakfast & Awards Ceremony** \$2,000
- **Breaks on Saturday – Exhibitor Day** \$3,000
- **Lunch on Saturday – Exhibitor Day** \$10,000
- **Friday Night Reception** \$5,000
- **Name badge/lanyard & Bag Sponsors** Cost Coordinated with CNSA

All tier sponsorship packages and sponsors of specific events, sessions & speakers will be listed on the Convention App. In additions, sponsors will have their name and logo on signage at the sponsored location. All sponsors will be recognized throughout the program event and by the CNSA President during the General Session. Sponsors will also be recognized on the CNSA website.

Contact the CNSA Convention Director, Emily Anderson, with any questions regarding sponsorship or co-sponsorship opportunities at: convention@cnsa.org

Information and Policies for Exhibitors

Conformance with these policies is understood to be part of the contract to exhibit.

Booth Assignments

California Nursing Students' Association (CNSA) will be solely responsible for booth assignments. The following will be taken into consideration but will not be the sole determining factor: order in which reservations are received, number of booth spaces purchased, suitability and availability of location.

Exhibit Space Floor Plan

Due to space constraints, CNSA will determine the position of all exhibits. CNSA will make every effort to accommodate ideal space availability, avoid company conflicts, and ensure the maximum exposure for all exhibitors.

Exhibit Dates and Hours

The Exhibit Hall will be open and available to attendees on **Saturday, October 12, 2019 from 7:30 am - 2:30 pm** including during breaks and lunch.

Exhibit Space Rental Fees

Cost per single 6' table top is **\$1,500**, or **\$2,200** for double table top. There is a \$200 discount for fees paid in full by September 1, 2019. Applications submitted after September 1, 2019 will be limited to space available and must be accompanied by full payment.

Exhibit Space Refund Policy

Notification of cancellation must be in writing and received on or before the dates listed below for refund:

On or before July 31, 2019	75% refund
August 1, 2019 - August 15, 2019	50% refund
August 16, 2016 – September 1, 2019	25% refund
After September 1st 2019	No refund will be made

Exhibit Space Set-Up and Tear Down – READ CAREFULLY PLEASE

Exhibit space will be available for installation and set up on Friday, October 11, 2019 from 12:00 pm to 4:00 pm and Saturday, October 12, 2019 beginning at 6:30 am. All exhibits must be ready to go on Exhibit Day by 7:30 am October 12, 2019.

All exhibit spaces are **tabletop displays only. No free standing or full size booths are permitted.**

No exhibits may be dismantled prior to 2:30 p.m., Saturday, October 12, 2019. Dismantling activities must wait until the exhibit area is cleared. Exhibitor move out hours are from 2:30 pm - 4:00 pm – Saturday, October 12, 2019.

Admittance to Exhibitor Area

Admittance to the exhibitor area is limited to individuals and/or organizations which have contracted and paid for assigned space. No other persons will be permitted access to the exhibitor area for the purpose of demonstrating products, distributing advertising materials, canvassing, soliciting, personnel recruiting, soliciting participation in unauthorized surveys, or any other non-authorized purpose. Violation will result in expulsion from the exhibitor area.

CNSA will provide two (2) name badges per booth. These badges include attendance at the program and the Saturday lunch. Additional name badges may be purchased for \$50.00.

Eligible Exhibits

CNSA reserves the right to refuse rental of display space, exhibit, or any part of an exhibit, to any organization whose display is not, in the organization's judgment, compatible with the quality and/or objectives of CNSA and/or the Annual Convention.

Fire and Safety

All materials utilized for exhibits must meet fire and safety codes as set forth by the state and/or city fire officials. Exhibitors must provide certification of flame proofing as requested by CNSA or the fire department. Volatile or flammable fluids, substances or materials prohibited by fire regulations or insurance carriers are prohibited in all exhibitor areas.

Exhibitor Responsibilities

Each exhibitor must provide an attendant within the exhibit space during the open hours of the exhibition as defined previously.

Exhibitor name badges are personal and non-transferable. Each representative must wear the official name badge at all times while in the exhibit area. It is the responsibility of all exhibitors to restrict customer contact and business activities to within the confines of the exhibit space. No demonstrations or distribution of literature, or solicitations are permitted in the aisles or outside the exhibitor area.

Subletting of Space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted and may not advertise or display goods or services other than those manufactured and/or sold by the exhibitor in the regular course of their business.

Liability and Security

Each exhibitor must make provision for the safeguarding of its materials, equipment and display at all times. CNSA will not be responsible for the loss of any exhibit by or for any cause. Exhibitors must leave the exhibit space in the same condition as was found when first occupied. The exhibitor shall assume all responsibility for damage to the space and shall indemnify and hold harmless CNSA for all liability that may ensue from any cause arising from the exhibitor's participation in the Annual Convention and/or exhibitor activities.

It is agreed that *Sheraton Fairplex Hotel & Conference Center* shall not be liable for any loss, destruction or damage to any exhibit; any theft or disappearance of any property contained in or about the exhibit space, whether such damage or loss be caused by the negligence of an employee, agent, or officer of Sheraton Fairplex Hotel & Conference Center or CNSA. The exhibitor expressly waives all claims for any such loss, damage or thefts and the exhibitor agrees to indemnify and hold Sheraton Fairplex Hotel & Conference Center and CNSA harmless for such claims.

Social Functions

Hospitality suites or events sponsored by exhibitors must be approved by CNSA. Social functions sponsored by exhibitors may not be scheduled during exhibit hours and may not conflict with organization functions. Any functions not approved by CNSA which could compete for attendees' time either during exhibit hours or program sessions are expressly prohibited.

Drayage Company:

TriCord Tradeshow Services: (831) 883-8600

Application to Exhibit / Sponsor

2019 CNSA Annual Convention - Exhibitor Day - October 12, 2019

Contact Information (Please Print)

Organization Name _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

E-mail Address _____ Website: _____

Convention App Program Listing

GO GREEN!! CNSA has done its best to do this for the past seven years! The CNSA Annual Convention is pleased to offer a conference smart phone App in lieu of a printed paper syllabus. All Attendees and Exhibitors will have access to this App for the conference schedule, speaker information and exhibitor contact information for one full year after the conference.

At CNSA we strive to make your organization recognized properly on the App. In some cases, the billing/account contact above may not be the contact information you wish to have displayed on our conference App for attendees looking up your information. In order to ensure your company information is correct and the proper contact information is displayed please provide the following EXACTLY HOW YOU WISH TO HAVE IT DISPLAYED:

(If the above contact information is all correct please check here) - Same As Above

Company/Organization Name: _____

Address: _____

City, State, Zip: _____ Contact Phone Number: _____

Contact Fax Number: _____ Contact Name: _____

Contact Email Address: _____

Company Website: _____

Our Conference App will also help promote your **Social Media** footprint. Users of our App will be able to seamlessly navigate to your social media outlets from within the Conference App. If you have one of our optional social media outlets below, and would like our attendees to visit your page, please provide the URL or Web Address for each below:

Facebook URL Address: _____

Twitter URL Address: _____

LinkedIn URL Address: _____

Finally, CNSA is happy to include a short company description that will be on your page within the App. We request that you provide us with a **TYPED** 40-50-word description of the products, equipment or service that you will be exhibiting. This description will appear in the Convention App **exactly** as submitted. If needed CNSA reserves the right to edit text to conform to format and length limit.

Exhibitor Badge Information

Company: _____

Exhibitor Representatives: *(please type or print)*

1. Name: _____
Title: _____
City: _____ State: _____
Phone #: _____
Email Address: _____
2. Name: _____
Title: _____
City: _____ State: _____
Phone #: _____
Email Address: _____

Additional Badges (\$50.00 – includes Saturday luncheon and all sessions)

3. Name: _____
Title: _____
City: _____ State: _____
Phone #: _____
Email Address: _____
4. Name: _____
Title: _____
City: _____ State: _____
Phone #: _____
Email Address: _____
5. Name: _____
Title: _____
City: _____ State: _____
Phone #: _____
Email Address: _____

(Please limit the number of representatives in your exhibit space to no more than 2 at any one time.)

Convention Price List & Payment Information

Exhibitor Selection	Price	Total
Exhibitor Fees (Earlybird – before 9/1/19)		
Single Tabletop	\$1300	
Double Tabletop	\$2000	
Exhibitor Fees (Regular Price – after 9/1/19)		
Single Tabletop	\$1500	
Double Tabletop	\$2200	
Additional Exhibitor Badges	\$50 per badge	
Convention App Advertisement	\$300	
	<i>(All prices are \$USD)</i> Total	\$ _____

Sponsor Selection	Price	Total
Sponsorship Levels		
Platinum	\$7000 and up	
Gold	\$5000	
Silver	\$3000	
Bronze	\$1000	
Friend	Under \$1000	
Individual Sponsor Opportunities		
Please indicate which event, session or speaker you wish to sponsor _____	Varies	
	<i>(All prices are \$USD)</i> Total	\$ _____

Payment Information:

Exhibitor Registration Fee \$ _____
 Sponsorship Opportunity \$ _____
Total Amount Due \$ _____

Submit completed applications and payment via:

Mail to: CNSA
1721 Eastern Ave, Ste 19
Sacramento, CA 95864

Email: Jeff@cnsa.org

Fax: 916-604-9224

() Check Enclosed () Check in Mail () Please Invoice Me () Visa () Mastercard () Discover () AMX

Card # _____ Card Security Code # _____ Exp _____

Name: _____ Signature: _____ Date: _____

Please contact Jeff Milde at the CNSA Office with any questions on payment @ 916-382-8541

Exhibitor Check List

- Complete exhibitor/sponsorship application
 - *Deadline for earlybird registration 9/1/2019*
- Submit electronic advertisements
 - *Deadline for ad space reservations 9/1/2019*
 - *Completed ads emailed to convention@cnsa.org by 9/20/2019*
- Book your hotel by 9/09/2019 to be eligible for the discounted room rates
 - <https://www.marriott.com/event-reservations/reservation-link.mi?id=1557354041704&key=GRP&app=resvlink>
- Submit short company description to be displayed on Convention App
 - *(40-50 words) Include products, equipment or services you will be exhibiting*
 - *Description emailed to convention@cnsa.org by 9/20/2019*

Please contact our Trade Show Drayage Contractor, **TriCord**, for any additional needs including electrical, material handling, shipping, etc.

TriCord Tradeshow Services

(831) 883-8600

info@tricord.net

Instructions for the exhibitor kit will be emailed to each exhibitor/vendor.

Once your application and payment are received, you will be contacted by CNSA with additional information about your participation.

We look forward to having you as a part of this exciting and engaging event!

