

29th Annual Conference



April 24-27, 2019 / Omni Shoreham

WASHINGTON DC



ADVOCATE
Innovate
ELEVATE

NURSES SHAPING PEDIATRIC HEALTH

SPONSORSHIP AND
EXHIBIT PROSPECTUS

About the SPN Annual Conference

ABOUT SPN

The Society of Pediatric Nurses (SPN) works to advance the specialty of pediatric nursing through excellence in education, research and practice. Founded in 1990, SPN is the premier resource for pediatric nursing professionals caring for children and their families. SPN has more than 3,300 members nationwide that represent more than 28 specialties with an active interest in child healthcare.

SPN ANNUAL CONFERENCE

The SPN Annual Conference is an opportunity for pediatric nurses to stay on top of the latest pediatric trends, hot topics, best practices and academic research to determine how to advance their careers and practice. Topics presented represent research, evidence-based practice, clinical practice, leadership and management, quality improvement and education in pediatric nursing.

SPN SALES TEAM



Kris King

Annual Conference Exhibit,
Marketing and Advertising
Opportunities
(312) 673-5505
kking@pedsnurses.org



Jessica Eustice

Education Opportunities
(312) 673-5929
jeustice@pedsnurses.org



Exhibit and Sponsorship Fulfillment Questions?

Please contact:
exhibits@pedsnurses.org

ATTENDEE STATISTICS

Professional Designations



91%



81%



47%



4%

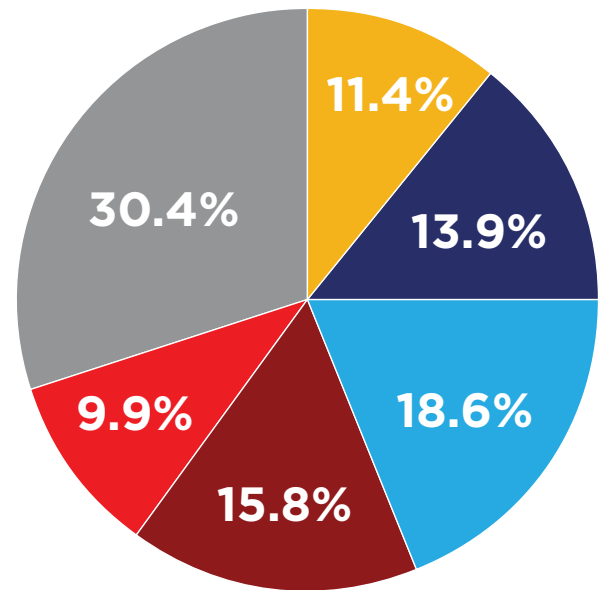


4%



5%

Years of Nursing Experience



- 0-2 years
- 6-10 years
- 16-20 years
- 3-5 years
- 11-15 years
- Over 20 years

2019 Sponsorship Grid

Sponsorship Level and Investment	Gold Level \$15,000+	Silver Level \$10,000-\$14,999	Bronze Level \$5,000-\$9,999
Exhibit Hall Package Included <i>(Description on page 4)</i>	Yes, with a complimentary corner location	Yes	Yes
Priority Points Towards 2020 Space Selection	4	3	2
Logo Recognition on Annual Conference Website and in Program Guide with Designated Sponsorship Level	Yes	Yes	Yes
# of Additional Exhibit-Only Badges	3	2	1
# of Complimentary Full Conference Badges	2	1	0
Registration Drop	Yes	Yes	No
Post-Conference Attendee Email	Yes	No	No
Program Guide Advertisement	Full Page	Half Page	No

Note: Total investment from sponsorship and a la carte opportunities create the partnership levels for which a partner will be recognized; Education Partnerships do not include an exhibit package. Sponsorship level will be based on total partner investment.

I had a great time learning about what was going on in the world of pediatric nursing throughout the country. It was a great opportunity for my own professional development and to gather new ideas to bring back and improve my care setting. Great discussions had all weekend."

— 2018 Attendee



Exhibitor Packages

Exhibit Hall Package - \$1,750 Exhibit Rate; \$350 additional corner charge

Exhibitor Booth

All booths are 10'x10' and may be combined to create large booth configurations. All booths include:

- One (1) 10'x10' carpeted exhibit space (includes: 8' high draped back wall; 3' high draped division side rails; one (1) 6' skirted table; two (2) chairs; one (1) wastebasket; one (1) 7"x44" identification sign)
- Two (2) Exhibit-Only registrations for Exhibit Personnel (Additional Exhibit-Only badges are available for \$150 per person)
- Listing in Annual Conference Program Guide (includes: booth number, company name, phone number, website, email, and 50-word company description)
- Listing on Annual Conference website



Exhibitor Spotlight Package - \$1,000

In addition to the exhibitor booth package, take advantage of the **NEW** SPN Exhibitor Spotlight! Position your organization with 650+ members and attendees as a leader in pediatric learning and healthcare. Exhibitor Spotlights will include a pre- and post-show email as well as increased recognition during the event. This also includes promotion in the passport to prizes program, noted highlight in the Program Guide, meter board recognition by registration and a 5-minute Spark Session on the show floor to drive additional interest to your booth location.



EXHIBITOR SCHEDULE (TIMES SUBJECT TO CHANGE)

Wednesday, April 24

8:00 a.m. — 4:00 p.m.
Exhibitor Installation

4:45 p.m. — 6:15 p.m.
Opening Reception
(Exhibitor attendance required)

Thursday, April 25

7:00 a.m. — 8:00 a.m.
Breakfast with Exhibitors

10:00 a.m. — 1:30 p.m.
Exhibit Hall Open

- **10:00 a.m. — 12:00 p.m.**
Opposed Education Hours
- **12:00 p.m. — 1:30 p.m.**
Lunch with Exhibitors

3:00 p.m. — 4:00 p.m.
Exhibitor Round Table Discussion
with SPN Sales Team

4:00 p.m. — 5:00 p.m.
Exhibit Hall Open

Friday, April 26

8:00 a.m. — 9:00 a.m.
Breakfast with Exhibitors

9:00 a.m. — 12:00 p.m.
Exhibit Hall Open

- **9:00 a.m. — 10:00 a.m.**
Opposed Education Hour
- **10:00 a.m. — 12:00 p.m.**
Exhibit Hall Open

12:15 p.m. — 5:00 p.m.
Exhibitor Dismantle

2019 Annual Conference Sponsorship Opportunities

Sponsorship Opportunity	Investment
"Wine Down" Networking Reception	\$20,000
Grand Opening Reception	\$15,000
Hospital Tour (2 available)	\$7,500
Partner Presentation (3 available)	\$7,500
Conference WiFi (Exclusive)	\$5,500
Afternoon Coffee Break	\$5,500
Opening Reception Custom Drink Tickets	\$5,000
Tote Bag	\$5,000
Lanyards	\$5,000
Post-Conference Email (4 available)	\$1,750
Pre-Conference Email (4 available — must be an exhibitor to purchase)	\$1,250
Registration Drop (10 available)	\$1,200
NEW! Exhibitor Spotlight	\$1,000
Spark Speaking Session in Exhibit Hall	\$750
Pre-Show Exhibitor Postal Mailing	\$500

For full descriptions of these opportunities, visit www.pedsnurses.org/2019opportunities.



“ I was inspired by the 2018 SPN conference. Having the chance to meet so many nurses like me who are working tirelessly to create an improved experience for their patients and fellow nurses has motivated me to bring a renewed energy and passion to work as I return to my institution. I’m excited to share everything I have learned and seen with my coworkers!”

— 2018 Attendee

Continuing Education Opportunities

The Society of Pediatric Nurses (SPN) is accredited with distinction as a provider of continuing nursing education by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation.

SPN ANNUAL CONFERENCE CONTINUING EDUCATION

The Society of Pediatric Nurses Annual Conference is an opportunity for pediatric nurses to discover the latest pediatric trends, best practices and academic research to advance their careers and practice. Attendees share best practices related to enhancing patient experiences, promoting quality care, reducing costs and creating healthy work environments.

Abstracts may be submitted for a concurrent session or poster presentation. The Program Planning Committee selects abstracts based on a blinded review process conducted by subject matter experts. Sessions are designed to fall into six dedicated tracks; clinical practice, education, research, leadership and management, quality improvement and evidence-based practice.

As a supporter, you may choose to provide an educational grant for a full dedicated educational track, individual educational sessions, educational poster sessions or an educational keynote address.

Educational Keynote Address - \$10,000/each

Opening Keynote Address

Help kick off the SPN Annual Conference by supporting an inspirational opening keynote address by a renowned nursing thought leader.

Your support of the Opening Keynote will be recognized prominently with remarks from the podium, signage and acknowledgement in the conference program.

Closing Keynote Address

End the SPN Annual Conference on a high note by supporting the closing keynote address by a renowned nursing thought leader.

Your support of the Closing Keynote will be recognized prominently with remarks from the podium, signage and acknowledgement in the conference program.

Dedicated Education Track - \$10,000 (7 available)

Focus your support on a dedicated education track while attendees receive in-depth continuing nursing education in clinical practice, education, quality improvement, research, leadership and management and evidence-based practice.

Acknowledgement includes your company logo displayed on signage and acknowledgement in the introductory remarks for the educational session(s), recognition in the conference program and at the opening and closing sessions.

Individual Educational Sessions - \$5,000

Focus your support on an individual educational topic while attendees receive in-depth continuing nursing education. Leading experts in the industry present high-quality educational sessions for attendees.

Acknowledgement includes your company logo displayed on signage, acknowledgement in the introductory remarks for the individual educational session(s) and recognition in the conference program. Support of multiple individual educational sessions includes additional recognition at the opening and closing sessions.

Educational Poster Sessions - \$3,000

Support over 100 posters that focus on dedicated education tracks; clinical practice, education, quality improvement, research, leadership and management, and evidence-based practice while providing attendees with continuing nursing education.

Acknowledgement includes your company logo displayed on signage and recognition in the conference program and opening and closing sessions.

SPN YEAR-ROUND CONTINUING EDUCATION

Webinars - \$2,500/each

SPN offers a variety of live webinars year-round on the hottest topics to provide cutting-edge information in pediatric healthcare. Each educational opportunity features nationally renowned experts. Webinars are recorded, archived and available through the SPN Online Education Center long after the live session is over. Your support of the webinar will be acknowledged at the beginning of the session.

2019 SPN Sponsorship/Exhibitor Contract

April 24-27, 2019 | Omni Shoreham | Washington, D.C.

This person will receive all convention communications.

Company Name _____ Date _____

Address _____ City _____

State _____ ZIP _____ Phone _____ Email _____

Contact Name _____ Title _____

Exact company name to be listed in all conference materials _____

Please do not locate my booth near _____

of Exhibit Booth(s) _____ # of Corner(s) _____ # of Additional Exhibit-Only Badges (\$150/each) _____

Please attach a high resolution (EPS or vector file) company logo and 50 word company description when submitting contract.

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- | | |
|--|----------|
| <input type="checkbox"/> "Wine Down" Networking Reception | \$20,000 |
| <input type="checkbox"/> Grand Opening Reception | \$15,000 |
| <input type="checkbox"/> Hospital Tour (2 available) | \$7,500 |
| <input type="checkbox"/> Partner Presentation (3 available) | \$7,500 |
| <input type="checkbox"/> Conference WiFi (Exclusive) | \$5,500 |
| <input type="checkbox"/> Afternoon Coffee Break | \$5,500 |
| <input type="checkbox"/> Opening Reception Custom Drink Tickets | \$5,000 |
| <input type="checkbox"/> Tote Bag | \$5,000 |
| <input type="checkbox"/> Lanyards | \$5,000 |
| <input type="checkbox"/> Post-Conference Email (4 available) | \$1,750 |
| <input type="checkbox"/> Pre-Conference Email
(4 available — exhibiting companies only) | \$1,250 |
| <input type="checkbox"/> Registration Drop (10 available) | \$1,200 |
| <input type="checkbox"/> NEW! Exhibitor Spotlight | \$1,000 |
| <input type="checkbox"/> Spark Speaking Session in Exhibit Hall | \$750 |
| <input type="checkbox"/> Pre-Show Exhibitor Postal Mailing | \$500 |

PROGRAM GUIDE ADVERTISING

- | | |
|--|---------|
| <input type="checkbox"/> Full Page Back Cover Ad | \$2,000 |
| <input type="checkbox"/> Full Page Inside Front Cover Ad | \$1,500 |
| <input type="checkbox"/> Full Page Ad | \$1,000 |
| <input type="checkbox"/> Half Page Ad | \$750 |

Ad Reservation Deadline: February 15, 2019

Ad Artwork Deadline: March 15, 2019

EXHIBIT BOOTHS

- | | |
|---|---------|
| <input type="checkbox"/> Exhibit Booth (10' x 10') | \$1,750 |
| <input type="checkbox"/> Corner Fee | \$350 |
| <input type="checkbox"/> Exhibit (10' x 10') Non-Profit Discount
(Must have 501(c)(3)) | \$1,300 |
| <input type="checkbox"/> Pre-Show Mailing List
(Does not include email addresses) | \$500 |

ADDITIONAL EXHIBIT-ONLY BADGES _____ x \$150 \$ _____

TOTAL \$ _____

PAYMENT OPTIONS

- Credit Card (Invoice link to pay via credit card will be included on your official invoice)
- Check enclosed (Payable to SPN)

Please submit check payment to:

SPN Conference
778611 Solution Center
Chicago, IL, 60677-8006

Fax or email your completed form to:

Kris King, SPN Sales Manager
kking@pedsnurses.org
E-Fax: (312) 673-6577

We understand that all space must be paid for in full within 30 days of invoice receipt from SPN. If the assigned space is not paid in full within 30 days or payment arrangements are not made, it may be reassigned to another exhibitor at the discretion of SPN.

Cancellations and requests for refunds must be received in writing by October 31, 2018. If these requirements are met, 50% of the exhibit fee will be refunded after the conference.

Signature _____ Print Name _____ Date _____

29th Annual Conference Terms & Conditions

These contract rules/regulations are part of the Society of Pediatric Nurses (SPN) 29th Annual Conference Application & Contract for Exhibit Space. By signing the Application & Contract for Exhibit Space, the exhibitor agrees to abide by these Rules & Regulations. After completing the Application & Contract for Exhibit Space, please forward these Rules & Regulations to the person(s) in charge of your exhibit at the SPN 29th Annual Conference.

1. Application. Application for booth space must be made on the printed form provided by SPN and be executed by an individual who has the authority to act on behalf of the applicant.

2. Exhibit Booth Rates & Payments. The price for exhibit spaces is \$1,750 for each 10'X10' booth and \$3,500 for each 10'X20' booth through November 30, 2018. Each corner space contracted will be an additional \$350. To confirm exhibit space and sponsorship, payment must be received within 30 days of invoiced date or space and sponsorship are subject to release. Special payment arrangements may be made but are subject to SPN approval.

If any Exhibitor fails to perform any other term or condition of the contract or fails to observe and abide by these Contract Rules & Regulations, SPN reserves the right to terminate the contract immediately without refund of any monies previously paid. No space or sponsorships will be assigned without payment. Checks should be made payable to SPN and should be mailed with the application and contract for exhibit space to: SPN Conference, 778611 Solution Center, Chicago, IL, 60677-8066.

3. Exhibit Information. Each 10' x 10' carpeted exhibit booth includes 8' high back drape and 3' high side dividers, a 7" x 44" ID sign, (1) covered 6' table, (2) chairs, (1) wastebasket, (2) complimentary Exhibit-

Only registrations for each 10' x 10' booth and a listing in official program materials. Additional Exhibit-Only name badges may be purchased at \$150 each. Inline booth height is limited to 8'. All exhibit booths must remain intact until the closing of the SPN Exhibit Hall. No part of the exhibit hall shall be removed during the exposition without special permission from Show Management. Any exhibitor who begins the dismantling of their display before the close of the show will lose their priority status at future SPN shows and may altogether lose the privilege of exhibiting. All freight must be removed from the exhibit hall by 5:00 p.m. on Friday, April 26, 2019. If exhibits are not removed by this time, Show Management has the right to remove exhibits and charge the expense to the exhibitor.

4. Cancellations and Refunds. Exhibit space and sponsorship payment must be received within 30 days of invoiced date or space and sponsorship are subject to release.

Special payment arrangements may be made but are subject to SPN approval. If a space and/or sponsorship is cancelled by the partner, the contracted partner will incur an administrative fee as listed below:

Date of Notice	% of Cost for Cancelled Space
On or Before Oct. 31, 2018	50%
After Oct. 31, 2018	100%

If space is reduced, Show Management will make allocations of space guided by requirements of individual exhibitors, and reserves the right to rearrange the floor plan and/or relocate any exhibit if deemed advisable in the best interest of the show. If space is canceled by the Exhibitor, Show Management has the right to resell the space and retain all revenue collected (in accordance with the above fee schedule). ALL NOTICES OF CANCELLATION OR REDUCTION MUST BE RECEIVED IN WRITING BY **OCTOBER 31, 2018** to exhibits@pedsnurses.org.

5. Assignment of Booth Space. Reserve exhibit space through October 31, 2018 to take part in Online Space Selection. Exhibitors will be provided a designated call in time for Space Selection that is based on priority point order. More information regarding priority points and call in times will be sent out two weeks before space selection. Contracts received after October 31, 2018 will be assigned after the selection process on a first-come first-serve basis.

SPN will make every attempt to assign the requested booth space. Every effort will be made to maintain the original configuration of the exhibit floor plan; however, SPN reserves the right to assign other than the requested space and to rearrange the floor plan and/or relocate exhibits as needed.

6. Hospitality and Entertainment. SPN does not permit any competing meetings or events with its conference, including networking, social events, door drops, and educational programming. Companies that are not exhibiting are prohibited from hosting hospitality or social functions. Any company or organization interested in planning a meeting, event, or marketing venue during the conference must submit a written request for consideration to SPN. The request should be addressed to Kris King, Sales Manager, at (312) 673-5505 or kking@pedsnurses.org. With prior approval from SPN, food and beverages are permitted inside the exhibitor's booth. All food and beverage services must be coordinated and approved by SPN.

7. Installation/Teardown of Exhibits. All exhibits must be installed by 4:00 p.m., Wednesday, April 24, 2019. Exhibits will dismantle beginning at 3:30 p.m., Friday, April 26, 2019. Exhibitor dismantling prior to the official exhibit hall closing time is prohibited. Any exhibitor dismantling prior to close time will face a penalty and loss of five (5) priority points for the 2020 event. Dates and times are subject to change.

8. Indemnification. The Exhibitor agrees to abide by the terms of this contract, the Official Exhibit Rules and Regulations, and any applicable provisions under SPN's agreement with the management of the Omni Shoreham Hotel,

29th Annual Conference Terms & Conditions

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 hotel. The Exhibitor shall indemnify and hold harmless the Omni Shoreham Hotel, its agents, servants, and employees, and SPN from any and all such losses, damages and claims.

9. General Conference Registration. Any exhibitor wishing to register for and attend the conference educational sessions will register through the normal registration process used by conference participants or if applicable, by using full-conference badge in their complimentary badge allotments. Exhibitors paying conference registration fees will be awarded contact hours for educational sessions attended.

10. Audio Visual and Sound Regulations. Audio visual and other sound and attention getting devices and effects will be allowed by SPN if the Exhibit Manager determines that they do not interfere with activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors. 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. Audio should not project outside of the exhibit booth.

11. Fire Regulations and Health Precautions. No exhibitor will be allowed to use any flammable decorations or latex products in the exhibit hall.

12. Shipping Instructions. Information on shipping exhibit materials will be included in the exhibitor services manual prepared by the official show General Services Contractor approximately **90 days** prior to show move-in.

13. Prohibition of Selling Products and Taking Orders for Show Delivery. SPN provides exhibit space for Exhibitors to display and demonstrate products on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Sales transactions involving the exchange of products for service are prohibited. Should this regulation change, SPN Management will provide each exhibitor with a notice no later than 30 days prior to the event.

14. 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 official show General Services Contractor as specified in the exhibitor manual. The exhibitor will provide SPN with evidence that the contractor has a Certificate of Insurance with a minimum of \$1 million liability coverage, including property damage.

15. Use of Space - General. All marketing activities of each Exhibitor in the exhibit hall must be confined to the Exhibitor's allocated booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow free access in aisles. The exhibit hall should be viewed as a place of business; business casual attire is appropriate. Booth personnel must be modestly and appropriately clothed. If clarification is needed on a specific activity, please submit to SPN for approval.

16. Raffles/Giveaways. All prize giveaway announcements will be subject to SPN Show Management approval prior to the show and must be of a certain value to be considered. All other giveaways must be kept to the confines of each Exhibitor's booth. It is the responsibility of the Exhibitor to follow through with winners on in-booth prize giveaways.

17. Unforeseen Conditions. If for any reason beyond SPN control, the Society of Pediatric Nurses Annual Conference must be canceled, shortened, delayed or otherwise changed including, but not limited to; acts of God, travel/flight cancellations or delays, shortage of commodities or supplies to be furnished by the venue(s), governmental authority, or war in the United States that makes it illegal or impossible for the venue to hold the event. Exhibitor understands and agrees that all

losses and damages which it may suffer as a consequence thereof are its responsibility and not that of the Association, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the Association for space in the Expo, as well as other costs and expenses it has incurred, including travel to the show, setup, lodge, freight, employee wages, etc. Exhibitor agrees to indemnify and hold harmless the Association from any and all loss, which exhibitor may suffer as a result of changes to Expo caused in whole or in part by any reason outside the Association's control and releases the Association, its directors, officers and employees and/or agents from any and all claims, including but not limited to lost profits, out of pocket costs and consequential damages.

18. General. All matters and questions not covered by the regulations are subject to the decision of SPN. SPN may amend these regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, SPN will give written notice to such Exhibitors as may be affected by them. Any Exhibitor not abiding by the rules and regulations set forth herein will lose the privilege of exhibiting. The Rules and Regulations set forth herein will be enforced.