



# EXHIBITOR PROSPECTUS



# TURNING THE TIDE OF NURSING EDUCATION

**2023 CONVENTION**  
**NOVEMBER 15<sup>TH</sup> – 18<sup>TH</sup>**

**SAN DIEGO, CA**  
MANCHESTER GRAND HYATT

# TOP REASONS TO EXHIBIT

1

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

2

Benefit from **8.5 hours** of dedicated exhibit time, including attendee meals and snacks with exhibitors.

3

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

4

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

5

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

OVER 500 ATTENDEES • 8.5 HOURS OF UNOPPOSED EXHIBIT TIME  
THE ONLY CONFERENCE EXCLUSIVELY FOR ADN PROGRAMS

# INVITATION TO EXHIBIT & SPONSOR

Dear Industry Colleagues,

It is our pleasure to invite your organization to exhibit and sponsor at the 2023 OADN Convention, to be held November 16-18 at the Manchester Grand Hyatt in sunny San Diego.

This year's theme, "Turning the Tide of Nursing Education," focuses on the innovative strategies and solutions that nurse educators are employing to address the unique challenges reframed as opportunities facing associate degree nursing (ADN) programs, who are responsible for educating **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 vital programs.

Heeding the call of our industry partners, OADN has expanded the event's unopposed exhibit time from 5 to **8.5 hours of unopposed exhibit time**, with more meals, snacks and refreshments served in the exhibit hall than ever before. Convention attendees are interested in learning about your products and services as they chart new paths and implement innovative strategies for their programs.

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 will 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](mailto:bryan.hoffman@oadn.org).

We look forward to collaborating with you and welcoming you to San Diego this November!

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



**Karen LaMartina** Ph.D., RN  
President, OADN



**Rick Garcia** Ph.D., RN, CCM, FAAOHN, FAADN  
Chief Executive Officer, OADN

## A Special THANK YOU to all our 2022 Exhibitors

We are deeply grateful for your support of associate degree nursing education!

Academic Partners Consulting	Charter Oak State College	Level Up RN	Simulation	Trajecsys
Accreditation Commission for Education in Nursing	ClinPrep	LifeCareSim	Prac+Safe	TrueLearn / Picmonic
American Association for Men in Nursing	Coursey Enterprises	Limbs and Things	Post University	UbiSim
American College of Education	Elsevier	MCG Health	Purdue University Global	Unbound Medicine
ATI Nursing Education	Examsoft	MEA Healthcare Education Supplies	Realityworks safeMedicate	University of Louisiana at Lafayette Online & College of Nursing
Career Uniforms	F.A. Davis Company	Meridy's Uniforms	Sentinel U	University of Phoenix
CastleBranch	Hurst Review Services	National League for Nursing Assessment Services	Sigma Theta Tau International Honor Society of Nursing	University of South Alabama, College of Nursing
Central Methodist University	Infusion Nurses Society	National Student Nurses' Association (NSNA)	sim2grow, LLC	UWorld
Chamberlain College of Nursing	Jones & Bartlett Learning	NurseAchieve	Sylvia Rayfield & Associates	WGU
	Kaplan Nursing	NurseThink	Tarrant County College	William Carey University
	KeithRN	Oxford Medical	The Princeton Review	Wolters Kluwer
	Laerdal			
	Leap Professional Apparel			
	Lecturio			

# 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 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](mailto:help@carolinatd.com).

## EXHIBITOR INSTALLATION

Exhibit installation will take place between 5 p.m. and 9 p.m. on Wednesday, November 15, 2023.

## HOUSING

**Manchester Grand Hyatt San Diego**  
1 Market Pl, San Diego, CA 92101  
(619) 232-1234

Click here to [book your room](#) at the special rate.

Please reserve your room online by Oct. 20, 2023, to receive the group discounted rate of \$259.

## 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) \$1,795

**Tote Bag Insert** \$1,000

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

**Additional Representative Badges** \$195

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 Representative Badges per 10' x 10' space. Includes three meals served in exhibit hall. Additional badges are \$195 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.**

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# REGISTRATION & FLOOR PLAN

## OADN EXHIBITS

November 15-18, 2023 | Manchester Grand Hyatt San Diego

### OADN EXHIBITS SCHEDULE: Grand Hall BCD

WEDNESDAY, 11/15/23	5:00 p.m. to 9:00 p.m.	Load In
THURSDAY, 11/16/23	6:00 a.m. to 7:30am	Final preparations
THURSDAY, 11/16/23	7:30 a.m. to 8:30 a.m.	<b>Exhibits open to attendees</b>
THURSDAY, 11/16/23	12:00 p.m. to 1:30 p.m.	<b>Exhibits + Lunch</b>
THURSDAY, 11/16/23	4:30 p.m. to 7:00 p.m.	<b>Exhibits + Opening Reception</b>
FRIDAY, 11/17/23	7:30 a.m. to 9:00 am	<b>Exhibits + Breakfast</b>
FRIDAY, 11/17/23	12:00 p.m. to 2:00 p.m.	<b>Exhibits + Prizes Announced</b>
FRIDAY, 11/17/23	2:00 a.m. to 5:00 p.m.	Load Out

Meals and snacks provided during exhibit times at no additional cost to vendors.

## 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.

- **NEW THIS YEAR:** OADN will draw prize winners in advance of the final exhibit time and distribute winners' names to each exhibitor before the final exhibiting time, when the winners will then be announced in the hall. Attendees must be present to win.

- **Any exhibitor choosing NOT to participate should notify [OADN@oadn.org](mailto:OADN@oadn.org) by Oct. 1, 2023.**



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# SPONSORSHIP OPPORTUNITIES

## DIAMOND SPONSOR \$10,000

- 20' x 10' Prime Exhibit Booth Space in the Convention Exhibit Hall
- Sponsorship Acknowledgment 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:

- Benefits showcased on the OADN Member Benefits website and highlighted in member communications.

## SAPPHIRE SPONSOR \$7,500

- 10' x 10' Best Available Exhibit Booth in the Convention Exhibit Hall
- Sponsorship Acknowledgment 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:

- Benefits showcased on the OADN Member Benefits website and highlighted in member communications.

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

## EMERALD SPONSOR \$5,000

- 10' x 10' Exhibit Booth in the Convention Exhibit Hall
- Sponsorship Acknowledgment 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

Coffee Break, Breakfast, Luncheon Sponsorships Available: Contact [OADN](http://OADN.org) to learn more.

Branded Hotel Room Key Cards: \$10,000

Convention Wi-Fi: \$5,000

Faculty Poster Awards Sponsorship: \$5,000

Student Poster Awards Sponsorship: \$5,000

Official Program Advertisement (Subject to availability): \$4,000

Tote Bag Advertisement: \$1,000

Passport Program: FREE

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# RULES & REQUIREMENTS

- **ADA COMPLIANCE** Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regards to their booth space, including, but not limited to, wheelchair access. Further information regarding ADA compliance is available via telephone at (800) 514-0301 or at [www.ada.gov](http://www.ada.gov)
- **ALLERGENS & AIRBORNE IRRITANTS** Exhibitors will refrain from using common airborne allergens or irritants in their displays or exhibit space, including, but not limited to: latex and latex derived products, fibers (such as fiberglass or rockwool), various kinds of dust particles (such as cement, slag, sludge, insulating foam, wood chips), acids and alkalis, gasses and vapors, household chemicals, and strong perfumes or colognes.
- **AUDIOVISUAL EQUIPMENT** Audio devices used as part of an exhibit that project sounds beyond the perimeter of the exhibitor's assigned space are not permitted. OADN reserves the right to request the reduction in volume or cessation of use of any system that creates such interference. Audiovisual equipment order forms will be included in the exhibitor service manual. The exhibitor warrants that it will comply with all applicable copyright restrictions.
- **CANCELLATIONS** Cancellations and requests for refunds must be received in writing no later than 90 days prior to start date of conference. If these requirements are met, 50% of the exhibit fee will be refunded within 30 days after the conference.
- **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.
- **DEPOSITS AND PAYMENTS** Full payment is due with the completed application. Space assignment will not be made without the appropriate payment. Space being held may be reassigned to other exhibitors. Exhibitors will not be allowed to exhibit if the full payment has not been received prior to pre-conference set-up days.
- **ELECTRICAL REGULATIONS** All equipment must comply with federal, state, and local electrical codes. All exhibitor equipment must be UL-approved. Exhibitors should refer to electricity ordering contact in the Exhibit Manual with any special requirements.
- **EXHIBITOR CONDUCT & APPLICATION REVIEW PROCESS** Exhibitors must adhere to and abide by all established deadlines and all conference rules and regulations. OADN reserves the right to accept or refuse all requests for exhibits and sponsorship. If for any reason deemed appropriate by OADN, an exhibitor is asked to dismantle an exhibit and/or leave the exhibit hall, the exhibitor agrees to peaceably comply. No refund or demand for compensation shall be made by the exhibitor.
- **EXHIBIT NO-SHOWS** Vendors will be considered a no-show if the booth space is unoccupied by 7:30 a.m., November 16, 2023; this also includes those who do not set up their tables and booth displays in advance of this time.
- **EXHIBITOR PERSONNEL** Exhibitors MUST staff their exhibit booths during scheduled unopposed exhibiting hours. Exhibit personnel will be allowed in the exhibit hall at least one (1) hour before the exhibits open and may remain in the exhibit hall one (1) hour after the exhibits close each day. Exhibitors should not make travel arrangements that conflict with scheduled exhibit times. Exhibitors choosing to leave early or tear down during scheduled exhibit time will jeopardize their organization's ability to participate in future OADN Conventions. If unforeseen circumstances require an early departure, please notify OADN as soon as possible.

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# RULES & REQUIREMENTS

## ■ 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.

## ■ 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.

## ■ 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.

■ **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 Manchester Grand Hyatt San Diego, 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 Manchester Grand Hyatt San Diego. The exhibitor shall indemnify and hold harmless Manchester Grand Hyatt San Diego, its agents, servants, and employees, and OADN from any and all such losses, damages, and claims.

■ **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.

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

■ **PROMOTIONAL ACTIVITY** 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. Canvassing or distribution of advertising material by an exhibitor or anyone representing a nonexhibiting firm is strictly prohibited outside of the exhibitor's booth space or in any part of the exhibit hall, meeting rooms, press rooms, or public areas of the conference center or host hotel.

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

■ **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. CTD is not responsible for shipments made through alternative arrangements. Please contact the FedEx Office Print & Ship Center if you are not planning to use CTD's shipping services or choose to ship directly to the hotel; separate and additional fees may apply.

*Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the discretion of OADN, who shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors.*

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# CONNECT WITH NURSING DEANS, DIRECTORS & FACULTY FROM ACROSS THE COUNTRY



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