

KENTUCKY NURSES ASSOCIATION 2010 CONVENTION

104th Annual Statewide Convention



October 21 – 22, 2010

**Holiday Inn Hurstbourne/I-64 East
1325 S. Hurstbourne Parkway
Louisville, Kentucky 40222**

EXHIBITOR PROSPECTUS

KENTUCKY NURSES ASSOCIATION

The Kentucky Nurses Association (KNA) is the statewide professional organization for registered nurses whose goal is to advance the profession of nursing. We advocate for the quality of healthcare and the accessibility of nursing services to all citizens in the Commonwealth. KNA strives to advance the economic and general welfare of nurses and to promote their professional development.

The members are all Registered Nurses. KNA represents all educational levels of Registered Nurses. All nursing practice roles, settings and specialties are represented from critical care to home care to occupational nursing. The majority of our members are decision-makers involved in providing professional education and direct patient care. They purchase medical and nursing supplies, textbooks, professional and personal insurance, and uniforms and pursue employment opportunities.

104th ANNUAL STATE CONVENTION

The exhibit times have been carefully selected to not compete with any other program to provide optimum participation by attendees. Approximately 300-500 registered nurses and student nurses from throughout the state are expected to attend.

<u>SITE</u>	<u>Date</u>
Holiday Inn Hurstbourne/I-64 East 1325 S. Hurstbourne Parkway Louisville, KY 40222 Phone: (502) 426-2600 FAX: (502) 426-0231	October 21 - 22, 2010 EXHIBIT HALL OPEN October 21, 2008 - 11:30 AM - 1:00 PM Set Up of Exhibit Booth
Mention KNA for Special Rates on overnight rooms	and
Overnight Room Block Held Until October 13, 2010	1:00 PM to 4:00 PM Opening of Exhibits and Lunch in the Exhibit Area October 22, 2010 - 11:00 AM - 2:00 PM Exhibit and Lunch in the Exhibit Area

PROMOTIONAL OPPORTUNITIES

We are inviting you to join us in our efforts to promote professional nursing.

<u>SPECIFIC SPONSORSHIPS</u>	<u>DONATION:</u>	<u>INCLUDES:</u>
• Keynote Speaker	\$1,500	- Recognition in the <i>Call to Convention</i> if application/contract received by July 1, 2010
• Professional Speakers	\$1,000 each	- Recognition at Convention
• Luncheons	\$750 each	- Recognition in the <i>Kentucky Nurse</i> (circulation 66,000)
• Breaks	\$500 each	- Professional prepared display boards
• Convention Gift	\$250 or more	- Verbal recognition at time of presentation
• Continental Breakfasts	\$400 each	

BE AN EXHIBITOR FOR TWO DAYS

**October 21, 2010 – 11:30 AM – 1:00 PM Set Up of Exhibit Booth and
1:00 PM to 4:00 PM Opening of Exhibits and Lunch in the Exhibit Area**

October 22, 2010 – 11:00 AM – 2:00 PM Exhibit and Lunch in the Exhibit Area

Exhibit booth - \$550 (\$375 for 1-Day)
(\$100 extra if products are sold)
(does not include electricity)

Includes:
- Exhibit floor passes
- Lunch Provided
- Recognition at official meeting and in the award winning *Kentucky Nurse*

Electricity Charge - \$50

HAVE LITERATURE DISTRIBUTED

Distribution of Materials only - \$150.00

Includes:
- Your brochure will be given to all **Registered Nurses** at registration
- Recognition at official meeting and in the award winning *Kentucky Nurse*

DONATE DOOR PRIZES/ DONATION OF GIFTS

Includes:
- Recognition at official meeting
- On-site appreciation & acknowledgment

Availability is limited.

Please complete and return the enclosed application with you check or credit card information
TODAY to:

Kentucky Nurses Association
200 Whittington Parkway Suite 101
Louisville, Kentucky 40222-4900

For questions or more information call:

Carlene Gottbrath, Administrative Coordinator, Kentucky Nurses Association
PHONE: (502) 637-2546 ext. 2 FAX: (502) 637-8236
carleneg@kentucky-nurses.org

Kentucky Nurses' Association
Application to Exhibit at Annual Convention

(Please print or type)

Exhibitor's Name _____

Address _____

(Street) _____ (City) _____ (State) _____ (Zip) _____

Phone Number (____) _____ Fax: (____) _____ E-Mail: _____

Area Code Number

Person to Contact _____ Title _____

PLEASE NOTE: This is the person that future letters will be sent to regarding booth location, *Call To Convention*, electrical/supplies forms*, name badges and all other information regarding the convention.

Address (if different from above) _____

Provide description of exhibit and products/services to be exhibited _____

Will you need an electrical outlet*? Yes _____ No _____

(Electrical outlets are not included as part of the Exhibit Fee - there is an additional charge of \$50.00 for this service.)

Name to be used on Published Lists _____

Describe space requirements: 1 space _____ 2 spaces _____ Other _____

*(Note: Special arrangements (additional furniture, electrical outlets, etc.) must be made with KNA by October 1, 2010.)

Indicate desire to sponsor activities during convention:

___ Break, planned by KNA (Amount of donation \$ _____)

___ Meal function or CE Program (specify) _____

___ Speaker _____

___ Other _____

Authorized Signature: _____

Title: _____ Date: _____

Make Checks payable to KNA

FEE Enclosed
(Please check one)

___ \$550.00 - Demonstration Booth (2-Days)

___ \$375.00 - Demonstration Booth (1-Day)

___ Thursday **OR** ___ Friday

___ \$100.00 - Extra - Sales Booth

___ \$150.00 - Literature Distribution Only

___ \$50.00 - Electricity in Booth

___ \$ _____ Sponsorship of _____

Credit Card Payment

Master Card / Visa / Discover _____ Exp. Date _____

(Circle One) Signature (Required for Credit Card Purchases) _____

REMEMBER! To be listed as an Exhibitor of Sponsor in KNA *Call to Convention*, applications and contracts must be received no later than JULY 1, 2010.

(For office use) Approved by _____

Date _____

EXHIBITOR CONTRACT

THIS AGREEMENT is made and entered into this _____ day of _____, 2010, by and between the Kentucky Nurses' Association, a Kentucky Corporation of 200 Whittington Parkway, Suite 101, Louisville, Kentucky, 40222-4900 (hereinafter known as KNA), and _____, (hereinafter known as Exhibitor).

I. Term of Agreement

The term of this agreement shall extend from the execution date of this agreement until 30 days following the conclusion of the 2010 Convention of the KNA. The exhibitor may cancel this agreement at any time. Refunds shall be made consistent with paragraph 7 of this agreement.

II. Exhibit Dates & Hours, Set-up and Dismantling Times – ALL TIMES ARE ET **Thursday, October 21, 2010 – 1:00 PM - 4:00 PM with Lunch in Exhibit Area** **Friday, October 22, 2010 – 11:00 AM – 2:00 PM with Lunch in Exhibit Area**

The exhibit set up will be Thursday, October 21, 2010 beginning at 11:30 AM

Dismantling of Exhibits will be immediately after the closing of exhibits on either day

III. Exhibit Space

See attached exhibit information.

IV. Registration and Fees

If not pre-registered, Exhibitors shall be registered as guests upon arrival at the Convention. Each exhibitor will be provided an identification badge and will be required to wear the badge whenever in the Convention exhibit area. If you have been pre-registered, these badges will be available at your booth upon arrival at convention. If not pre-registered, there will be a form provided at you booth which is to be filled out and given to the KNA representative who will be in the exhibit area during the set-up times. Exhibitors who are KNA members and who wish to attend continuing education sessions, forums or business meetings must also register as a member and pay the appropriate fees.

V. Responsibilities of KNA

KNA shall assume the following responsibilities:

- a) Make appropriate arrangements for setting up, securing and dismantling exhibits within the exhibit facility.
- b) Acquire diagram of exhibit space from convention facility.
- c) Define days and hours of exhibition.

VI. Responsibility of Exhibitor

- a) Confine exhibit to limits of space provided. No materials may be placed in the

- aisles during the open exhibit hours.
- b) Uncrate and recrate exhibits.
- c) Maintain volume of audio-visual demonstration to avoid interfering with the activities of neighboring exhibitors. KNA staff shall make a determination of appropriate volume levels, visual effects and behavior of representatives.
- d) Provide an exhibit, which is in good taste and in keeping with the reputation and the image of the KNA as well as the character of the Convention as determined by the Convention Committee and/or KNA staff.
- e) Dismantle exhibit immediately after close of exhibit area or make other arrangements directly with the hotel.
- f) Representatives must be present at all times during the open exhibit times.
- g) Representatives must be appropriately attired and conduct themselves in a non-offensive manner. Representatives can be ejected if behavior is offensive.
- h) KNA does not provide insurance coverage to the exhibitor for liabilities set forth in Section VIII.
- i) Provide signage.

VII. Payment and Refunds

Payment will be expected upon execution of this agreement. A minimum of one-half the exhibit fee is due on or before July 1, 2010. The balance of the fee shall be due on or before **October 1, 2010, unless special arrangements have been made with KNA.** If full payment has not been received or arrangements made for payment by **October 1, 2010**, the KNA may, at its option, terminate the agreement and reassign the space to another exhibitor. If the exhibitor does not claim or occupy assigned space at least one hour prior to the opening of the exhibit area, the KNA may, at its option, terminate the agreement and reassign the space to another exhibitor.

There shall be **no refund** of payment in the event of cancellation. Failure of the KNA to hold its Convention, as herein provided, or to furnish the exhibitor with space as herein described, or is unable or unwilling to hold a Convention at this site or any other as determined by KNA at its sole discretion, will dictate that KNA promptly refund to the exhibitor all sums paid under this agreement and such refund shall be accepted by exhibitor in full settlement of all loss or damage suffered by same.

VIII. Liability

Exhibitors shall make provisions for the safeguarding of property and goods from the time they are placed in the exhibit area until they are removed by the exhibitor. The exhibit area shall be locked during hours the exhibit is closed, however, the Association shall not be responsible for the loss of exhibit materials through fire, theft, accident, or any loss or injury whatsoever to the exhibitor or their agent. The exhibitor shall assume all liability for damage to the convention facility caused by exhibit as well as injuries to any persons and shall indemnify the KNA for all liability which may ensue as a cause of exhibit or presence at the KNA Convention.

IX. Eligibility

The acceptance of a booth for convention does not carry the KNA's endorsement of the equipment, supplies, or service. Exhibits and the conduct of exhibitors are subject to the approval of the KNA Convention Program Planning Committee. The committee reserves the right to require the modification and/or removal of any exhibit or exhibit materials on display which, in its opinion, is not in character with the Convention. This regulation includes, but is not limited to, displays, literature, books, advertising novelties, souvenirs, conduct of representatives, etc.

X. Subletting

Exhibitors may not assign or sublet any portion of their booths, nor may they display or advertise goods or services other than those provided by them in the regular course of their business without express, prior approval by KNA staff.

XI. Enforcement

The KNA reserves the right to restrict or eject exhibitors who violate the terms of this agreement without liability for any refund or other exhibit expense.

XXI. Amendments

KNA is empowered to amend or propose additional requirements to this agreement with written notice to the exhibitor 10 days prior to the Convention.

Company name as it should appear on exhibit sign: _____
(Required)

Name of person responsible for exhibit (on-site:) _____

FOR EXHIBITOR:

FOR KNA:

Name

Name

Title

Executive Director
Title

Address

200 Whittington Parkway, Suite 101
Louisville, KY 40222-4900
Address

Telephone Number

(502) 637-2546
Telephone Number

E-Mail Address

Carleneg@kentucky-nurses.org
E-Mail Address

Date

Date

Please retain copy for your files and return the one complete and signed copy to KNA.