

# Partner with ANPD

Gain exposure to a targeted group of nursing professional development practitioners with ANPD's year-round opportunities.

## 2019 ANPD Advertising and Marketing Opportunities

### Why Partner with ANPD?

#### Premier Sponsorship Opportunities

#### Valuable Face-to-Face Interaction at the Annual Convention

Exhibits  
Sponsorships

### Online Opportunities

*TrendLines* Electronic Newsletter  
Targeted Email  
Career Center Postings  
ANPD Member Mailing List Rental

### Contract



Association for Nursing  
Professional Development

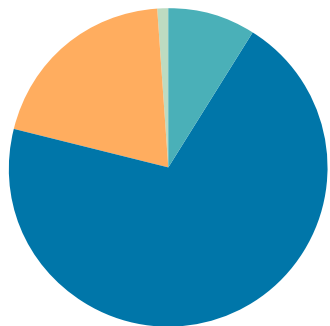
# Meet Your Organization's Marketing Goals — Partner with ANPD

The Association for Nursing Professional Development (ANPD) is providing a variety of new and expanded opportunities for partners to maximize exposure with nursing professional development (NPD) practitioners. The ANPD community fosters the acquisition and application of data-driven practices for the betterment of the NPD specialty. Whether evidence-based education, advocacy, or networking, ANPD members are enthusiastic about providing the highest level of education and development to prepare and mentor current and future generations of nurses.

## Why Partner with ANPD?

For over 25 years, ANPD has consistently brought together the most experienced NPD practitioners. With **more than 4,500 active members**, our membership spans from specialists in education, to direct care, to research.

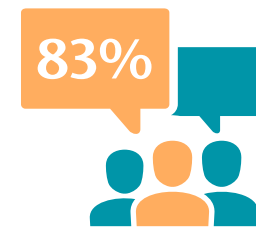
**Consider partnering with the leading provider** of educational products and resources for the NPD field **to increase your sales revenue goals.**



**Of our 4,500 current members, 3,721 submitted their highest level of education:**

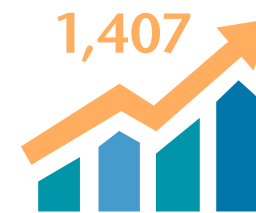
Doctoral	9%
Masters	69%
Baccalaureate	21%
Associate	1%

## ANPD Purchasing Power



of convention attendees have involvement in the decision-making process

Final decision maker: All products	6%
Final decision maker: Some products	18%
Recommend products to final decision maker	61%
Investigate new products	15%



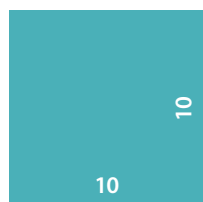
**ANPD Convention Attendance Keeps Growing!**

ANPD's 2018 convention had a record high attendance of 1,407.

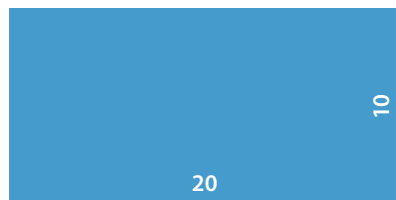
# Exhibit at the ANPD Annual Convention

Phoenix, Arizona | April 1 - 4, 2019 | Sheraton Grand Phoenix

## Exhibit Space Cost and Specifications



10' x 10' booth  
\$20 per square ft (\$2,000)



20' x 10' booth (or larger)  
\$17.50 per square ft (\$3,500)

*If you select a corner booth, an additional fee of \$375 applies.*

Each 10' x 10' space includes a 10' x 10' pipe and draped booth with 8' high back wall and 3' high side rails, one (1) identification sign, booth number stickers and two (2) complimentary Exhibit Hall-Only registration passes.

### New Exhibitor Package (\$500)

Take advantage of these visibility opportunities as a new exhibitor at the ANPD Annual Convention. Includes one (1) promotional mention in an e-blast to ANPD Annual Convention attendees highlighting your company before the conference as well as signage and a floor decal leading to your booth on site.

## Exhibit Hall Schedule

### Exhibitor Move-In:

**Monday, April 1** 8:00 am – 5:00 pm

### Exhibit Hall Dates/Hours:

**Monday, April 1** 7:30 pm – 9:15 pm

*Exhibit Hall Opening Reception*

**Tuesday, April 2**

10:15 am – 11:00 am

*Networking Break*

12:30 pm – 1:30 pm

*Lunch in Exhibit Hall*

2:30 pm – 3:30 pm

*Networking Break*

4:30 pm – 6:00 pm

*30th Anniversary and Poster Reception*

**Wednesday, April 3**

9:00 am – 10:15 am

*Networking Break*

12:30 pm – 2:00 pm

*Lunch in Exhibit Hall and Passport to Prizes*

### Exhibitor Move-Out:

**Wednesday, April 3** 2:00 pm – 7:00 pm

*\*Schedule subject to change*

# Premier Sponsor Opportunities

Drive value for your business and reach NPD practitioners year-round through the ANPD Premier Sponsor program. Offering a wide range of exclusive benefits and opportunities, the Premier Sponsor program provides continuous ROI.

## Premier Sponsors create a customized platform for year-round exposure:

- Choose your sponsorship level and automatically receive the set of base benefits associated with that level.
- Premier Sponsors have access to exclusive sponsorship opportunities before, during, and after convention.

## Base Benefits

Four levels of the Premier Sponsor program are available to fit your organization's needs: Diamond, Platinum, Gold or Silver. Each level includes a set of base benefits, reflected in the table on the next page. The following pages include descriptions of each base benefit. Annual Convention booth space is not included as part of the Premier Sponsor program and must be contracted separately.



If your convention spend exceeds the base amount of a silver, gold, platinum, or diamond sponsorship, you will be considered a sponsor of the appropriate category.

# Premier Sponsor Opportunities (continued)

	DIAMOND \$40,000	PLATINUM \$30,000	GOLD \$20,000	SILVER \$10,000
<b>Annual Convention</b>				
Priority Points for 2020 Space Selection	7	5	3	2
ANPD Premier Sponsor logo created for your marketing opportunities	X	X	X	X
Exposure On-site: Company recognition, by level, on sponsored events and signage				
Rolling slides during General Session	X	X	X	X
Entrance Unit				
In-booth signage				
Premier Sponsor Appreciation Happy Hour with the ANPD Board of Directors and ANPD Tradeshow & Sales (Tuesday, April 2   6:30 p.m. – 7:30 p.m.)	X	X	X	X
Full conference registration upgrades	3	2	1	
Rolling banner ad in the mobile app	X	X	X	
Passport to Prizes	X	X	X	
15-Minute Vendor Sponsored Presentations	2	1		
Registration bag insert	X	X		
Breakfast Seminar Sponsorship	X			
Logo on back of Pocket Guide by Exhibit Hall schedule	X			
Mobile app push notification	1			
<b>Pre and Post Show</b>				
ANPD Annual Convention homepage recognition, by level, with linked sponsor logo	X	X	X	X
Dedicated E-blasts	(1) Pre-Show and (1) Post-Show	(1) Post-Show		
Advertisement in <i>TrendLines</i>	(1) Banner Ad in (2) Issues	(1) Banner Ad in (1) Issue		
Mailing list to membership	(1) Pre-Show and (1) Post-Show	(1) Pre-Show OR Post-Show		

**All Premier Level Sponsors are eligible for additional sponsorship opportunities at a discounted rate and exclusive sponsorship opportunities that are only available to Premier Sponsors.**

# Valuable Face-to-Face Interaction at the Annual Convention

Join us in Phoenix from April 1 - 4, 2019 to engage with more than 1,400 convention participants! We offer a variety of innovative opportunities for every budget to enhance brand exposure among our members.

## Meet Your Company's Sales and Marketing Goals — Position Yourself as a Leader in NPD to Your Target Audience

Take advantage of the best touch points and messaging with our ANPD audience with the opportunities below. Mix and match these sponsorship opportunities to meet your company's business goals. Please contact ANPD Sales Manager, Shane Adriatico, for additional pricing information.

### Welcome Reception (inquire for pricing)

#### *\*Exclusive to Premier Sponsors*

Sponsor the Welcome Reception to gain exposure as the first to welcome convention attendees to Phoenix. Have your company's logo on cocktail napkins, bar menus, and on sponsor recognition signage. 100 drink tickets are included for your booth staff to hand out to attendees that visit your booth.

### NEW! Hydration Station – \$7,500

Cool down and chat up with a refreshing Fruit Infused Hydration Station in your booth! Provide attendees with a water bottle branded with your company's logo that will be in every attendee registration bag! Sponsorship includes:

- (1) Push notification
- Highlight in e-blast to attendees
- Signage at registration and booth
- Branded water bottles included in each registration bag

### Registration Bags – \$7,500

Distributed at the registration desk, the very popular registration bag is used to carry literature and giveaways every day of convention. Purchasing this sponsorship entitles you to add your company logo (1 logo; 1 color) to this prominent piece that is sure to be used during and after the convention.

### NEW! Parfait Station (inquire for pricing)

Say hey to attendees with parfait! During Wednesday's morning break, provide attendees with an energizing yogurt parfait before they head to breakout sessions! Parfaits will be served in branded yogurt cups with your company's logo. Sponsorship includes:

- (1) Push notification
- Signage at registration and booth
- Branded parfait cups

### NEW! Cold Brew Break – \$7,500

Help attendees get caffeinated with a refreshing Starbucks Cold Brew coffee in the morning! Drive traffic to your booth by providing ANPD attendees with their morning coffee, with this cold brew station that will be placed in your booth! Sponsorship includes:

- (1) Push notification
- Signage at registration and booth

### NEW! Escalator Wrap (inquire for pricing)

Escalate your marketing efforts! Place your company's branding on the sides of the escalators that will be used to take attendees from the General Session to the Exhibit Hall to visit your booth!

# Valuable Face-to-Face Interaction at the Annual Convention

(continued)

## Convention Sponsorship Benefits

Sponsorships start at \$300. Convention sponsor benefits include your company's logo on sponsor recognition signage, General Session and walk in/walk out PowerPoints and sponsor recognition on the ANPD Annual Convention webpage.

### **NEW! Sunglasses Hotel Room Drop – \$6,500**

Have attendees sport your logo in sunny Phoenix with this sponsorship! Attendees will receive sunglasses featuring your company's logo to wear throughout the conference. Include a piece of collateral marketing your company's product(s) or service(s).

### **NEW! ANPD Annual Convention Networking Event – \$6,500**

Use this unique opportunity to network with attendees before the Exhibit Hall has opened! Sponsor the 2019 ANPD Wine & Cheese Networking Event that will take place on Monday, April 1 before the opening General Session, and receive recognition on signage, the pocket guide and mobile app! Sponsorship includes:

- Logo on networking game cards
- Logo on drink tickets
- Cheese boards placed at your booth during the Exhibit Hall Opening Reception
- Option to make an announcement to those that are in attendance at the Networking Event

### **Breakfast Seminar – \$6,500**

*\*Only six available*

Educate convention attendees on your company's current product(s) and/or service(s) when you sponsor a 60-minute educational breakfast. Sponsor will be notified with room capacity prior to contracting. Sponsor is responsible for ordering breakfast for all seminar attendees. Sponsorship includes:

- (1) Dedicated e-blast announcing registration is open for all Breakfast Seminars to ANPD attendees
- (1) Post-attendance list of breakfast attendees including name, company, city, and state, and the option to use lead retrieval at the seminar (at sponsor's cost)

Registration organized by ANPD Headquarters prior to event, onsite ticket collection managed by sponsor. Breakfast Seminar slides can be added to ANPD's website or convention mobile app.

### **Lanyards – \$5,000**

*\*Only one available*

Gain extra visibility for your company by sponsoring badge lanyards with your logo (1 logo; 1 color). Attendees wear this lanyard throughout the duration of convention.

### **NEW! Column Wrap – \$4,500**

*\*Only three available*

Wrap up the attendee's attention with your branding! Choose one of three prominent locations that will have high traffic for the duration of the conference. Use this high visibility opportunity to advertise your company and your booth!

### **Sponsored Attendee Lunch in Exhibit Hall – \$5,000**

ANPD is providing lunch for attendees and exhibitors in the Exhibit Hall! Place your company's logo on lunch vouchers that are redeemable at a kiosk placed inside the Exhibit Hall. Sponsorship includes the opportunity to place collateral at designated tables within the Exhibit Hall. Sponsorship includes:

- (1) Promotional mention in e-blast to registered attendees
- (2) Push notifications (one each convention date prior to lunch being served)
- Signage recognition

# Valuable Face-to-Face Interaction at the Annual Convention

(continued)

## Convention Sponsorship Benefits

### 30th Anniversary Exhibit Hall and Poster Reception (inquire for pricing)

*\*Exclusive to Premier Sponsors*

The Tuesday Evening 30th Anniversary Exhibit Hall and Poster Reception is heavily promoted in the pocket guide and within mobile app. Have your company's logo on bar menus, cocktail napkins, and on sponsor recognition signage. 100 drink tickets are included for your booth staff to hand out to attendees that visit your booth.

### Awards Ceremony – \$3,000

Celebrate with our award winners by sponsoring the highly anticipated Awards Ceremony! Sponsorship includes your company's logo in the pocket guide and on signage, as well as acknowledgment in the mobile app and by ANPD's President.

### Meeting Room Rental – \$3,000

If you would like to utilize ANPD's meeting space, please inquire with ANPD Sales Manager, Shane Adriatico, for meeting room availability and to complete the ANPD approval form.

### NEW! Registration Confirmation E-Mail – \$2,500

Add your logo to the ANPD Annual Convention registration confirmation email, and be the first to capture the attendees attention! Once an attendee is registered, they immediately receive a confirmation email, that will include your logo!

### NEW! Elevator Wrap – \$2,500

Take advantage of this opportunity to be the first thing attendees see as they head up to their hotel rooms! Have your logo and branding placed on the doors of an elevator placed in a prominent location of the Sheraton Grand Phoenix.

### Vendor Sponsored Presentation –

(1) session – \$1,700

(2) sessions – \$3,000

Showcase your subject matter expert knowledge with a 15-minute presentation right in the Exhibit Hall. Drive traffic to your session with a prize drawing advertised by ANPD (prize provided by sponsor). Times are arranged by ANPD Headquarters. Includes one (1) complimentary Exhibit Hall-Only registration for your speaker.

### Registration Bag Insert – \$800

*\*Only three available*

Market your booth or other exciting news from your company to all attendees with an insert in the ANPD registration bags. Sponsors may place one (1) item in the registration bag for maximum exposure. Sponsor must design and print inserts, pending ANPD approval.

### Passport to Prizes – \$750

Drive traffic to your booth and generate company recognition with the Passport to Prizes program. Annual Convention attendees receive a "passport" game card listing all participating companies in their registration bag. Each sponsor is responsible for purchasing their own giveaway prize with a minimum value of \$100 and bring it to the Annual Convention. Sponsor must be present at the time of drawing with prize.

### Material Distribution – \$300

*\*Limited number available*

Place collateral on display next to the registration desk for attendees to see what's new at your company. Sponsor must design and print materials, pending ANPD approval.



# Online Advertising Opportunities

## ANPD *TrendLines* Electronic Newsletter

Reach your target audience through advertising in ANPD's *TrendLines*, the association's monthly e-newsletter delivered directly to more than 4,500 ANPD members. Don't miss this opportunity to deliver your message to ANPD's membership!

**Lead Banner Ad:** Centered at the top of ANPD *TrendLines*, directly below the masthead. Advertisers purchasing the lead banner ad receive premium placement and may also submit a link to their website.

**Inquire for image requirements and pricing. Limited to one (1) advertiser per issue.**

**Banner Ad:** Located in between articles, with placement at the editor's discretion. Advertisers purchasing a banner ad will receive placement on a first come, first served basis and a link to their website.

**Inquire for image requirements and pricing. Limited to two (2) rotating advertisers per issue.**

### General Requirements

*All artwork must be provided in at least a 150 dpi JPEG or GIF format. Four-color, static RGB graphics are accepted. Advertisement may link to outside website. Please provide link at the time of artwork submission.*

### 2019 *TrendLines* Advertising Deadlines

January Issue	12/21/18
February Issue	01/18/19
March Issue	02/15/19
April Issue	03/15/19
May Issue	04/20/19
June Issue	05/17/19
July Issue	06/21/19
August Issue	07/19/19
September Issue	08/23/19
October Issue	09/20/19
November Issue	10/18/19
December Issue	11/22/19

*All ads to be previewed and approved by ANPD prior to being published.*

# Online Opportunities

## Targeted E-mail

(1) Dedicated e-blast – \$1,200

(1) Dedicated e-blast with follow up to recipients who opened your e-mail – \$1,600

(2) Dedicated e-blasts – \$2,000

ANPD will send a targeted e-mail to members who have provided a valid mailing address and showed interest in hearing more about ANPD exhibitors. HTML must be designed by your team and content is subject to approval by ANPD. Limited to one (1) per month; reserved on a first come, first served basis. HTML content must be received by ANPD one week prior to send date.

## Career Center Postings – \$0.333 per character without spaces for two (2) months (minimum \$300 spend)

Are you interested in recruiting the best in the NPD? Simply send the job posting verbiage you want to post, to [info@anpd.org](mailto:info@anpd.org) and we will send you a quote.

## ANPD Member Mailing List Rental – \$0.50 per name, plus \$50 processing fee at a \$300 minimum

Purchasing a mailing list of ANPD members who have provided a valid mailing address and have shown interest in hearing more about ANPD exhibitors! Use this list to send one (1) targeted message. Please note that your company is responsible for printing, postage and handling.

## Segmented E-mail (inquire for pricing)

Trying to reach specific audiences? Purchase a segmented e-blast to those specific attendees that opt in for exhibitor communication that is specific to your specialty (based on categories specified in registration).

*\*Please note: Customized Packages for Annual Convention or Year-Round Sponsorship available*

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## PROCESSOR DATA USE OBLIGATIONS

*Use and Processing of Personal Data. Member/Exhibitor/Sponsor/Advertiser/Other shall use or process any Personal Data provided by The Association for Nursing Professional Development (ANPD) in accordance with ANPD's instructions (if provided) and the requirements of Data Protection Laws and Regulations. Member/Exhibitor/Sponsor/Advertiser/Other shall have responsibility for the accuracy, quality, and legality of Personal Data and the means by which Member/Exhibitor/Sponsor/Advertiser/Other uses and processes Personal Data. For avoidance of doubt, Member/Exhibitor/Sponsor/Advertiser/Other shall treat Personal Data as confidential information.*

## ANPD 2019 ANNUAL CONVENTION

Phoenix, Arizona | Convention Dates: April 1 - 4, 2019

### COMPANY INFORMATION

Company Name: \_\_\_\_\_  
(as it should appear in all printed pieces and on ANPD website)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
(who should receive Annual Convention correspondences)

Company Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

### ANNUAL CONVENTION PREMIER SPONSOR LEVELS

- Diamond Sponsor:** \$40,000     **Platinum Sponsor:** \$30,000     **Gold Sponsor:** \$20,000     **Silver Sponsor:** \$10,000

### ANNUAL CONVENTION SPONSORSHIP OPPORTUNITIES

- |   |  |
|---|--|
| <input type="checkbox"/> Welcome Reception: exclusive to premier sponsors, inquire for pricing                                  | <input type="checkbox"/> Awards Ceremony: \$3,000                  |
| <input type="checkbox"/> Hydration Station: \$7,500   | <input type="checkbox"/> Meeting Room Rental: \$3,000              |
| <input type="checkbox"/> Registration Bags: \$7,500   | <input type="checkbox"/> Registration Confirmation E-mail: \$2,500 |
| <input type="checkbox"/> Parfait Station: inquire for pricing   | <input type="checkbox"/> Elevator Wrap: \$2,500                    |
| <input type="checkbox"/> Cold Brew Break: \$7,500   | <b>Vendor Sponsored Presentation</b>                               |
| <input type="checkbox"/> Escalator Wrap: inquire for pricing  | <input type="checkbox"/> 1 session: \$1,700                        |
| <input type="checkbox"/> Sunglasses Hotel Room Drop: \$6,500  | <input type="checkbox"/> 2 sessions: \$3,000                       |
| <input type="checkbox"/> ANPD Annual Convention Networking Event: \$6,500   | <input type="checkbox"/> Registration Bag Insert: \$800            |
| <input type="checkbox"/> Breakfast Seminar: \$6,500 + food expenses   | <input type="checkbox"/> Passport to Prizes: \$750                 |
| <input type="checkbox"/> Lanyards: \$5,000  | <input type="checkbox"/> New Exhibitor Package: \$500              |
| <input type="checkbox"/> Column Wrap: \$4,500   | <input type="checkbox"/> Material Distribution: \$300              |
| <input type="checkbox"/> Sponsored Attendee Lunch: \$5,000  |  |
| <input type="checkbox"/> 30th Anniversary Exhibit Hall and Poster Reception: exclusive to premier sponsors, inquire for pricing |  |

### PAYMENT INFORMATION

- Total Due: \_\_\_\_\_
- Check (made payable to ANPD)
- Credit Card (Please do not provide credit card information on this contract, we are a PCI-compliant organization)  
Upon receipt of this contract, ANPD will email an invoice to the main contact with a link for online payment.

### CONTACT INFORMATION

**Fax this form to 312-673-6590**  
**Send form with check payment only to:**  
ANPD Exhibits and Sponsorships  
8444 Solutions Center  
Chicago, IL 60677-8004

**Direct Questions to:**  
**Shane Adriatico**  
ANPD Sales Manager  
Phone: 312-673-5623  
Fax: 312-673-6590  
Email: [sadriatico@anpd.org](mailto:sadriatico@anpd.org)

## ANPD 2019 ANNUAL CONVENTION

Phoenix, Arizona | Convention Dates: April 1 - 4, 2019

**COMPANY INFORMATION** | Please print or type the following information as you would like it to be printed in the Annual Convention Guide. Please take into consideration that signer may be different than who represents your company on site.

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_  
The signer of the application for exhibit space is the official representative of the exhibitor and has the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

On-site Contact: \_\_\_\_\_ Marketing Contact: \_\_\_\_\_

## SPACE INFORMATION

**Please Check:**

- I understand that space selection is based on priority points and will be rented at the following rates:  
**\$20.00 per sq. ft for 10' x 10'**    **\$375 Corner Fee**  
**\$17.50 per sq. ft for 10' x 20' and greater**
- I understand that all space must be paid for in full by **January 25, 2019**. If the assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the discretion of ANPD.
- I agree to abide by the rules and regulation listed on the next page.\*

\*Including Cancellation of Exhibit Space clause specifying that cancellation notice received by ANPD on or before December 7, 2018, the exhibitor shall be obligated and agrees to pay the 50% cancellation fee. Notice received after December 7, 2018, the exhibitor shall be obligated and agrees to pay 100% of contract value.

Booth size: \_\_\_\_\_ Rate: \_\_\_\_\_

List of companies you would prefer not to be near: \_\_\_\_\_

List of companies you prefer to be near: \_\_\_\_\_

## PAYMENT INFORMATION

Total Due: \_\_\_\_\_ Please use the link on your invoice to pay online.

- Check (made payable to ANPD)    Check will follow (include PO number)
- If paying by credit card, please use the link on your invoice to pay online.

## CONTACT INFORMATION

**Fax signed contract to 312-673-6590**  
**Please make a copy of this contract for your records and return the original with payment to:**  
 ANPD Exhibits and Sponsorships  
 8452 Solutions Center  
 Chicago, IL 60677-8004

**Direct Questions to:**  
**Shane Adriatico**  
 ANPD Sales Manager  
 Phone: 312-673-5623  
 Fax: 312-673-6590  
 Email: [sadriatico@anpd.org](mailto:sadriatico@anpd.org)

**Referral Program**  
 If you refer a company who has never exhibited or sponsored with ANPD and they book for 2019, you will receive a free banner ad in *TrendLines* e-Newsletter (\$500 Value). \*Pending availability. Contact Sales Manager, Shane Adriatico, for more details.  
**We refer:** \_\_\_\_\_

All Exhibitors displaying at the Association for Nursing Professional Development (ANPD) Annual Convention, to be held April 1-4, 2019 at Sheraton Grand Phoenix are required to make application, execute contract for space and subscribe to the following official Rules and Regulations. The Association reserves the right to change and modify the Rules and Regulations at any time.

**1. Eligible Exhibits.** ANPD reserves the right to determine the eligibility of any company for inclusion in the 2019 ANPD Annual Convention.

**2. Application.** Application for booth space must be made on the printed contract provided by ANPD and be executed by an individual who has the authority to act on behalf of the applicant.

**3. Exhibit Fees.** The prices for the exhibit space are as follows: \$20.00 per sq. ft. for a 10'x 10' booth and \$17.50 per sq. ft. for each 10'x 20' booth space and greater.

**4. Payment Schedule.** \*All payments must be received in full by no later than January 25, 2019. \*A contract must be accompanied with full payment if received after January 25, 2019. \*Failure to pay may result in loss of booth space subject to Show Management decision.

**5. Cancellation of Exhibit Space.** An Exhibitor may cancel or withdraw from the ANPD Annual Convention subject to the following conditions: \*In the event that said notice is received by ANPD on or before December 7, 2018, the Exhibitor shall be obligated and agrees to pay the 50% cancellation fee. \*In the event that said notice is received after December 7, 2018 the Exhibitor shall be obligated and agrees to pay 100% of the contract value. \*In the event of cancellation, the Association shall have the right to use said space to suit its own convenience, including selling space to another Exhibitor without any rebate or allowance to the cancelled Exhibitor. Note: Refunds will not be issued under any circumstances for Exhibitors who reduce booth space. Any cancellation of booth space will result in loss of priority points for said space.

**6. Assignment of Space.** Space will not be assigned without appropriate deposit. Booth space is assigned on a Priority Point basis. Priority Points accrue from two(2) sources: The total number of years a company has exhibited at ANPD (one point is accrued for each year a company has exhibited) and additional points are accrued based on the number of 10'x 10' exhibit booths a company occupied at previous years' conventions.

**7. Hospitality and Entertainment.** No entertainment or social functions may be scheduled by an exhibitor to conflict with educational program hours, exhibit hours or social events held during the convention. Companies that are not exhibiting are prohibited from hosting hospitality or social functions.

**8. Installation and Dismantling.** Exhibits will have reasonable time to erect and dismantle their exhibits which will be specified in the Exhibitor Services Manual.

**9. Exhibitor Services Manual.** The ANPD Exhibitor Services Manual will be e-mailed to the contact name provided by the Exhibitor who will be in charge of the exhibit booth, approximately three (3) months prior to the show. Show Management will select certain firms as official contractors for Exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet Exhibitor requirements. The manual will contain their names and information pertaining to their services and order forms for all services.

**10. Attendant in Exhibit Booth and Early Breakdown Regulations.** Each Exhibitor must keep at least one attendant working in his/her booth at all times during official show hours. During lunch hours, it is optional to keep an attendant working in the booth. ANPD reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interest of exhibitors and the exhibition. In addition, Exhibitors may not dismantle any portion of their booth(s) prior to the official dismantle period.

Exhibitors who violate this rule will be penalized in the following manner: \*Initial Infraction —first year: Written warning and the loss of 1 priority point. \*Second Infraction—second consecutive year: If an Exhibitor is found to be in violation of this rule, the Exhibitor will be fined the amount equivalent to a 10'x 10' space and the loss of 1 priority point. All fines must be paid in full before a booth assignment will be made for the next year's show. Please note: Interpretation of violations are at the sole discretion of Show Management.

**11. Children in the Exhibit Hall.** All children (minors under the age of 18 years) are not allowed on the show floor during regular show hours. Children will not be permitted on the show floor during move-in and move out times.

**12. Sales, Soliciting, Samples, Costumes, and Giveaways.** Exhibitors shall not solicit business in aisles or in booths other than their own. Exhibitor's representatives wearing distinctive costumes or uniforms or carrying signs or banners separately or as part of their apparel may only appear in their own booths. Samples, catalogs, pamphlets, publications, etc., may be distributed by Exhibitors only from within their own booths. ANPD reserves the right to exclude any giveaways or samples during the week of the ANPD Annual Convention. The Association reserves the right to restrict any giveaways from the show floor that are in bad taste or are considered offensive or inappropriate. If Exhibitors wish to distribute food samples from their booth, they must obtain preapproval from Show Management. All giveaways, raffles, sales, etc., must comply with all local and state laws and regulations.

**13. Promotion or Sales Schemes.** Canvassing or attempting to make sales in the Exhibit Hall by anyone representing or connected with a non-Exhibitor is strictly forbidden and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any other location, besides their own space in the Exhibit Hall, during the period of the ANPD Annual Convention.

**14. Sound Devices.** The use of devices for mechanical reproduction of sound or music shall not be permitted unless approved by management in writing. Music, whether mechanical, vocal, or instrumental, shall not be permitted in the Exhibit Hall except at those times specified by Show Management. In general, the employment of any method to project sound beyond the confines of any Exhibit booth is prohibited. Exhibitors must police their own booths to ensure noise levels from demonstrations, music, or any noise device does not disturb neighboring Exhibitors.

**15. Lighting.** ANPD may restrict the use of irregular lighting effects.

**16. Care of Building.** Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls, or columns or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to building columns, floors or standard booth equipment.

**17. Liability.** The Association for Nursing Professional Development, SmithBucklin, its employees, volunteers, staff and agents, nor the Exhibit Hall nor its representatives and employees are responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees, visitors or anyone on the show floor, or property from any cause prior to, during, or subsequent to the period covered by the exhibit contract; and the Exhibitor signing this contract expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them and each of them against any and all claims for such loss, damage or injury. It is the Exhibitor's sole responsibility to take all precautions necessary to prevent injury to persons and property as a result of their exhibit. Every reasonable precaution will be taken to protect property during installation, show and removal period. Neither ANPD,

SmithBucklin, their employees, agents, representatives, the management service contractors nor the management of the convention site are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other cause.

**18. Unforeseen Situations.** If for any reason beyond ANPD's control, the Convention must be cancelled, shortened, delayed or otherwise changed including, but not limited to: acts of God, shortage of commodities or supplies to be furnished by the Hotel, governmental authority or war in the United States that makes it illegal or impossible for the hotel to hold the event. Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of the Association, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the Association for space in the Expo, as well as other costs and expenses it has incurred, including travel to the show, setup, lodge, freight, employee wages, etc. Exhibitor agrees to indemnify and hold harmless the Association from any and all loss, which exhibitor may suffer as a result of changes to the Annual Convention caused in whole or in part by any reason outside the Association's control and releases the Association, its directors, officers and employees and/ or agents from any and all claims, including but not limited to lost profits, out of pocket costs and consequential damages.

**19. Insurance.** All property of Exhibitor is understood to remain under his/her custody and control in transit to or from or within the confines of the Exhibit Hall. Subject to the rules and regulations, Exhibitors are advised to carry floater insurance to cover exhibit material against injury to the person and property of others. Show Management will carry public liability insurance for injury to visitors, Exhibitors, Attendees, and their agents and employees. Exhibitor's employees are not covered when on space rented by Exhibitor.

**20. Exhibitor's Use of Space.** In compliance with this contract, the Exhibitor agrees not to assign, sublet or apportion space, or any part thereof allotted to it, without prior written consent of the Show Management. Further, the Exhibitor agrees not to exhibit, advertise or offer for sale goods other than manufactured or sold by it in the regular course of business. No Exhibitor may display his products or conduct business for his company outside the confines of his assigned booth space in the Exhibit Hall. Exhibitors who violate this rule will be penalized.

**21. General.** Show Management reserves the right to restrict exhibits which become objectionable or unsafe in the opinion of Show Management. This includes persons, things, conduct, printed matter or anything of a character which is objectionable. All matters and questions not covered by these Rules and Regulations are subject to the decision of Show Management. These Rules and Regulations may be amended by the Association for Nursing Professional Development from time to time and the amendments shall take effect upon publication and notice to Exhibitors.

The Association for Nursing Professional Development reserves the right to expel and eject any exhibitor for conduct detrimental to the ANPD Annual Convention in ANPD's sole judgment, whose decision shall be binding upon the exhibitor. Likewise, ANPD shall have the right to levy fines against exhibitors who violate the above rules in a monetary sum up to \$2,500 and reserves the right to eject the exhibitor in addition to the assessment of the fine.

The List Renter acknowledges that the ANPD Membership Mailing Lists and any portion thereof, are the exclusive property of the Association for Nursing Professional Development, hereafter known as the List Owner.

1. The List Renter shall rent the ANPD Membership Mailing List for the fee and terms stated in the invoice and this Agreement.
2. The List Renter acknowledges and agrees that the ANPD Mailing List, and any portions thereof, is the exclusive property of the List Owner and the rental and payment gives no ownership rights to List Renter.
3. **The List Renter shall provide the List Owner a complete sample of the mailing piece for approval prior to release of the mailing.**
4. The List Renter agrees that all names and addresses furnished are provided on a rental basis for one-time use only. The List Renter guarantees the names and addresses shall not be copied, reused, sold, electronically reproduced or used by any party except as specified in the written order to the List Owner. The List Renter shall mail only the sample mailing piece which has been approved by List Owner. The List Renter or its agents shall not transfer names or information to its own customer files or re-contact names derived from the mailing list, or provide the names for another to make such contact, without prior written approval of List Owner.
5. Upon completion of each one-time mailing, the List Renter shall immediately destroy all unused mailing labels, letters and envelopes which contain names and addresses supplied by the List Owner.
6. The List Renter shall make a full payment for the mailing list in the amount specified in the List Owner's invoice for each order **before the list is released.**
7. The List Renter agrees that the rental conditions herein shall apply to any present and future rentals of the ANPD Membership Mailing List.
8. If the completed order is determined to be incorrect, List Renter must notify the ANPD Headquarters within 30 days after receipt of order. Otherwise the order shall be determined correct.
9. The List Renter understands that there is a NO-RETURN POLICY on all list orders. If List Renter has any doubts of how the order will be perceived when processed, then the ANPD Headquarters must be contacted by List Renter for clarification before placing the order. No refunds will be granted after an order has been processed.
10. All list counts received by the List Renter from List Owner prior to completion of the actual mailing list are approximate and subject to change daily. List Owner shall not be responsible for shortages or overruns of materials based on estimates.
11. List Owner reserves the right to "seed" their lists using decoy names to protect against unauthorized use.
12. List Owner's liability for any damages or losses incurred by List Renter through the use of any list shall be limited to the actual cost of the Mailing List rental paid by List Renter to List Owner and constitutes liquidated damages for any liability.
13. This agreement represents the entire agreement and understanding between the parties with respect to the subject matter it may not be amended, modified or terminated except by the written consent of both parties.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please fill out this form and email it to [info@anpd.org](mailto:info@anpd.org)

## BILL TO

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Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

## SEQUENCE

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- Ascending Alphabetic by Last Name
- Microsoft Excel
- Email to: \_\_\_\_\_

## SELECTION

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- Full ANPD Membership List (For all ANPD opt-in members, check this box and go to the PRICING section of this form.)
- The Following States Only: \_\_\_\_\_

## PRICING

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All costs are based on a per name basis. The current rate is \$0.50/name plus a \$50 processing fee. Also, there is a minimum fee of \$300.00 per order. Orders will be invoiced and payment is due upon receipt. Please contact ANPD Headquarters for details on a discount available for using the same list multiple times.

## DELIVERY

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While standard turnaround time for all requests is five to 10 business days, we guarantee that all requests will be filled within two weeks from the time the request is made to Headquarters. Please give ANPD Headquarters as much advance notice as possible, as we need to make sure your information is processed in a timely manner. Payment must be received before list is released.

Please fill out this form and email it to [info@anpd.org](mailto:info@anpd.org)

The Association for Nursing Professional Development (ANPD) membership names and addresses are proprietary. The ANPD is the sole owner of the membership names and addresses, and rents them for a one-time use only. The ANPD requires pre-approval of the items to be mailed to its membership and in its sole discretion will judge the suitability of materials for mailing to its members.

The ANPD does not authorize the use of its membership names and addresses for the following purposes:

1. Copying and entering names and addresses from the provided labels into a client's database, for the purpose of personalized mailings or any other purpose.
2. Announcements of openings or positions at companies/institutions.
3. Announcements of educational programs, equipment, or other products and services not relating to the field of Nursing Professional Development.
4. Use of member names and addresses for on-site visits to members' homes/offices for any reason.
5. Surveys or questionnaires

**In addition:**

1. ANPD shall not act as a broker, through providing its membership label set for any products or service not manufactured or provided directly by the buyer of the set.
2. Direct mailing list brokers soliciting the ANPD membership label set on behalf of a client assume total responsibility for on-time payment to the ANPD, regardless of the client's payment standing with the broker.

The use of the ANPD membership names and addresses in any of the ways prescribed above shall be cause for, at the minimum, permanent disqualification of the buyer from use of the ANPD membership set. It shall also be grounds for breach of contract and legal action.

Rental of ANPD mailing lists to outside vendors and/or entities does not constitute an endorsement or guarantee of the product or service being marketed.



ANPD 2019 ANNUAL CONVENTION

Phoenix, Arizona | Convention Dates: April 1 - 4, 2019

Purpose: \_\_\_\_\_  
(breakfast, reception, sales meeting, etc.)

Room Set-Up: \_\_\_\_\_  
(lounge, conference, theater style, banquet, etc.)

Expected Total Attendance: \_\_\_\_\_ Audience: \_\_\_\_\_

Company Personnel Only     ANPD Attendees

Primary Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

Please return the completed request form to ANPD Tradeshow Team for approval. Meeting room/function space must be contracted by the interested party and will be subject to approval by ANPD. ANPD will not assign or contract any space on behalf of the interested company. By signing of this document, the applicant agrees to terms as stated in the ANPD Exhibitor-Hosted Events Rules and Regulations. A copy of the signed Rules and Regulations is required.

ANPD Tradeshow Team will notify you in writing if your hosted event has been approved. After receiving notification, please communicate directly with the appropriate vendors for event requirements (Audio/Visual, catering, Internet).

**Return Completed Form To:**

ANPD Tradeshow Team

Attn: Ana Napolitano

Date and time of hosted event must be approved by ANPD. Any change to what is indicated on the form MUST be re-submitted as an updated form to be approved.

E-MAIL: [exhibit@anpd.org](mailto:exhibit@anpd.org)

**GENERAL OUTLINE:**

The purpose of any Exhibitor Hosted Event (meetings, hospitality suites, etc.) at ANPD will be to provide a casual forum outside the Exhibit Hall where current exhibitors can meet face to face with clients and customers for entertainment purposes. Rooms or parlors in the participating hotels or convention centers for ANPD will be released to the exhibitor only upon ANPD approval. Qualified exhibitors must fill out the "Exhibitor Hosted Event" form and sign these Rules and Regulations in order to be approved.

**All other promotion of an exhibitor's event must take place from within assigned booth space at the ANPD Exhibit Hall or through a contracted sponsorship opportunity (pre-show mailing, registration bag insert, etc)**

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## ANPD 2019 ANNUAL CONVENTION

Phoenix, Arizona | Convention Dates: April 1 - 4, 2019

### GUIDELINES:

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No events may take place without prior written approval by ANPD.

- Exhibitors are to conduct events in a manner that is consistent with the professional and educational nature of ANPD. In addition, all applicable rules in the ANPD Rules and Regulations are in effect for Exhibitor Hosted Events.
- Exhibitors must go through ANPD Tradeshow Team to gain approval for the reservation of a hosted event. Meeting room/function space must be contracted by the interested party and will be subject to approval by ANPD. ANPD will not assign or contract any space on behalf of the interested company.
- Any update to what is indicated on the form must be updated and re-submitted as a form to be re-approved.
- Attendance at all events is subject to capacity and design limitations set forth by the facilities fire and health code regulations.
- Hosted events are to take place only in the assigned room or parlor. Hospitality in the adjacent foyer or hallway is not permitted unless approved in advance by ANPD Tradeshow.
- All associated costs, including food and beverage, audio/visual, special signs, moving of furniture, etc. will be the responsibility of the Exhibitor and not ANPD. **NO CHARGES IN CONNECTION WITH THE ABOVE FUNCTION(S) ARE TO BE BILLED TO ANPD.**
- Exhibitors, their agents or guests shall not injure or deface the walls or floors of the reception room or public space in the hotel. When such damage occurs, the responsible exhibitor will be liable for payment for such damage. ANPD shall not be liable for loss or injury.
- The Admission of minors to any event areas where alcohol is served is strictly prohibited.
- Non-exhibiting companies are prohibited from hosting an event.
- The company named above will be responsible for all charges
- ANPD shall have the final right to approve or deny all event requests.
- Neither ANPD, its employees, nor the conference facility, nor its representatives and employees, nor any member of the ANPD Board of Directors, will be responsible for any injury, loss of damage that may occur to the exhibitor event host, or the exhibitor event host's employees, guests or property from any cause prior to, during or subsequent to the period covered by the Exhibitor Hosted Event form. The Exhibitor signing this contract expressly releases all of the aforesaid from and agrees to indemnify and hold harmless them and each of them against any and all claims for such loss, damage or injury.

Signature: \_\_\_\_\_

Company Name: \_\_\_\_\_

Date: \_\_\_\_\_