EXHIBITOR PROSPECTUS

OWNING YOUR INFLUENCE

2022 CONVENTION
NOVEMBER 18TH - 20TH
NEW ORLEANS • LA
HYATT REGENCY
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 graduates 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. Benefit from 5 hours of dedicated exhibit time, including attendee meals and snacks with exhibitors.

30 CONCURRENT SESSIONS • OVER 50 POSTER PRESENTATIONS • NETWORKING OPPORTUNITIES
Dear Industry Colleagues,

We would like to extend an invitation to exhibit and sponsor at the 2022 OADN Convention, to be held November 18-20 at the Hyatt Regency in New Orleans, LA.

The convention theme this year, “Owning Your Influence,” will focus on the profound impact each nurse educator has on nursing innovation, leadership, professional development, health equity, quality care, advocacy, and the future nursing workforce. Nursing faculty and administrators are continuously navigating changing educational and practice environments to ensure that the nursing workforce can meet healthcare delivery needs.

Associate degree programs continue to educate 50 percent of the nation’s nursing workforce. The OADN Convention is your opportunity to connect with the deans, directors, and nurse educators leading and teaching in these programs.

OADN attendees are interested in new innovations in practice and education and would welcome viewing your products and services.

As an exhibitor, you may elect additional opportunities that provide you with increased visibility including: Sponsorships | Advertising | Direct Communication Opportunities | Recognition at Events

This Exhibitor Prospectus should answer many of your questions; however, should you need additional information about exhibiting or becoming a sponsor, contact the national office at bryan.hoffman@oadn.org.

We look forward to collaborating with you and welcoming you to New Orleans in 2022!

Please do not hesitate to contact us if you have any questions.

Laura Schmidt  
DNP, FNP-BC  
President, OADN

Donna Meyer  
MSN, RN, ANEF, FAADN, FAAN  
Chief Executive Officer, OADN

A Special THANK YOU to all our 2021 Exhibitors  
We are deeply grateful for your generous support during the pandemic.

Accreditation Commission for Education in Nursing (ACEN)  
American College of Education  
American Discount Uniform  
American Red Cross  
American Sentinel  
ATI Nursing Education  
Avkin, Inc  
Career Uniforms  
CastleBranch  
Chamberlain University  
ClinPrep  
Coursey Enterprises  
Elsevier  
Graceland University  
Herzing University, LTD  
Hurst Review Services  
Intellistem Writer Corporation  
Jones & Bartlett Learning  
Kaplan Nursing  
LifeCareSim, LLC  
Limbs & Things  
MCG Health  
NEPIN  
NurseAchieve  
NurseThink®  
Operative Experience, Inc.  
Osmosis.org  
Picmonic, Inc  
ProjectConcert  
Purdue University Global  
safeMedicate  
Sentinel U  
sim2grow, LLC  
Southern New Hampshire University  
Sylvia Rayfield & Associates  
TracPrac by Vestigo Health Solutions  
Trajejsx  
Centralized Clinical Recordkeeping™  
Unbound Medicine  
University of Phoenix  
UWorld Nursing  
Walden University  
WGU  
Wolters Kluwer
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 on Friday, November 18, 2022.

HOUSING
Hyatt Regency New Orleans
601 Loyola Ave, New Orleans, LA 70113
(504) 561-1234
Click here to book your room at the special rate.
Please reserve your room online by Oct. 21, 2022, to receive the group discounted rate of $239.

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
10’ x 10’ (100 SQ. FEET) $1,695
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 10’ x 10’ booth fee. Additional badges can be purchased at the rate of $150 per badge. Representative Badges provide access to the Exhibit Hall only.

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
Click here to reserve your exhibit space.

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.
OADN EXHIBITS
November 18-19, 2022 | Hyatt Regency New Orleans

CLICK HERE TO REGISTER ONLINE

EXHIBIT HALL HOURS: (Subject to adjustment)

<table>
<thead>
<tr>
<th>DAY</th>
<th>TIME</th>
<th>LOAD IN:</th>
<th>LOAD OUT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIDAY, Nov. 18</td>
<td>5:30pm – 7:30pm</td>
<td>Friday, Nov. 18, morning</td>
<td></td>
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<tr>
<td>SATURDAY, Nov. 19</td>
<td>8:20am – 9:50am</td>
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<td>Saturday, Nov. 19, 2:45pm</td>
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<tr>
<td>SATURDAY, Nov. 19</td>
<td>1:40pm – 2:40pm</td>
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Full meal or snack with refreshments provided to attendees & exhibitors during all exhibit times.

CLICK HERE TO VIEW AVAILABLE BOOTHs

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. OADN collects the Passport books and conducts the drawings. OADN does not collect the raffle prizes. Winners collect the raffle prizes directly from the vendors.
- Any exhibitor choosing NOT to participate should notify OADN@oadn.org by Sept. 1, 2022.
SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR $10,000

- 20’ 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
- Two Complimentary Full Convention Registrations for attendance to educational sessions, valued at up to $1,850
- 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

- 10’ 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
- One Complimentary Full Convention Registrations for attendance to educational sessions, valued at up to $925
- Access to OADN Direct Mail list once annually.
- Convention Attendee Email Contact (delivered before convention)

EMERALD SPONSOR $5,000

- 10’ 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
- Convention Attendee Email Contact (delivered before convention)

ADDITIONAL OPPORTUNITIES

- 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!
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 Hyatt Regency New Orleans, 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 Hyatt Regency New Orleans. The exhibitor shall indemnify and hold harmless Hyatt Regency New Orleans, 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 Hyatt Regency. 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.

PAYMENT DATES
No booth space is guaranteed until payment in full is received by the OADN National Office.

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.