

Navigating

THE FUTURE!

CHARTING YOUR COURSE IN NURSING



Education



Global Health



Academia



New RN Roles



Advanced Practice



Leadership



Research

CNSA
California Nursing Students' Association

2017 CNSA Convention

October 6-8, 2017

Sheraton Fairplex Hotel • Pomona, CA



Invitation to Exhibit

The CNSA Annual Convention attracts nursing students, recent graduates, faculty and nurse leaders from all areas of California. Our student participants are leaders in their school chapters and student organizations – they are the best and brightest of the tomorrow’s nursing workforce!

The goal of CNSA’s Convention is to empower nursing students and new graduates through knowledge and resources as they begin their journeys as RNs. This year’s robust line-up of speakers and activities includes a full day of exhibitor opportunities on Saturday – the highest attendance day of the conference. The Exhibit Hall is structured to optimize traffic flow allowing our exhibitors to meet our attendees and have meaningful conversations with them. As an exhibitor, you can also attend the educational sessions taking place during the convention.

We invite you to connect with the future leaders of the nursing profession by participating in CNSA’s 2017 Annual Convention.

CNSA Exhibitor Day

Saturday - October 7, 2017

7:30 a.m. to 3:00 p.m.

**Sheraton Fairplex Hotel and Convention Center
601 W. McKinley Avenue - Pomona, CA 91768**

For shipping, electrical needs or anything for your booth please contact our contracted drayage company as soon as possible

TriCord Tradeshow Services

Telephone: (831) 883-8600

Reserve your space now by completing and returning the enclosed request to exhibit form or visit www.cnsa.org for online registration.

For more information, please call Brian Carrick at 916.779.6949 or email brian@acnl.org



Application to Exhibit

2017 CNSA Annual Convention - Exhibitor Day - October 7, 2017

(Please type or print legibly)

BILLING AND CONTACT INFORMATION ONLY

Organization Name _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail Address _____ Website: _____

CONFERENCE APP INFORMATION ONLY

GO GREEN!! CNSA has done its best to do this for the past four 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.

Please send Company Description on Separate Email to Ensure Accuracy of Information

**Company Descriptions must be received by September 29, 2017
to be included on the Convention App. NO EXCEPTIONS**



Booth / Table Rental Rates:

Each of our exhibitor spaces measures approximately 8' x 10' and we will include a six foot skirted table, two chairs, a wastebasket and a company ID sign hung on the rear wall of the space with your booth number.

Single table top - \$1,300 Check Here
Double table top - \$2,000 Check Here

CNSA suggests a deposit of \$500.00 to secure your location, but it is not necessary. ALL BALANCES are due no later than **September 29, 2016**. Applications submitted after September 29, 2017 will be limited to space available and must be accompanied by full payment.

Method of Payment (Make checks payable to CNSA)

American Express Visa MasterCard Discover Check

Card Number: _____

Expiration Date _____

CVV code (on back of card) _____

Name on Card _____

Authorized Signature _____

Full Billing address for this card (**REQUIRED**) _____

Contract Agreement

All exhibits are subject to approval by CNSA. We agree to all policies set forth in this Exhibitor Packet that accompanies this application and any other directives that may be issued by CNSA. We agree to the payment requirements as listed above on this application. This application will not become a binding contract until fully executed by both parties.

Authorized Exhibitor Representative

Date

Authorized CNSA Representative

Date

Mail completed application along with deposit to CNSA, 2520 Venture Oaks Way, Suite 210, Sacramento, CA, 95833, Attention: Brian Carrick - Or fax with credit card information to 916.779.6945. For questions call 916.779.6949 -or email- brian@acnl.org



Sheraton Fairplex Hotel and Convention Center
601 W. McKinley Avenue - Pomona, CA 91768

Exhibitor Day - Saturday October 7, 2017

CNSA Exhibitor Badges

Must be returned by fax or email no later than Friday, September 29, 2017

Company: _____

Exhibitor Names: *(please print names legibly)*

1. Name: _____ Title: _____
City: _____ State: _____
(EMAIL ADDRESS - REQUIRED: _____)

2. Name: _____ Title: _____
City: _____ State: _____
(EMAIL ADDRESS - REQUIRED: _____)

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

3. Name: _____ Title: _____
City: _____ State: _____
(EMAIL ADDRESS - REQUIRED: _____)

4. Name: _____ Title: _____
City: _____ State: _____
(EMAIL ADDRESS - REQUIRED: _____)

5. Name: _____ Title: _____
City: _____ State: _____
(EMAIL ADDRESS - REQUIRED: _____)

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



Advertising Opportunities

The official **2017 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.

A very important part of our all-inclusive conference APP is the ability to advertise electronically to our attendees. With access to this APP for the next year, this is an ideal chance for you to put your products and services in the limelight. This opportunity 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.

Special discounts are available for organizations which exhibit, sponsor, and advertise.

Space reservations are due by **September 15th 2017**. Complete ads are due to the CNSA office no later than **September 22nd 2017 no exceptions**. Rates are net and non-commissionable. Rates and specs are as follows:

Please remember these are "electronic ad's" not a printed ad so please do not send us advertisement copy that contains crop marks or color saturation indicators, we will not need that for this advertisement.

**All ads MUST be in a PDF format
Ads cannot be any larger than 10MB in file size
Each Ad should be as close to 8 1/2 inches by 11 inches in viewable area.**

Please check one:

- Exhibitor/Sponsor/Advertiser Exhibitor/Advertiser Regular Advertiser
- \$200 \$225 \$300

Ads are to be emailed to Brian Carrick at brian@acnl.org

To reserve your Ad space, complete the form below and return it to the CNSA office.

2017 CNSA Annual State Convention Advertising

Organization Name _____

Contact Name _____ Email Address _____

Address _____ City _____

State _____ Zip Code _____

Phone (____) _____ Fax (____) _____

Payment enclosed: \$ _____ **(Due By: September 29th 2017)**

Ad to be emailed by 9/22/17

Please invoice me

Please use same credit card for booth/table space fee

Please contact me for payment information

Please send completed form to:
MAIL: Brian Carrick @ CNSA, 2520 Venture Oaks Way, Suite 210, Sacramento, CA 95833 EMAIL: brian@acnl.org
 If you have any questions, please feel free to call Brian Carrick at (916) 779-6949



2017 CNSA State Convention

** Exhibitor Due-Date Check-Off List **

(Please use this a reference for upcoming due dates – check off the task when completed)

Application to Exhibit:

- ALL applications must be received by.....09/29/17
- ALL payments must be received by..... 09/29/17
- Order all supplies and/or services needed from *Tricord*.....A.S.A.P

Exhibitor Badge Information:

- Name (First/Last) – Email Address – Job Title – City & State.....09/29/17

Conference APP Advertising Opportunity:

- Reservation / Application to Advertise Form.....09/15/17
- Final Version of PDF electronic advertisement emailed to CNSA.....09/22/17
- Payment for Advertisement.....09/29/17



Information and Policies for Exhibitors

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

Booth Assignments

The 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. **THE POMONA CONVENTION CENTER EXHIBIT HALL IS CARPETED**

Exhibit Dates and Hours

The Exhibit Hall will be opened and available to attendees during breaks and lunch:
Saturday, October 7, 2017 from 7:30 am - 3:00 pm

Exhibit Space Rental Fees

Cost per single 6' table top is **\$1,300**, or **\$2,000** for double table top. CNSA suggests a deposit of \$500.00 to secure your location, but it is not necessary. ALL BALANCES are due no later than September 29, 2016. Applications submitted after September 29, 2017 will be limited to space available and must be accompanied by full payment. Telephone requests for space may not be accepted depending on space available.

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, 2017	75% refund
August 1, 2017- August 15, 2017	50% refund
August 16, 2017 - August 31, 2017	25% refund
After August 31st 2017	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 6, 2017 from 12:00 pm to 4:00 pm and again on Saturday, October 7, 2017 beginning at 6:30 am.

All exhibit spaces are **tabletop displays only**. **No free standing or full size booths are permitted.** No exhibits may be dismantled prior to 3:00 p.m., Saturday, October 7, 2017. Dismantling activities must wait until the exhibit area is cleared. Exhibitor move out hours are from 3:00 pm - 4:00 pm – Saturday, October 7, 2017.

Official Decorator/Contractor

TriCord Tradeshow Services is the official decorator/contractor and supplier of exhibitor service kits covering electrical needs, special installation and dismantling service, signage, cleaning, floral, airfreight and van line services. Please contact TriCord for all shipping and setup needs: (831) 883-8600.

Care of Exhibit Space

The exhibit space must be kept neatly maintained and in good order.

Eligible Exhibits

The 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.

(Continued...)

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.

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**. These funds will be used to defray the cost of food.

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 and/or Convention 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 and/or Convention 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 and/or Convention 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.

Electrical Needs

For electrical needs, you will need to contact: ***Tricord Tradeshow Services at (831) 883-8600***

A-V / Internet Needs

For Internet needs, please contact: ***The CNSA office at (916) 779-6949***