

Exhibitor Prospectus



April 28 – May 3 ♦ Rio All-Suite Hotel & Casino



Exhibit with the Infusion Nurses Society in Fabulous Las Vegas, NV

Join INS at the Rio All-Suite Hotel & Casino for the Annual Convention and Industrial Exhibition, which will be held April 28-May 3, 2012. The INS Annual Convention and Industrial Exhibition is the largest convention for infusion nursing professionals in the United States and will provide you with access to 1,000 – 1,200 purchasers and end-users of your products and services. The Infusion Nurses Society supports access to the highest-quality, cost-effective infusion care for all individuals. Most importantly, INS provides infusion specialists with professional development and networking opportunities, most of which are accomplished by attending INS' Annual Conventions. With more than 80 educational sessions, social events, networking, and of course, the Industrial Exhibition, the INS Annual Convention is the premier event for INS.

Target Audience

Annual Convention attendees have varying degrees of experience levels, from veterans to those new to the infusion nursing specialty, and work as staff nurses, heads of infusion teams, administrators, nurse managers, consultants, educators, and business owners. Attendees hail from all health care settings, including hospitals, home infusion, physicians' offices, ambulatory infusion centers, long-term care, pharmacies, and academia, and many hold the prestigious CRNI® (Certified Registered Nurse Infusion) credential, the only nationally accredited certification for the infusion nursing specialty.

Types of Products/Services Displayed

Antimicrobial
Computer Hardware/Software
Consulting
Dialysis Products
Distributors
Durable and Home Medical Equipment
Education/Training
Infusion Pumps/Devices
Flow Control Devices
Home Infusion Services
Infection Prevention

Infusion Medications and Solutions
Infusion Sets
Infusion Site Prep/Maintenance
Injection Products
Insurance
Market Research
Medical and Surgical Supplies
Needleless Devices
Nursing Apparel/Accessories
Nutrition
Patient Safety Products
Pharmaceuticals

Pharmacy Services
Professional Association/Organization
Publications
Reimbursement Services
Securement/Stabilization Devices
Skin and Wound Care
Specimen Management Products
Staffing/Recruitment
Ultrasound Devices
Vascular Access Devices
Vascular Access Simulators
Vein Illumination Devices

Why Exhibit at the 2012 INS Annual Convention?

1. Maximize visibility and position your company as a leading supplier of infusion products and services
2. Meet with the largest group of infusion specialists under one roof
3. Provide actual end-users with hands-on access to your products
4. Receive insight from customers and educate yourself on the clinical issues facing infusion nurses today
5. In Las Vegas, trade show attendees spend more time on the exhibit hall floor

2011-2012 INS Exhibitor Advisory Council

Michelle Fox, Vidacare Corporation
Steve Moody, Brede Exposition Services
Jack Saladow, Jack Saladow & Associates
Janie Ward, Abbott



Las Vegas photos courtesy of Las Vegas News Bureau

INS Attendees Are Experienced Infusion Leaders

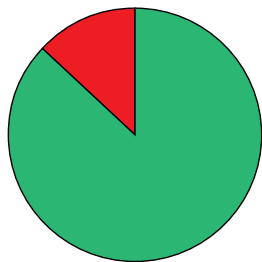
Attendee Profile (Based on data from the 2011 INS Annual Convention)

Total INS membership: 7,050
 Total professional attendance: 1,054
 Attendees who hold the CRNI® credential: 79%

Attendees practicing nursing for 15+ years: 90%
 Attendees practicing infusion therapy for 10+ years: 73%
 Geographic areas represented: 30 countries represented, along with all 50 states

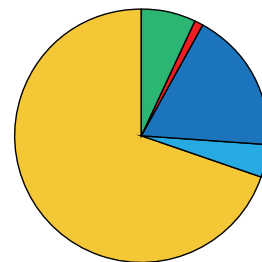
Domestic vs. International Attendees

United States 87%
 International 13%



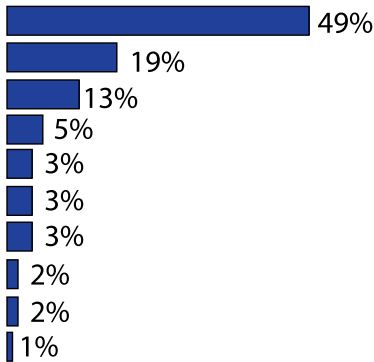
International Attendees Hailed from:

North America 7%
 Australia 1%
 Latin/South America 18%
 Europe 4%
 Asia 69%



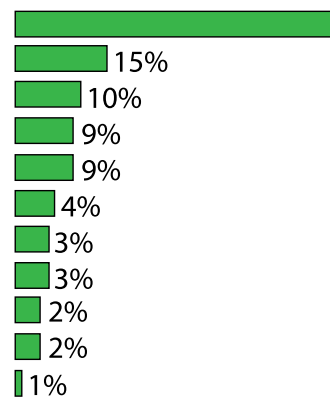
Practice Setting

Acute care/hospital 49%
 Home infusion 19%
 Ambulatory infusion 13%
 Other 5%
 Industry 3%
 Long-term care 3%
 Academic 3%
 Physician's office/clinic 2%
 Pharmacy 2%
 Hospice 1%



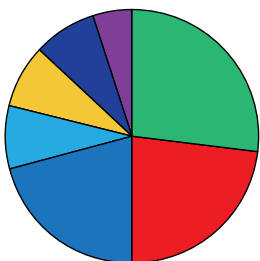
Area of Specialty

Vascular access 15%
 Other 15%
 Oncology 10%
 Administration/management 9%
 Education/research 9%
 Medical/surgical 4%
 Neonatal/pediatrics 3%
 Geriatrics 3%
 Critical care 2%
 Infection prevention 2%
 Emergency department 1%



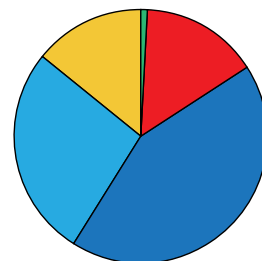
Current Position

Staff nurse 27%
 Director/manager 23%
 Infusion team 21%
 Other 8%
 Education 8%
 Clinical nurse specialist 8%
 Consultant 6%



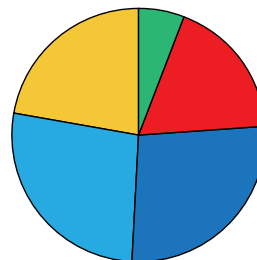
Highest Degree Held

Doctorate 1%
 Master's degree 15%
 Bachelor's degree 43%
 Associate's degree 27%
 Diploma 14%

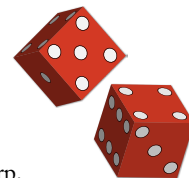


Purchasing Power

Directly purchase 6%
 Directly influence the purchase 18%
 Make product recommendations 27%
 Participate in evaluating products 27%
 Limited involvement in purchasing process 22%



See who else has rolled the dice and exhibited at previous INS Annual Conventions:



3M™ Tegaderm™ Brand Dressings
Abbott
Access Scientific
AccuVein, LLC
The Alliance for BioTherapeutics
AMS/Vygon Corporation
American Regent, Inc.
AngioDynamics, Inc.
Aplicare, Inc.
Argon Medical Devices, Inc.
AquaGuard/Cenorin
B. Braun Medical, Inc.
Bard Access Systems
Bard Medical Division
Baxter Healthcare
BD
BDI Pharma, Inc.
Biogen Idec
Bioline, LLC
Blackhills Innovations Group, Inc.
Bristol-Myers Squibb Company
CareFusion
Centocor Ortho Biotech, Inc.
Centurion Medical Products
Champion Manufacturing
Christie Medical Innovations
Cook Medical
CORPAK MedSystems
Covidien (formerly Tyco Healthcare/Kendall)

CSL Behring
CVS Caremark
Ethicon Biopatch
Excelsior Medical
Genentech, Inc.
The Gideons International
GRIFOLS USA
HemCon Medical Technologies, Inc.
Hopkins Medical Products
Hospira Worldwide, Inc.
HRA Research
Human Touch, LLC
ICU Medical, Inc.
Infection Control Today
InfuSystems, Inc.
IntraPump Infusion Systems
Ivera Medical Corporation
Kevin's Covers
Lifeline Pharmaceuticals, LLC
Medcomp
MEDEGRIP
Medex BioCare, LLC
Medical Action Industries
Medical Specialties Distributors (MSD)
Mediware Information Systems, Inc.
Moog Medical Devices
NASCO
National Database of Nursing Quality Indicators

Navilyst Medical
Nexus Medical LLC
Novartis Oncology
Novartis Pharmaceuticals Corp.
Nurses Service Organization
The Oley Foundation
Pall Medical
PDI - Professional Disposables Int'l.
PFM Medical, Inc.
REDpoint International, Inc.
Retractable Technologies
Rheumatology Nurses Society
RMS Medical Products
RyMed Technologies, Inc.
Savient Pharmaceuticals
Scope Technologies
Smiths Medical
SonoSite
Talecris Biotherapeutics
Teleflex Medical/Arrow International
TransLite, LLC (VeinLite)
VATA, Inc.
Vidacare Corporation
Watson Pharma, Inc.
Wolf Medical Supply, Inc.
Wolters Kluwer Health—Lippincott
Williams & Wilkins
Zars Pharma, Inc.
Zefon International

Separate yourself from the other players and take advantage of the many sponsorship and promotional opportunities available!

Additional opportunities are also available. Watch your mail for the Sponsorship & Advertising Opportunities brochure this fall.



Exhibitor Theaters

Back by popular demand! The Exhibitor Theaters, situated on the exhibit hall floor, come complete with a small stage, standard A/V equipment, and seating for approximately 75 attendees. Each sponsor will receive a 50-minute time slot during which to conduct their session. These sessions are a great way to demonstrate proper use of your product to a live audience, generate interest in your new product, and build traffic to your booth. Spots are limited and fill up quickly, so reserve your theater today!

Simulation Labs

A favorite of INS attendees! Conduct hands-on labs featuring your products for up to 100 infusion nurses in our Simulation Lab, located on the exhibit hall floor. The Simulation Lab will be set up station-style, so your own company representatives can instruct infusion nurses on how to properly administer your medications or use your products across a variety of patient scenarios in a small, intimate setting.



Convention Proceedings Sponsorship – Exclusive Opportunity!

Deliver the entire educational program (video recordings synched with PowerPoint slides) to all convention attendees and provide them with a way to continue their education beyond the meeting itself.

Cyber Lounge

Sponsor the Cyber Lounge and you can provide a tool critical to keeping all meeting attendees in touch with their offices, hospitals, and loved ones. The Cyber Lounge, located in a high-visibility location, will feature computer kiosks, a banner, and customized wallpaper on each monitor showcasing your company logo.

Attendee Badge Holders

Badge-holder advertising is an effective way to have your logo displayed throughout the conference. By securing this opportunity, your logo will be placed on every attendee badge holder, providing your company with a mobile advertising vehicle.

And more...

INS will be announcing many new opportunities throughout the coming months. Watch your mail this fall for the *Sponsorship & Advertising Opportunities* brochure!

Exhibit Information

Meeting Location

Rio All-Suite Hotel & Casino
3700 W. Flamingo Rd.
Las Vegas, Nevada 89103

Exhibit Space Rental Fees

Prices below are based on cash payments (checks). Add 4% for payments made by credit card.

- 10' x 10' – \$2,400
- 10' x 20' – \$3,700
- 10' x 30' – \$5,500
- 20' x 20' – \$8,900 Island*
- 20' x 30' – \$13,300 Island*
- 20' x 40' – \$17,700 Island*
- 30' x 30' – \$20,000 Island*
- 30' x 40' – \$26,500 Island*
- 30' x 50' – \$30,000 Island*

The exhibit space rental fee includes:

- 8' high backwall drape (except island booths)
- 3' high sidewall drape (except island booths)
- Company Identification sign
- Show directory listing, including a 50-word Company Profile Description
- Online Booth Listing in our Virtual Industrial Exhibition
- The exhibit hall is fully carpeted

** Island booths cannot be canceled and are nonrefundable.*

Installation Hours

Installation of exhibits must be carried out within the following scheduled hours:

- Saturday, April 28**
8:00 am – 5:00 pm
- Sunday, April 29**
8:00 am – 5:00 pm

Exclusive Exhibit Hours

- Monday, April 30**
10:00 am – 2:00 pm
- Tuesday, May 1**
10:00 am – 2:00 pm
- Wednesday, May 2**
10:00 am – 2:00 pm

Exhibits are located in the Rio Pavillion on the first floor of the Rio All-Suite Hotel & Casino. Please refer to the back cover of the Prospectus for the exhibit hall floor plan.

Dismantling Hours

- Wednesday, May 2**
2:00 – 10:00 pm

Exhibitor Registration Hours

Registration hours are subject to change.

- Friday, April 27**
5:00 – 8:00 pm
- Saturday, April 28**
8:00 am – 5:30 pm
- Sunday, April 29**
7:30 am – 6:00 pm
- Monday, April 30**
7:00 am – 5:00 pm
- Tuesday, May 1**
7:00 am – 5:00 pm
- Wednesday, May 2**
7:00 am – 5:00 pm

Only registered conference attendees are allowed access to the educational sessions. Exhibitor badges do not allow access to the sessions.

Height Restrictions

All inline booths must not exceed 8' in height. Island booths must not exceed 30' in height.

General Services Contractor

Brede Exposition Services will once again be the official general services contractor for this show.

Exhibitor Service Center

Update your Virtual Industrial Exhibition booth listing, submit your Exhibitor Registrations online, access Exhibitor Housing information, review and sign up for Sponsorship and Promotional Opportunities, access the Exhibitor Services Manual, and more – online anytime!

Hotel Accommodations and Travel

Information regarding hotel accommodations and travel discounts will be available in the Exhibitor Service Center this fall.

AdvaMed Code, PhRMA Code and State Regulations

The Infusion Nurses Society recognizes the AdvaMed Code of Ethics on Interactions with Health Care Professionals and the PhRMA Code on Interactions with Healthcare Professionals, as well as state regulations that pertain to those attendees from Maine, Massachusetts, Vermont, Minnesota and the District of Columbia. Please check with your corporate compliance department to ensure that the activities you engage in are compliant.

INS Meetings Department Contacts

Heather Sampson, CMP
Meetings Manager
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(781) 440-9408, x344

Meghan Cavanaugh
Meetings Coordinator
meghan.cavanaugh@ins1.org
(781) 440-9408, x335

Exhibit Rules and Regulations

All exhibitors participating in the 2012 INS Annual Convention & Industrial Exhibition must abide by the following rules and regulations.

INS Meeting Management

The INS Annual Convention & Industrial Exhibition (“INS Meeting”) is produced by and is the property of the Infusion Nurses Society (“INS”). Rulings by INS shall in all instances be final with regard to use of any exhibit space and any interpretation and application of these Rules and Regulations. All matters and questions not covered by these Rules and Regulations also are subject to the decision of INS.

Exhibit Space Contract Submission and Space Assignment

All space assignments are made on a first-come, first-served basis, based on the date the contract was submitted and payment received.

Once the contract has been submitted, it is understood that the exhibitor and INS have entered into a legal, binding contract with respect to quantity and size of space requested and the use thereof and all other matters included in the contract. Preliminary space assignments requested in the contract will be placed on hold, and a 50% deposit or full payment of the exhibit rental fee (depending upon the date the contract is submitted) is due within 30 days to confirm space assignment. Final space assignments will be confirmed when full payment is received.

If deposit/payment is not received by INS within 30 days of contract submission, the preliminary space assignment will be released back into general inventory for other companies to select.

The exhibitor is still responsible for quantity and size of space requested on the contract and will be required to select new space assignments when deposit/payment is received, based on current availability at that time. Exhibit space contract terms are not voided in the event of nonpayment.

INS reserves exclusive rights to allocate exhibit space in a manner most appropriate to the objectives of INS meetings/conventions. However, INS reserves the right to alter the space assignments due to unforeseen circumstances. Special considerations will be given with regard to the date INS receives a signed exhibitor contract. All decisions will be final and binding. Special requests cannot be guaranteed.

Deposit/Payment Policy

Space Reserved by December 31, 2011:

A 50% deposit is due within 30 days of exhibit space contract submission. The remaining balance is due by December 31, 2011.

Space Reserved after December 31, 2011:

The full exhibit fee is due within 30 days of exhibit space contract submission.

In the event that the exhibitor does not submit deposits/payments in accordance with the payment schedule above, the preliminary space assignment(s) will be released back into general inventory for other companies to select. The exhibitor will still be responsible for quantity and size of space requested on the contract and will be required to select new space assignments when deposit/payment is received, based on current availability at that time. Exhibit space contract terms are not voided in the event of nonpayment. Final space assignments will be confirmed when full payment is received.

Exhibit Space Cancellation/Reduction Policy

All exhibit space cancellations must be made in writing to INS. Exhibitors who cancel or downsize their contracted exhibit space on or before December 31, 2011, are still responsible for 50% of the exhibit space rental fee. Exhibitors who cancel or downsize their exhibit space after

December 31, 2011, are responsible for 100% of the exhibit space rental fee. Island booths cannot be canceled or downsized and are nonrefundable.

Booth Design and Use

All booths are multiples of 10' by 10'. Brede Exposition Services will provide each exhibitor with a company identification sign, 8' backwall drape, and 3' sidewall drape. The exhibit hall at the Rio is fully carpeted, so exhibitors are not required to provide carpet for their booth, unless they wish to provide carpet that matches the overall design of their booth; such carpet must be placed on top of the existing carpet in the Rio Pavillion. The rear 4' of the booth may contain exhibit props reaching 8' in height; any props forward of this point cannot exceed 3' in height.

Exhibits not conforming to these specifications will be prohibited.

INS reserves the right to reject any booth deemed objectionable by INS standards. INS also reserves the right, in the best interest of the exhibition, to relocate exhibitor space.

Height Restrictions

Inline booths must not exceed 8' in height. Island booths must not exceed the ceiling height in the exhibit hall, which is 30' in the Rio Pavillion.

Island Booths

All island booths must conform to the IAEE Guidelines for Exhibits. A rendering of the island booth must be submitted to INS for approval no later than March 1.

Exhibit Staff Registration

Exhibitor badges will be issued to allow exhibitor representatives access to the Industrial Exhibition during installation, dismantling, and show hours only. Exhibitors wishing to attend educational sessions are required to purchase a conference registration.

Exhibitors are required to pre-register all exhibit staff for exhibitor badges by April 9, 2012, using the online form in the Exhibitor Service Center. Exhibitors are entitled to five badges per 10' x 10' space occupied. If you exceed your allotted amount, there is a fee of \$50 for each additional exhibitor badge, and payment must accompany your registration. Refunds will not be issued for any "no-shows" on your exhibitor registration list.

In an effort to ensure a timely opening of the Industrial Exhibition, priority check-in will be given to pre-registered exhibitors. On-site transactions will be processed as time permits. Please make every effort to pre-register as many personnel as possible.

Hospitality Events/Meetings

Exhibitors wishing to hold receptions, staff meetings, focus groups, or other small gatherings may do so, but the timing of these functions must not conflict with educational sessions, Industrial Exhibition hours, or official evening social events. INS must approve all requests for ancillary events, and requests made directly to the Rio All-Suite Hotel & Casino or other properties will not be accepted without INS approval. An affiliate event fee is also required.

Exhibitor Housing

Exhibitors and meeting attendees requiring five or more guestrooms per night are required to submit a Sub-Block Agreement to the Rio All-Suites Hotel & Casino, along with a preliminary rooming list and valid credit card to guarantee each reservation. A deposit equal to 90% per night is required in order to confirm your sub-block.

All block cancellations/reductions must be made in writing and sent via mail, e-mail, or fax to the Rio. An exhibiting company is allowed to reduce their sub-block by up to 10% per night until **March 26, 2012**, without penalty. After this date, exhibitors will be held responsible for their entire block booked.

A rooming list with specific guest names must be finalized and sent to the Rio by **April 2, 2012**. Name changes may be made to your rooming list after this date.

General Conduct

The following practices are prohibited by decision of INS:

1. Noisy mechanical or electrical equipment that will interfere with other exhibitors.
2. Operation of x-ray equipment.
3. Canvassing or distributing any material outside exhibitor's own space.
4. Subleasing of exhibit space.
5. The use of billboards/advertisements and/or display of signs outside exhibit area.
6. Mass entertainment activities sponsored by exhibiting companies, away from the headquarters hotel.
7. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays outside the exhibit area, during exhibit hours.
8. Entry into another exhibitor's booth without permission.
9. Photographing or examining another exhibitor's equipment without permission.
10. The use of live or recorded music in an exhibitor's booth.

Dignity

It is intended that the INS Annual Convention & Industrial Exhibition shall be a serious and dignified offering. Unethical conduct, including but not limited to entry into another exhibitor's booth without permission, or infraction of rules on the part of exhibitors or their representatives, could lead to INS taking any action it deems appropriate, including expulsion and/or suspension of an exhibiting company. It is agreed that if such action is taken, no refund shall be made by INS, and no demand for redress will be made by the exhibitor or his representatives. It is also agreed that disregard for any rule stated here is considered just reason for INS to prohibit an exhibitor from attending all future INS activities.

Liability

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and leave INS and its employees and agents blameless in all claims or fines and attorney's fees arising out of or caused by the sole negligence of the Rio All-Suite Hotel & Casino, its employees, or agents. In addition, the exhibitor acknowledges that INS, Brede Exposition Services, and the Rio All-Suite Hotel & Casino do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain such coverage. The exhibitor assumes all responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's displays, equipment, and other property brought on the Rio All-Suite Hotel & Casino premises, and shall indemnify and leave blameless the Rio All-Suite Hotel & Casino agents and employees in any and all such losses, damages, and claims unless losses are the direct result of the Rio All-Suite Hotel & Casino's negligence.

Hazardous Materials

Exhibitors are responsible for the proper disposal of all hazardous wastes (catheters, fluids, blood products, etc.).

Insurance

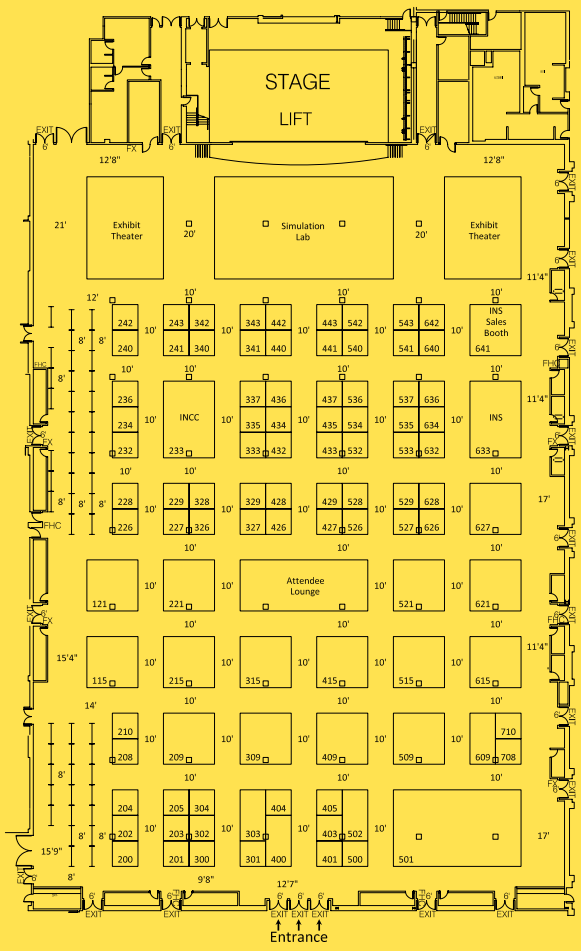
Exhibitors are urged to take out a portal-to-portal rider, available for a nominal fee, on their own insurance policies, protecting them against loss, theft, fire damage, etc. To avoid damage to equipment, please remain with your exhibit until crates are provided and requested labor is available. Watchmen are appointed; however, INS, Brede Exposition Services, and the Rio All-Suite Hotel & Casino will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. No volatile or flammable substances or materials of any nature that are prohibited by local ordinance, the Fire Prevention Bureau, or insurance carriers may be used in any booth. The use of any crepe or corrugated paper is prohibited.



Setting the Standard for Infusion Care®

315 Norwood Park South
Norwood, MA 02062
www.ins1.org

Non-Profit
Organization
U.S. Postage
PAID
Norwood, MA
Permit No. 109



Reserve Exhibit Space Today!



Have a smart phone? Scan this QR code with your smart phone's QR reader App to reserve your space online!

