



## EXHIBITOR PROSPECTUS

# BRIDGING THE PAST TO BUILD THE FUTURE

OADN'S 40<sup>TH</sup>  
ANNIVERSARY CONVENTION

**2024 CONVENTION**  
OCT 31<sup>ST</sup> – NOV 2<sup>ND</sup>

**TAMPA, FLORIDA**  
JW MARRIOTT WATER STREET

# TOP REASONS TO EXHIBIT

1

Meet over **600** 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.

## A Special THANK YOU to all our 2023 Exhibitors

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

Acadeum  
Accreditation  
Commission for  
Education in Nursing  
American College of  
Education  
American Discount  
Uniform  
American Nurses  
Association  
American Sentinel  
College of Nursing &  
Health Sciences at Post  
University  
ATI Nursing Education  
Avkin, Inc.

BreakoutRN  
CAE Healthcare  
CastleBranch  
Chamberlain University  
Coursey Enterprises  
Dr. Sellars Educate  
Elsevier  
Examsoft by Turnitin  
F.A. Davis Company  
Galen College of Nursing  
Hurst Review Services  
Jones & Bartlett Learning  
Kaplan Nursing  
KeithRN

Laerdal  
Leap Apparel  
Lecturio  
Level Up RN  
Limbs and Things  
MCG Health  
McKesson Medical-  
Surgical  
MEA Healthcare  
Education Supplies  
Nurse Licensure Compact  
NurseAchieve  
Nurses for Sexual &  
Reproductive Health

Oxford Medical  
Simulation  
Picmonic powered by  
TrueLearn  
RekMed  
safeMedicate  
Sentinel U  
Sigma Marketplace  
Sim2Grow  
Skyscape  
Sylvia Rayfield &  
Associates  
The National League  
for Nursing Assessment  
Services

The Princeton Review  
TracPrac/Vestigo Health  
Solutions  
Trajecsyst  
UbiSim Inc.  
Unbound Medicine  
University of Louisiana  
at Lafayette Online &  
College of Nursing  
University of Phoenix  
UWorld Nursing  
VRpatients  
Wallcur  
WCU

# INVITATION TO EXHIBIT & SPONSOR

Dear Industry Colleagues,

It is our privilege to invite you to the 2024 Organization for Associate Degree Nursing (OADN) 40th Annual Convention, which will take place in the vibrant city of Tampa from October 31st to November 2nd. This milestone event promises to be an exceptional opportunity for exhibitors and sponsors to engage with leaders and innovators in nursing education from across the nation.

As OADN celebrates four decades of advancing associate degree nursing education, we anticipate this year's convention to be our most impactful yet. With an expected attendance of over 600 nursing educators, administrators, students, and clinicians, your presence will not only enhance the event but also offer unparalleled visibility and networking opportunities for your organization.

## WHY PARTICIPATE?

1. **Prime Exposure:** Showcase your products and services to a targeted audience of decision-makers and influencers in nursing education. Our exhibit hall is strategically designed to maximize foot traffic and interaction.
2. **Networking Opportunities:** Connect with attendees during 8.5 dedicated and unopposed exhibit hours, where you will forge meaningful relationships that can lead to long-term collaborations and partnerships.
3. **Thought Leadership:** Position your brand as a leader in the industry by sharing your expertise and insights with an engaged and receptive audience.
4. **Celebration of Milestones:** Join us in celebrating 40 years of OADN's commitment to excellence in nursing education and the associate degree pathway. Be part of the festivities and gain recognition as a valued partner in this significant journey!

## SPONSORSHIP OPPORTUNITIES

Our sponsorship packages are designed to offer maximum exposure and value. From keynote sponsorships to exclusive branding opportunities, we have a range of options to suit your marketing goals and budget. Custom sponsorship packages are also available to tailor a plan that best fits your needs, which include year-long components for Diamond and Sapphire sponsors.

Please secure your booth and sponsorship early, as spaces are limited and expected to sell out quickly. We look forward to your participation in what promises to be a landmark event for OADN!

Thank you for your continued support and partnership. Should you have any questions or require further information, please do not hesitate to contact us at [bryan.hoffman@oadn.org](mailto:bryan.hoffman@oadn.org).

Warm regards,



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



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

**OVER 600 ATTENDEES • 8.5 HOURS OF UNOPPOSED EXHIBIT TIME**  
**THE ONLY CONFERENCE EXCLUSIVELY FOR ADN PROGRAMS**

# 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 8 p.m. on Wednesday, October 30, 2024.

## HOUSING

### JW Marriott Tampa Water Street

510 Water Street Tampa, Florida, 33602  
(844) 816-6494

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

Please reserve your room online by Oct. 9, 2024, to receive the group discounted rate of \$259-\$279.

## 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 8' (80 SQ. FEET)** \$1,895

**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** \$295

Two representative badges are included with each 10' x 8' booth fee. Additional badges can be purchased at the rate of \$295 per badge. Representative Badges provide access to the Exhibit Hall only. Vendor representatives who purchase a full conference registration are not required to have a separate badge for the exhibit hall. These badges should be allocated to representatives who are not attending educational sessions.

## 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 8' space. Includes three meals served in exhibit hall. Additional badges are \$295 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

Oct 31st & Nov 1st, 2024 | JW Marriott Water Street, Tampa

### OADN EXHIBITS SCHEDULE

<b>WEDNESDAY, 10/30/24</b>	5:00 p.m. to 8:00 p.m.	Load In
<b>THURSDAY, 10/31/24</b>	6:00 a.m. to 7:30am	Final preparations
<b>THURSDAY, 10/31/24</b>	7:30 a.m. to 8:30 a.m.	<b>Exhibits Open! + Coffee &amp; Tea</b>
<b>THURSDAY, 10/31/24</b>	12:00 p.m. to 1:30 p.m.	<b>Exhibits + Lunch</b>
<b>THURSDAY, 10/31/24</b>	4:30 p.m. to 7:00 p.m.	<b>Exhibits + Opening Reception</b>
<b>FRIDAY, 11/1/24</b>	7:30 a.m. to 9:00 am	<b>Exhibits + Breakfast</b>
<b>FRIDAY, 11/1/24</b>	12:00 p.m. to 2:00 p.m.	<b>Exhibits + Lunch + Prizes Announced</b>
<b>FRIDAY, 11/1/24</b>	2:00 p.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.
- Any exhibitor choosing NOT to participate should notify [OADN@oadn.org](mailto:OADN@oadn.org) by September 16, 2024.



# THE ONLY NATIONAL CONFERENCE EXCLUSIVELY FOR ADN PROGRAMS



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# SPONSORSHIP OPPORTUNITIES

## DIAMOND SPONSOR \$10,000

- 20' x 8' 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
- 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 and dedicated emails.
- 3 additional annual marketing promos for inclusion in OADN Membership newsletter.

## SAPPHIRE SPONSOR \$7,500

- 10' x 8' 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
- 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 and dedicated emails.
- 1 additional annual marketing promo for inclusion in an OADN Membership newsletter.

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

## EMERALD SPONSOR \$5,000

- 10' x 8' 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 Breaks Starting at **\$5,000**

40th Anniversary Celebratory Breakfast: **\$15,000 - \$40,000**

40th Anniversary Celebration Reception: **\$25,000 - \$50,000**

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!**

Contact OADN to learn more:  
[oadn@oadn.org](mailto:oadn@oadn.org)

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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 12:00 p.m., October 31, 2024; 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 JW Marriot Tampa, 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 JW Marriot Tampa. The exhibitor shall indemnify and hold harmless JW Marriot Tampa, 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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