

EXHIBITOR PROSPECTUS

2020 OADN CONVENTION

VISION 2020

ADN Educators Leading the Way



INDIANAPOLIS, INDIANA

NOVEMBER 6-8, 2020

JW MARRIOTT HOTEL



TOP REASONS TO EXHIBIT

1

Meet 500 attendees, including deans, directors and faculty of nursing programs, many of whom directly impact the purchasing of products for their nursing programs.

2

Exhibit at the only organization that represents associate degree nursing education, which provides more than 50 percent of the nursing workforce in the country.

3

Demonstrate live and answer questions on demand about your products and services for key academic leaders in attendance.

4

Develop strong relationships with attendees and colleagues through intimate networking opportunities.

5

5 hours of unopposed exhibit time, including attendee meals and snacks with exhibitors.

INVITATION TO EXHIBIT AND SPONSOR

Dear Friends of OADN,

As we reflect on the last few months, we realize that the COVID-19 crisis has impacted everyone in many difficult ways. This includes OADN's loyal exhibitors and sponsors. Those of you who have attended OADN's convention for many years know that our members depend on your products and services to help students meet their educational and career goals. OADN members have been confronted with a new reality, they must embrace innovation in order to navigate the complex landscape of being a nurse educator during a pandemic. We're looking forward to seeing how new innovations using your products and services will shape nursing education moving forward. The results will be very interesting!

There is no better time to look forward to than OADN's annual convention November 6-8 at the JW Marriott Hotel in Indianapolis! As many of you know, 2020 has been designated the Year of the Nurse, long before this global crisis unfolded. In keeping with this spirit, the theme of this convention is Vision 2020: ADN Educators Leading the Way. We encourage all of you to join the approximately 500 attendees that include nursing deans/directors and faculty from across the nation as we gather to celebrate the Year of the Nurse.

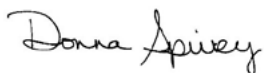
As an exhibitor, you are entitled to opportunities that provide you with increased visibility including:

[Sponsorships](#) | [Advertising](#) | [Direct Communication Opportunities](#) | [Recognition at Events](#)

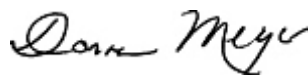
The Exhibitor Prospectus should answer many of your questions. However, we are happy to address any additional information you may need on exhibiting or sponsoring. You may contact the national office at 800-809-6260 or email OADN@oadn.org.

We want you to know OADN is thinking of you as we all navigate this unprecedented time. On behalf of the OADN Board of Directors and Staff we look forward to seeing you in Indianapolis in 2020! Please do not hesitate to contact us if you have any questions.

Warm regards,



Donna Spivey DNP, RN
President, OADN
donna.spivey@oadn.org



Donna Meyer MSN, RN, ANEF, FAADN
CEO, OADN, FAAN
donna.meyer@oadn.org

THANK YOU TO OUR 2019 EXHIBITORS

Hurst Review Services
Meridy's Uniforms
KbPort LLC
UWorld
MEA Healthcare
Education Supplies
Realityworks
Life and Death Matters
ExamSoft
National League for Nursing
The University of Pikeville
Unbound Medicine
Performance Scrubs

Oral Health Nursing Education and Practice (OHNEP) - NYU Rory Meyers College of Nursing
Avante Medical Surgical
Western Governors University
Accreditation Commission for Education in Nursing
NurseThink®
George Washington University School of Nursing
MCG Health
Wolters Kluwer

Walden University
safeMedicate
Intelligent Video Solutions
Skyscape
DiaMedical USA
Paradigm Education Solutions
LifeCareSim, LLC
CastleBranch
American Nurses Association
Elsevier
Healthcare Learning Innovations
American Sentinel University

Southern New Hampshire University
Pearson
F.A. Davis Company
ECKO Innovation
Education Solutions/Intellistem Writer
ProjectConcert
sim2GROW/
CAE Healthcare
University of Phoenix
Coursey Enterprises
Kaplan
Limbs and Things
Shadow Health
Galen College of Nursing

Platinum Educational Group
American Discount Uniform, Inc.
ATI Nursing Education
Jones & Bartlett Learning
Avkin
Advanced Learning Perspectives -
University of Kansas School of Nursing
I CAN Publishing, Inc. / Sylvia Rayfield & Associates
National Council of State Boards of Nursing (NCSBN)

NEPIN
OADN Foundation
Connect:RN2ED
Trajecsys
Centralized Clinical Recordkeeping
Student Health Totes by Pocket Nurse®
Herzing University
Spalding University
NLN Commission for Nursing Education Accreditation
NurseAchieve
The Successful Nurse

EXHIBITING DETAILS

EXHIBITOR ELIGIBILITY

Companies are strongly encouraged to participate in exhibiting all products and services that will aid in the educational activities of nursing students, faculty development and program advancement.

OFFICIAL CONTRACTOR

Carolina Tradeshow Decorators (CTD) is the official decorating contractor for the convention. A service desk will be available during the installation and dismantling of the exhibits. CTD will manage the following services: exhibitor manual, decorator, booths, signs, electrical needs and shipping. An exhibitor manual will be sent prior to the convention with complete instructions.

You may reach CTD at 704-366-9970 or help@carolinatd.com.

EXHIBITOR INSTALLATION

Exhibit installation will take place between noon and 5 p.m., Friday, November 6, 2020.

HOUSING

JW Marriott Indianapolis

10 S West St, Indianapolis, IN 46204
(317) 860-5800

book.passkey.com/go/OADN2020

Please reserve your room online by Oct. 13, 2020, to receive the group discounted rate of \$219.

SPACE ASSIGNMENT & FEES

Premier booths are reserved for OADN sponsors. Other prime locations will be assigned to those who act quickly. OADN will make every attempt to assign requested booth space accommodating the specific needs and compatibility of each exhibitor. OADN reserves the right to assign other than the requested space, to rearrange the floor plan, and/or relocate exhibits, if necessary.

EXHIBIT SPACE FEE

8' x 10' (80 SQ. FEET)

Before July 30, 2020 \$1,650

After July 30, 2020 \$1,750

Tote Bag Insert \$800

OADN staff will insert one brochure or flyer, 8.5" x 11" or smaller, in all convention tote bags.

Additional Representative Badges \$150

Two representative badges are included with the 8' x 10' booth fee. Additional badges can be purchased at the rate of \$150 per badge.

WHAT'S INCLUDED

- 8' High Back Wall & 33" High Divider Rails
- Standard ID Sign
- Exhibit Listing in Program Guide
- Final Participation List (delivered after convention)
- On-Site Exhibit Contractor Service Desk
- Two Representatives Badges (Exhibit hall only. Includes two meals served in exhibit hall. Additional badges are \$150 each).

APPLY ONLINE

To reserve your exhibit space, apply online at oadn.z2systems.com/event.jsp?event=64&

CANCELLATION OF BOOTH SPACE AND ADVERTISING OPPORTUNITIES:

Cancellations and requests for refunds must be received in writing 90 days prior to the opening date of the exhibits. If these requirements are met, 50 percent of the exhibit fee will be refunded after the convention.

OADN reserves the right to accept or refuse any requests for exhibits or sponsorship.

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR \$10,000

- 16' x 10' Prime Exhibit Booth Space in the Convention Exhibit Hall (Includes two exhibit hall only badges and meals in exhibit hall)
- Sponsorship Acknowledgment by CEO at the Opening Ceremony
- Sponsorship Recognition of one General Session at the OADN Convention
- Full-Page Color Advertisement in the Official Program Guide
- Logo Inclusion in Convention Program Book Sponsor Page
- Logo Inclusion and Link on Convention Sponsor Page Webpage at OADN.org Logo Inclusion in Onsite Convention Signage
- Exclusive Website Banner Recognition - 8 Weeks per Year (2 Weeks per Quarter) 6 Annual Marketing Promos in OADN Newsletters
- Access to OADN Direct Mail list once annually
- Convention Attendee Email Contact (delivered before convention)

Opportunity to Craft Year-Long Agreement that Delivers Exclusive Benefits to OADN Members:

- Showcased on OADN webpage dedicated to Agreement (Banner, Verbiage, and Links to be posted).
- Benefits Highlighted on OADN Member Benefits Webpage

SAPPHIRE SPONSOR \$7,500

- 8' x 10' Best Available Exhibit Booth in the Convention Exhibit Hall (Includes two exhibit hall only badges and meals in exhibit hall)
- Sponsorship Acknowledgment by CEO at the Opening Ceremony
- Full-Page Advertisement in the Official Program Guide
- Logo Inclusion in Convention Program Book Sponsor Page
- Logo Inclusion and Link on Convention Sponsor Page Webpage at OADN.org Logo Inclusion in Onsite Convention Signage
- Exclusive Website Banner Recognition - 4 Weeks per Year (1 Week per Quarter) 4 Annual Marketing Promos (Quarterly) in OADN Newsletters
- Access to OADN Direct Mail list once annually.
- Convention Attendee Email Contact (delivered before convention)

Opportunity to Craft Year-Long Agreement that Delivers Exclusive Benefits to OADN Members:

- Showcased on OADN webpage dedicated to Agreement (Banner, Verbiage, and Links to be posted).
- Benefits Highlighted on OADN Member Benefits Webpage

EMERALD SPONSOR \$5,000

- 8' x 10' Exhibit Booth in the Convention Exhibit Hall (Includes two exhibit hall only badges and meals in exhibit hall)
- Sponsorship Acknowledgment by CEO at the Opening Ceremony
- Full-Page Advertisement in the Official Program Guide
- Logo Inclusion in Convention Program Book Sponsor Page
- Logo Inclusion and Link on Convention Sponsor Page Webpage at OADN.org Logo Inclusion in Onsite Convention Signage
- 2 Annual Marketing Promos (Quarterly) in OADN Newsletters
- Convention Attendee Email Contact (delivered before convention)

ADDITIONAL OPPORTUNITIES

Pinot and Posters	
Wine Reception Sponsorship	\$6,000
Opening Ceremony Luncheon Sponsorship	\$5,000
Official Program Advertisement (Subject to availability)	\$4,000
Special Reception Opportunity	\$3,000
Tote Bag Advertisement	\$800
Passport Program	FREE

OADN is always willing to hear from our partners about other creative sponsorship ideas and proposals!

PASSPORT PROGRAM

HOW IT WORKS

- All exhibitors are eligible to participate in the Passport Program free of charge, and are automatically enrolled in the program.
- Exhibitors provide an item as a "prize" for Passport Program winners.
- At registration, attendees will receive a Passport card for the Exhibit Hall.
- Attendees travel throughout the Exhibit Hall, having their Passport "stamped" at the booths of participating exhibitors.
- Attendees with completed Passport books are entered into a drawing for the donated prizes.
- **Any exhibitor choosing NOT to participate should notify OADN@oadn.org by Sept. 1, 2020.**

REQUIREMENTS AND FAQ'S

■ 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.

■ **CONDUCT OF EXHIBITORS** Interviews, demonstrations, and distribution of literature or samples must be made within the booth space assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth is not permitted.

■ GENERAL CONVENTION REGISTRATION

Any exhibitor wishing to register for and attend the convention educational sessions is required to register through the normal registration process used by OADN Convention participants. Exhibitors paying convention registration fees will be awarded contact hours for educational sessions attended.

■ **INDEMNIFICATION** The exhibitor agrees to abide by the terms of this contract, the Terms and Conditions, and any applicable provisions under OADN's agreement with the management of the JW Marriott, all of which are made a part of this contract by reference and fully incorporated herein. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Omni Louisville. The exhibitor shall indemnify and hold harmless Omni Louisville Hotel, its agents, servants, and employees, and OADN from any and all such losses, damages, and claims.

■ **AUDIO** Audio devices used as part of an exhibit that project sounds beyond the perimeter of the exhibitor's assigned space are not permitted.

■ **MUSIC LICENSING** The exhibitor warrants that it will comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreements required by ASCAP or BMI.

■ **INSURING EXHIBITS** Exhibitors are encouraged

to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is recommended that the exhibitor contact its insurance broker to obtain all-risk insurance or a rider policy covering exhibit property while absent from home premises for exhibit purposes.

■ FIRE REGULATIONS AND HEALTH PRECAUTIONS

No exhibitor will be allowed to use any flammable decorations in the exhibit area. Latex materials are not allowed in the Exhibit Hall.

■ **SHIPPING INSTRUCTIONS** Information on shipping exhibit materials will be included in the Exhibit Manual provided by CTD. Should you have additional questions, please contact the CTD representative.

■ **SELLING EXHIBIT SPACE** The selling of any products and the related taxes for delivery during the OADN Convention is the sole responsibility of the exhibitor.

■ **OTHER EXHIBIT CONTRACTORS** Should an exhibitor choose to use a contractor for booth setup and dismantling, the contractor must comply with the requirements of the JW Marriott. The exhibitor will provide OADN with documentation that the contractor has a Certificate of Insurance with a minimum of \$1 million liability coverage, including property damage.

■ **CONTRACT** Contract for exhibit space must be made on the printed contract provided by OADN and executed by an individual who has the authority to act on behalf of the applicant.

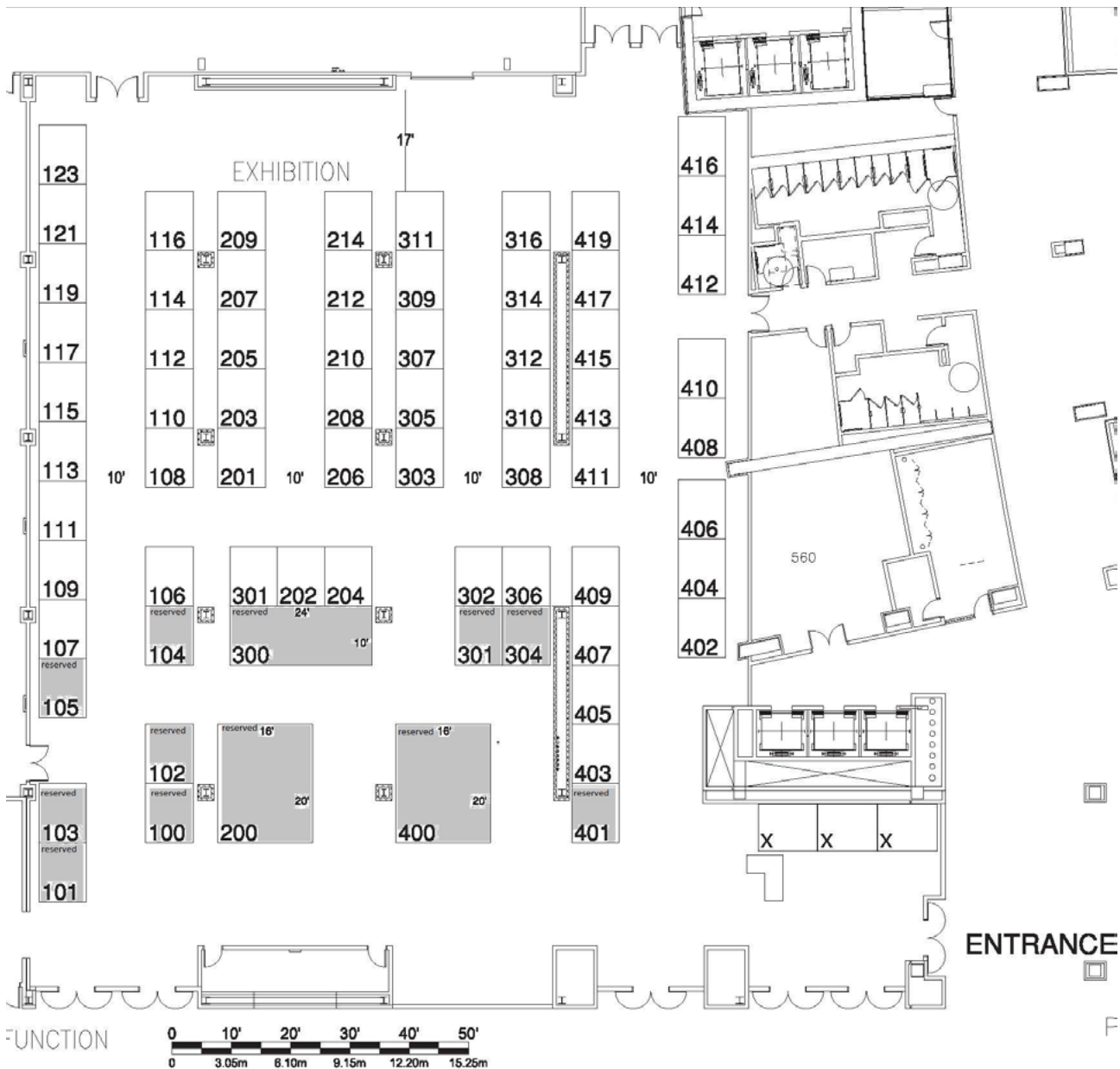
■ **PAYMENT DATES** No booth space is guaranteed until payment in full is received by the OADN National Office. If full payment is not received by September 25, 2020, OADN has the right to resell the assigned booth space. The exhibitor understands that any partial payments made before September 25, 2020, will be forfeited.

■ **CANCELLATIONS** Cancellations and requests for refunds must be received in writing 90 days prior to the opening date of the exhibits. If these requirements are met, 50 percent of the exhibit fee will be refunded after the convention.

EXHIBIT HALL FLOORPLAN

REGISTER TO EXHIBIT ONLINE

oadn.z2systems.com/event.jsp?event=64&



OADN 2020 November 6-8, 2020 **JW Marriott Griffin Hall** Indianapolis, IN