



— 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.

INVITATION TO EXHIBIT & SPONSOR

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

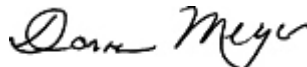
This Exhibitor Prospectus should answer many of your questions; however, should you need additional information about exhibiting or becoming a sponsor, contact the national office at bryan.hoffman@oadn.org.

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
Trajecsyst
Centralized Clinical
Recordkeeping™
Unbound Medicine
University of Phoenix
UWorld Nursing
Walden University
WGU
Wolters Kluwer

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 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.

REGISTRATION & FLOOR PLAN

OADN EXHIBITS

November 18-19, 2022 | Hyatt Regency New Orleans

EXHIBIT HALL HOURS: (Subject to adjustment)

FRIDAY, Nov. 18	5:30pm – 7:30pm	LOAD IN:	Friday, Nov. 18, morning
SATURDAY, Nov. 19	8:20am – 9:50am	LOAD OUT:	Saturday, Nov. 19, 2:45pm
SATURDAY, Nov. 19	1:40pm – 2:40pm		

Full meal or snack with refreshments provided to attendees & exhibitors during all exhibit times.

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 Logo Inclusion in Onsite Convention Signage
- 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 Logo Inclusion in Onsite Convention Signage
- 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)

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

- 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 Logo Inclusion in Onsite Convention Signage
- 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!

REQUIREMENTS & 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 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.