

Annual Convention & Industrial Exhibition
Las Vegas

INS 2012

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

advertising & sponsorship
opportunities



Setting the Standard for Infusion Care®



Thank you...

for exhibiting at INS' 2012 Annual Convention & Industrial Exhibition, April 28 – May 3, at the Rio All-Suite Hotel & Casino in Las Vegas. So far, pre-registration figures are at the highest levels in over 15 years, so we're expecting INS 2012 to be an event unlike any other you've experienced in recent years.

Included in this brochure are nearly 40 ways that you can increase market share, introduce new products, and connect with INS 2012 attendees. Opportunities are sold on a first-come, first-served basis and many have production deadlines, so don't delay in making your selections. And please feel free to reach out to us to discuss your upcoming marketing campaigns and objectives; we are here to assist you in any way that we can.

We look forward to working with you and seeing you in Las Vegas!

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Why Promote Your Trade Show Participation?

You've made the investment to exhibit at the INS Annual Convention, but how will attendees know what products you have to offer or how these will help them improve patient care?

According to a recent study on attendee trade show behavior, conducted by the Center for Exhibition Industry Research (CEIR):

1. 76% of attendees arrive at the show with an agenda.
2. Attendees spend quality time with 26 exhibitors at a show.
3. Half of these 26 exhibitors scheduled these appointments in advance.
4. Direct mail motivates 53% of previous show attendees and 29% of newcomers to visit your booth.
5. The frequency of marketing efforts increased booth attendance. For example, your first mailing will get a 25% response, but sending three mailings to the same audience will increase your response rate to 75%.
6. 33% of attendees visit a booth in response to an ad.
7. Exhibitors who advertise attract 56% more attendees than those who do not.
8. The #1 way to attract a customer to a booth is with an invitation.
9. 90% of attendees use exhibitions as the #1 source of purchasing information.

How Will You Stand Out from the Competition?

The Benefits of Sponsorship

As a valued supporter of INS, you will be recognized in highly visible ways that ensure that our members appreciate and acknowledge your support and contributions to our organization. Below is a list of the basic benefits that are included in each of the sponsorship packages.

- Logo and recognition on the INS Web site
- Logo and recognition in the *Convention Journal Program/Exhibitor Directory*
- Signage at the Annual Convention recognizing all Corporate Sponsors
- Sponsor ribbons for all company personnel in attendance

Please note that sponsorship benefits are based on timing of the signed agreements and that some opportunities are dependent on sponsorship-specific deadlines and time frames.

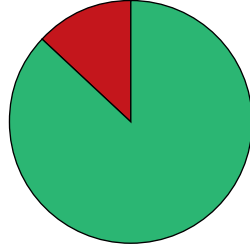
INS Members Are Experienced Infusion Leaders

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

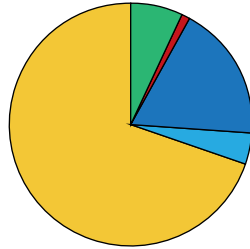
Domestic vs. International Attendees

- United States 87%
- International 13%

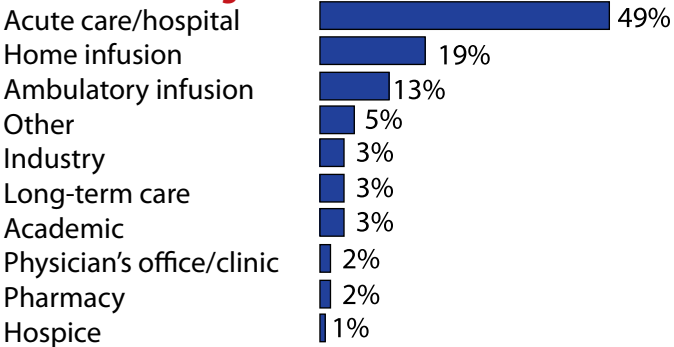


International Attendees Hailed from:

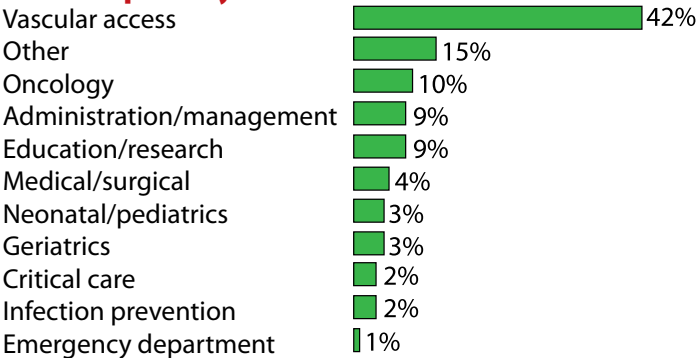
- North America 7%
- Australia 1%
- Latin/South America 18%
- Europe 4%
- Asia 69%



Practice Setting

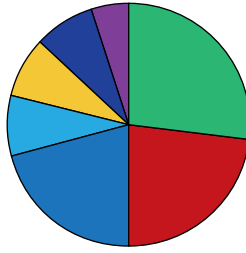


Area of Specialty



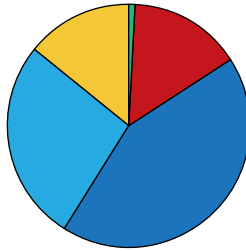
Current Position

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



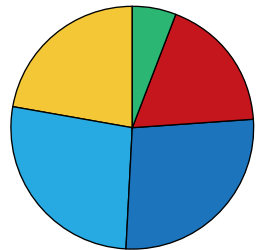
Highest Degree Held

- 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%



Daybreak Symposia

Investment: Contact the INS Meetings Department for further details.

Availability: Limited to just 5 opportunities

Daybreak Symposia are one-hour, accredited educational programs, held in a dedicated time slot, that discuss a current topic in infusion therapy. **Because symposia are ANCC-accredited educational programs, sponsors are not permitted to influence the content, provide the session title or abstract, or solicit or interact with presenters and must comply with the ANCC Guidelines for Commercial Support to ensure that the symposium is free from commercial bias.**

For additional information on supporting an accredited educational symposium at the Annual Convention, please contact Heather Sampson, INS Meetings Manager, at (781) 440-9408, ext. 344, or heather.sampson@ins1.org.

Benefits

- Increased visibility as a supporter of accredited continuing nursing education programs
- Development of a high-quality educational program that meets the educational needs of INS' members
- Recognition in the *Convention Journal Program*, on signage at the event, and in announcements made in the meeting rooms
- Post-conference evaluation reports that contain feedback and ratings of the program and the presenters



INS Symposium Application Process

Companies interested in supporting a Daybreak Symposium should:

- Contact Heather Sampson, INS Meetings Manager, to discuss pricing, logistics, and your company's process for funding an accredited continuing nursing education program. **Symposium sponsors must agree to abide by the ANCC Guidelines for Commercial Support and not influence the educational content or presenter selection.**
- INS will conduct research and develop the content for the program (including the session abstract, learning objectives, session outline, and needs assessment).
- INS will write and submit the educational grant proposal for review (for those firms who require a formal educational grant submission). For companies that do not have a formal educational grant program in place, a CE Agreement will be developed for the sponsoring organization.
- Once the grant has been approved or the CE Agreement signed, INS will recruit and work with the faculty to ensure that the content is free from commercial bias and that educational needs are being met.
- INS will handle all program logistics, including room setup, A/V, faculty travel, session evaluations, etc.
- INS will accredit the program for 0.8 contact hours of continuing nursing education. INS is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation (COA).
- INS will request approval from the Infusion Nurses Certification Corporation (INCC) to also accredit the program for one CRNI® recertification unit per 60-minute symposium.





Simulation Lab

Monday, April 30 – Wednesday, May 2

Investment: \$10,000 for each one-hour session

Availability: Limited

Simulation Labs are hands-on clinical labs, held on the exhibit hall floor, that teach proper use of infusion products or administration of infusion medications that minimize adverse events, such as infections. In this classroom, sponsors will place their products in the hands of potential customers, demonstrate the value of the device in providing optimum patient care, provide education and training to potential end-users of these products, and effectively generate additional sales leads beyond their booth.

The lab will be set up with 10 stations to accommodate a maximum of 100 participants per session, with a trainer from the manufacturer providing the instruction at each station. Standard A/V equipment will also be provided (microphones, screen, and an LCD projector). Individual time slots are available from 10:30 to 11:30 am or 12:30 to 1:30 pm on Monday, Tuesday, and Wednesday. Or, a company may purchase a three-hour block from 10:30 am to 1:30 pm and hold three consecutive, one-hour sessions back-to-back.

For an additional fee, exhibitors can also pair a Simulation Lab with an accredited Daybreak Symposium to provide both a didactic and clinical program for INS members.

Benefits

- Company personnel can provide attendees with proper hands-on training on your products in a classroom setting on the show floor
- Effectively generate new sales leads
- Promotion of your Simulation Lab in the *Convention Journal Program*, at the First-time Attendee Orientation, and on signage at the meeting

Exhibitor Theaters

Monday, April 30 – Wednesday, May 2

Investment: \$5,000 for a 50-minute session

Availability: Limited

Exhibitors can conduct nonaccredited educational programs, product demonstrations, workshops, focus groups, or market research studies in one of our two Exhibitor Theaters, located directly on the exhibit hall floor. These hardwall classrooms are set up theater-style for a maximum of 75 people, with standard A/V (small sound system, screen, LCD projector), a small stage, and a registration table outside for check-in and distribution of any handouts/materials, both of which are handled by the sponsor.

And, for an additional fee, INS can record and **produce enduring material of your Exhibitor Theater** session to be included on the INS Knowledge Center online or on CD-ROM for distribution by your sales force. Contact the INS Meetings Department for additional details.

There are two sessions available during each of the following time slots listed below. They sell out quickly each year, so don't delay!

Monday, April 30

10:10 – 11:00 am
11:10 am – Noon
12:10 – 1:00 pm
1:10 – 2:00 pm

Tuesday, May 1

10:10 – 11:00 am
11:10 am – Noon
12:10 – 1:00 pm
1:10 – 2:00 pm

Wednesday, May 2

10:10 – 11:00 am
11:10 am – Noon
12:10 – 1:00 pm
1:10 – 2:00 pm

Benefits

- Company personnel can present these lectures and product promotions to attendees
- Classroom setting (complete with furnishings and A/V) to hold nonaccredited educational programs, workshops, and product demos for an audience of 75 people
- Great booth traffic-building opportunity
- Promotion of your Exhibitor Theater session in the *Convention Journal Program*, at the First-time Attendee Orientation, and on signage at the meeting



Mobile Phone Application – NEW!

Investment: \$7,500

Availability: Exclusive

INS has gone mobile! With the growing number of smart phone users in our society, there's an app for everything—why not have one for the INS Annual Convention & Industrial Exhibition? This mobile app allows attendees to review the meeting schedule, explore the virtual Industrial Exhibition, create an agenda, and much more. As the exclusive sponsor, a custom banner ad will be displayed across the bottom of each screen the entire time the mobile application is being used, and will include a link to a custom page within the app for your own dedicated content (such as text, YouTube videos, links to product brochures on the Web, etc.) and a link to your company Web site.



Benefits

- Banner ad recognition on every page of the mobile application
- Custom page built into the app, featuring your own dedicated content
- Direct access to your company's Web site through attendees' mobile devices

Banner Ad – INS Web Site

Investment: \$500 for one month

Availability: Unlimited

Grab the attention of actual and potential Annual Convention attendees as they surf the INS Web site for information on this year's meeting and guide them to your Web site. Simply send us the artwork and Web site address that you'd like viewers to be directed to, and start increasing your visibility and Web site traffic!

Banner Ad Specifications:

3 Sizes Available:

- *Sidebar Placement:* 180 pixels wide x 150 pixels high
- *Sidebar Placement:* 300 pixels wide x 250 pixels high
- *Sidebar Placement:* 160 pixels wide x 600 pixels high

Preferred file format: GIF or JPEG formats. Banner ad may be animated, if desired.

Please e-mail the artwork to diane.rann@ins1.org, and include the Web site address that the banner should be linked to.

Benefits

- Banner ad active for one month
- Product visibility among INS members and Web site visitors you may not see at the Annual Convention

Industry Link on the INS Web Site

Investment: \$1,250 (12 months)

The Industry Links section of the INS Web site is a virtual catalog of links to resources, products, and services for infusion professionals. Your Industry Link will consist of your custom logo or banner ad, which will be linked to any page within your Web site to make it more accessible to end-users and increase your page views.



Ad Specifications:

- Artwork can be a company logo, product logo, or custom banner ad.
- File may be animated, if desired.
- Preferred file format: JPEG.
- Banner ad size must not exceed the following dimensions:
212 pixels wide x 65 pixels deep OR 175 pixels wide x 87 pixels deep

Benefits

- Your custom banner ad or company logo active on the INS Web site for 12 months
- Visibility as a true resource to infusion therapy professionals



Pre-registrant Mailing List Rental

Investment: \$800 for a one-time use

Availability: Unlimited

Building excitement about the meeting and your presence in the Industrial Exhibition is the key to increased booth traffic and lead generation. Rent the mailing list for pre-registered attendees for your next direct mail campaign and send personalized invitations, promote special offers or discounts, announce booth giveaways and drawings, send new product announcements, or simply just announce your booth number. Contact INS directly to place your order. While mailing lists are available at any time, we recommend waiting until after the March 15 Advanced Registration discount deadline for maximum return on your investment. *(Mailing lists contain physical mailing addresses only; phone numbers and e-mail addresses are not included.)*

Benefits

- One-time mailing for pre-registered attendees
- Increase traffic to your booth at the Annual Convention

Final Attendee Mailing List Rental

Investment: \$1,000

Availability: Unlimited

Don't lose the momentum and energy that you get with the relationships that you build at the meeting—send a strong, post-event mailing to attendees, reminding them what your products have to offer. Contact the INS Meetings Department to reserve the Final Attendee List, and we will e-mail the list to you as soon as we return to our office. *(Mailing lists contain physical mailing addresses only; phone numbers and e-mail addresses are not included.)*

Benefits

- One-time mailing to all Annual Convention attendees
- Great way to follow up on sales leads and generate interest among those you missed

Attendee Mailing List Bundle – NEW!

Investment: \$1,500 (\$300 savings)

Availability: Unlimited

Data show that companies who do pre-show and post-show marketing to attendees see greater return on their investment (ROI), and INS has created an opportunity that allows you to do both more cost-effectively! With this bundle, you'll receive the pre-registered attendee mailing list for your pre-show promotional mailing, and once the meeting has ended, INS will send you a final list of actual attendees (to include on-site registrants) for timely post-show follow-up. Don't miss out on this opportunity to make a difference before and after the convention. *(Mailing lists contain physical mailing addresses only; phone numbers and e-mail addresses are not included.)*

Benefits

- 2 mailings to Annual Convention attendees (pre- and post-event)
- Build booth traffic and follow up on sales leads

Exclusive E-mail Broadcasts

Investment: \$1,500

Availability: Unlimited

Would you like to send a personalized e-mail to invite members to your booth or sponsored program, and/or direct them to your Web site? Simply send us the e-mail text in MS Word format, including any logos or Web links you want to include, and we'll design the e-mail and send it out for reading across multiple e-mail platforms. This e-mail will contain just your dedicated message, ensuring that the content of the e-mail is targeted and effective and doesn't get lost in the shuffle.

Benefit

- Your dedicated message, with logos and Web links, e-mailed to the INS membership

Exclusive E-mail Survey

Investment: \$2,500

Availability: Unlimited

Do you want to know what interests our membership prior to the meeting? INS now provides a fast and easy way to collect that feedback. Results show that electronic surveys sent to our membership return positive results quickly, saving you valuable time in preparing targeted and successful marketing efforts. Just send us the survey content, along with any logos or graphics you want to include, and we'll design the survey for you. Data are then collected, formatted, and reported to you after the survey has been completed. If you are planning a pre-show e-mail campaign, increase your return on investment by having INS deliver your message and gather our members' valuable feedback. You can then turn around and create customized, targeted messaging to our members that will be sure to drive traffic to your booth.

Benefits

- Dedicated e-mail containing your survey
- Summary report of survey results

Membership Mailing List Rental

Investment: \$200/M

Availability: Unlimited

Renting the INS Membership Mailing List for your next direct mail campaign is an effective way to communicate with our members, letting them know you are eager to conduct business with them and maintaining a top-of-mind presence throughout the year. The INS list offers direct access to more than 7,000 engaged, industry professionals with purchasing power that can be beneficial to your company. What's more, multiple selections and regular updates make it easy to deliver your offer to your exact target audience and maximize response rates.

For more information, list counts, or to place an order for your next direct mail campaign, contact **INFOCUS Marketing** at (800) 708-5478, sales@InfocusMarketing.com, or view list details online at www.infocusmarketing.com/datacard/ins. The mailing list includes physical mailing addresses only (no phone or e-mail addresses are included), and a sample piece from your mailing must accompany the request.

Benefits

- One-time use of the INS membership list
- Promote your products to actual end-users of your products

Convention Journal Program Belly Band Advertising – NEW!

Investment: \$6,000

Availability: Exclusive

NEW IN 2012! Place your ad AROUND the *Convention Journal Program/Exhibitor Directory* by placing your ad on a belly band. This sleeve will wrap around the middle of the *CJP*, and will be handled by all attendees as they open their *CJP* to plan out their week, providing you with guaranteed high visibility.

Benefits:

- Guaranteed distribution to Annual Convention attendees
- Maximum *CJP* advertising visibility
- Increased traffic to your booth

Advertise in the *Convention Journal Program/Exhibitor Directory*

Premium Placements:

Inside Front Cover #2, 4-color	\$3,750	Full-page, 4-color	\$2,000
Inside Back Cover #3, 4-color	\$3,750	Full-page, BW	\$1,750
Back Cover #4, 4-color	\$4,500	Half-page, 4-color	\$1,500
		Half-page, BW	\$1,200

Maximize your visibility on-site by advertising in the *Convention Journal Program/Exhibitor Directory (CJP)*. The *CJP* is the sole meeting publication for the INS Annual Convention and is distributed to the 1,200 – 1,500 infusion therapy professionals in attendance. The *CJP* contains the Exhibitor Directory and Industrial Exhibition floor plan, the complete convention schedule, the abstracts for all of the educational sessions, a faculty directory, a listing of all posters being presented, schedules of all of the Simulation Labs and Exhibitor Theater sessions, and details about the Annual Convention social events held each evening. By advertising in the *CJP*, you will reach leaders in the infusion specialty while promoting your products and services at the largest annual conference for infusion professionals in the United States.

Benefits:

- Guaranteed distribution to Annual Convention attendees
- Ad placement in the *Convention Journal Program/Exhibitor Directory* will increase traffic to your booth



Ad space must be reserved by March 1, and all ad artwork is due to INS by March 15, 2012.

Ad Specifications:

- Images may be sent as a high-resolution PDF or EPS file at 300 dpi.
- Full-page ads should be 8.5" x 11" portrait style, add 1/8" bleed to top, bottom, and sides. Copy must be kept 1/2" from outside edges.
- Half-page horizontal ads should be 7.5" x 4 7/8".
- Belly band specs to be sent once ad commitment is received.

Artwork can be mailed or e-mailed to INS, or uploaded to the INS FTP site.

Please contact the INS Meetings Department at (781) 440-9408 for details.

Attendee Welcome Letter – NEW!

Investment: \$3,500

Availability: Exclusive

Be the first to welcome all attendees to the INS Annual Convention! They will receive your letter as soon as they check into the hotel. This letter can serve many purposes, such as providing advance information about a product, inviting them to a sponsored event, or driving traffic to your booth. Simply ship your welcome letter to us, and all attendees will receive it upon their arrival. Approximate number of pieces requested: 1,500.

Benefits

- Printed material presented first to all attendees
- Low-cost promotional opportunity



Enhanced *Exhibitor Directory* Listing with Company Logo (in Print) and Web Link (in Mobile App)

Investment: \$500

Availability: Unlimited

Enhance your listing in the printed *Exhibitor Directory* and make it really “pop.” Your listing will be boxed out and feature your company logo, for maximum impact. You’ll be sure to catch the eye of INS members and meeting attendees, even when they return home and reference the printed *Exhibitor Directory* to make future purchases. In addition, your *Exhibitor Listing* in the INS Annual Convention Mobile App will include a link to your Web site.

Benefits

- Logo printed next to your company listing in the *Exhibitor Directory*
- Link to your company Web site from the INS 2012 Mobile App

Digital Newspaper - Preview Issue

Investment: \$5,000

Availability: Exclusive

Communicate all of the up-and-coming attractions of the Annual Convention to registered attendees and the entire INS membership by sponsoring the Annual Convention Preview. This eight-page, interactive digital newspaper includes important meeting reminders, feature articles, special event announcements, and much, much more. As the sponsor, you’ll receive sponsor recognition on the front cover, links to your company Web site, space for your own press release or feature article, and an exclusive full-page, four-color ad placement with links directed to your Web site.



Daily Newspaper: On-Site Print Editions

Investment: \$6,000 per issue or \$15,500 for all three issues

Availability: Limited or exclusive

Keep conference attendees on the pulse of all that’s going on during the Annual Convention! Sponsor the Daily Newspaper, and your print ad and press release (or feature article) will also be included on an exclusive basis—no other competitors’ ads will be included. The first edition will be created in advance of the meeting and inserted in all of the conference registration bags, and the next two issues will be produced on-site in Las Vegas and distributed to attendees by personnel wearing T-shirts featuring your logo and booth number.

Digital Newspaper - Highlights Issue

Investment: \$7,500

Availability: Exclusive

After the Annual Convention, reach meeting attendees and INS members you may have missed by sponsoring the INS Annual Convention Highlights Issue. Similar to the Preview Issue, this eight-page, interactive, digital newspaper will include articles and photos recapping the highlights from this year's Annual Convention and will be e-mailed to the entire INS membership and all conference attendees. As the sponsor, you will receive recognition on the front cover of the newspaper, the only industry ad placement in the entire issue, and space for your most recent press release or feature article. As with the Preview Issue, any e-mail addresses or Web site addresses included in your print ad, press release, or feature article will become live hyperlinks, and the Highlights Issue will be available for viewing for up to a year, ensuring traffic to your Web site long after the meeting. The Highlights Issue can also be printed and mailed to the entire INS membership for further exposure, for an additional fee.

Benefits

- Recognition on the front page of the newspaper
- Exclusive ad space and press release or feature article inclusion
- Links directing readers to your Web site
- Custom newspaper bins for on-site print editions
- Staff wearing shirts featuring sponsor's logo and booth number will distribute print editions

Guest Room Drops

Investment: \$5,000 for at-door delivery

Availability: Unlimited

Interested in increasing traffic to your booth or attendance at a sponsored event? You can create early anticipation by having a promotional piece dropped outside the door of each attendee guest room at INS official hotels. Room drops can serve many purposes, from providing advance information about your products to successfully gauging product interest by offering a free sample to those who return the piece to your booth. Sponsors can select the date and time frame (morning, afternoon, evening, or overnight) of their room-drop delivery, and INS will coordinate the drop for you. Approximate number of pieces requested: 1,500.

Benefits

- Printed materials delivered to the guest rooms of all attendees
- Effective booth traffic and audience-generating opportunity for your sponsored events

Hotel Room Key Card Advertising

Investment: \$6,000

Availability: Exclusive

Reach 1,200 - 1,500 meeting attendees staying at the Rio through hotel room key cards customized with your company and product message and logo. Cards will be given to hotel guests at check-in and used to access their rooms throughout their stay.

Benefits

- Your company's custom artwork printed on each hotel room key card
- Effective booth traffic-building opportunity



Registration Bag Inserts/Giveaways

Investment: \$1,500

Availability: Unlimited

Take your message directly to all INS conference attendees by placing your custom mail piece, product brochure, specialized invitation, or unique giveaway in each registration bag and drive traffic to your booth! Simply ship your printed piece or giveaway to us, and all attendees will receive it as part of their registration materials on-site. Approximate number of pieces requested: 1,500.

Benefit

- Guaranteed distribution of your literature or marketing collateral to all attendees
- Low-cost promotional opportunity



Aisle Banners

Investment: \$750 per aisle banner

Availability: One per aisle – 6 total available

Highlight your presence inside the Industrial Exhibition by including your company logo and booth number on an eye-catching, meeting-themed, aisle banner. Directional aisle signage helps our members locate their favorite vendors and will serve as a visual reminder that your booth is the first they should stop by and see.



Benefits

- Logo and booth number printed on meeting-themed aisle banners
- Sponsor may choose the aisle placement for their banner



Attendee Badge Holders

Investment: \$5,000

Availability: Exclusive

Badge-holder advertising for this meeting 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.

Benefits

- Logo on the attendee badge holders
- Mobile advertising vehicle throughout the entire conference

Attendee Lounge Literature Bin Distribution – NEW!

Investment: \$2,000

Availability: Unlimited

Draw attendees to your booth by placing your product brochures, pamphlets, or flyers in literature bins placed in the Attendee Lounge, right in the center of the exhibit hall. Attendees stop here to eat lunch, relax, and network—supply them with reading material that will make them stop at YOUR booth next! Simply ship your printed piece to us, and we will make sure the bins are replenished throughout the exhibit hall hours. Approximate number of pieces requested: 1,500.

Benefits

- Effective booth traffic-building opportunity
- Opportunity to present as much information as you desire to the attendees (from postcards to full magazines or brochures)



Boxed Lunch Advertising – NEW!

2 Options Available:

Boxed Lunch Sticker

Investment: \$2,500

Availability: Exclusive

Boxed Lunch Sticker & Insert

Investment: \$3,500

Availability: Exclusive

INS will provide the opportunity for all attendees to have lunch in the exhibit hall. Our exclusive exhibit hall hours occur during lunch time, so there is no doubt that all attendees will need a lunch. This is an effective way to display your company logo and booth number. Stickers will be placed on the outside of the box with any information you desire. Approximate number of pieces requested for insert: 3,000.

Benefits

- Your company's custom artwork printed on every attendee's lunch
- Effective booth traffic- and audience-generating opportunity for your sponsored events

Coffee Cup Sleeves – NEW!



Investment: \$3,000

Availability: Exclusive

INS will provide breakfast to all attendees each day of the meeting. Drive traffic to your booth by catching their attention early in the morning when they grab their first cup of coffee. These outer sleeves that wrap around the coffee cups will feature your company logo and booth number.

Benefits

- Inexpensive way to reach attendees first thing in the morning
- Mobile advertising opportunity



Chapter Leadership Partner, which includes exclusive sponsorship of:

Chapter Presidents' Luncheon

Sunday, April 29, 11:30 am – 12:30 pm

Chapter Officers' Roundtable

Tuesday, May 1, Noon – 2:00 pm

Investment: \$4,500

Availability: Exclusive



Gain exclusive access to all of the INS Board members and Chapter Officers in attendance at the 2012 Annual Convention! By becoming a Chapter Leadership Partner, you'll be invited to offer a brief welcome address and network with INS Board members and Chapter Officers from as many as 45 chapters at both the Chapter Presidents' Luncheon on Sunday and the Chapter Officers' Roundtable on Tuesday. In this intimate setting, INS leaders will be meeting to share ideas and best practices with one another, learn new ways to grow their chapters, share their chapters' successes, discuss their challenges, and learn new ideas for future programs and events.

Benefits

- Brief welcome address to the chapter presidents and officers by your company representative
- Unparalleled face-to-face networking with INS leaders at the national and local level
- Recognition in the monthly INS Chapter Officer E-newsletter and on a sign at the event



Cyber Lounge

Investment: \$10,000

Availability: Exclusive

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 while they attend the 2012 INS Annual Convention, while also driving them to your company Web site. The Cyber Lounge, located in a high-visibility location, will feature computer kiosks, lounge-style seating for increased networking, a banner, and customized wallpaper on each monitor showcasing your company logo. Reserve this excellent opportunity for hands-on and online use by potential clients today!

Benefits

- Guaranteed visits to your company Web site, which is set up as the internet home page
- Company logo incorporated into the design of the computer kiosks
- Customized wallpaper on each computer featuring your company logo
- Sponsor recognition banner displayed at the Cyber Lounge
- Opportunity to supply notepads, pens, and mouse pads at each computer (not required)



Elevator Door Wraps – NEW!

Investment: \$3,500

Availability: Limited

In order to access any of the guest rooms at the Rio All-Suite Hotel & Casino, attendees need to take the elevator. What better way to advertise your company, product, or booth number than with a custom graphic covering the entire elevator door? These doors will be used multiple times every day by all attendees and cannot be missed.

Benefits

- High traffic area inside the hotel
- Your ad will be displayed in a larger-than-life format

Exhibitor Footprints

Investment: \$300 each or 3 for \$750

Availability: Unlimited

Help meeting attendees find the way to the Industrial Exhibition and direct them straight to your booth with Exhibitor Footprints. Each adhesive (approx. 2' x 2') decal will feature your company and/or product logo and booth number and will be placed strategically on the carpet in the Rio Pavilion foyer or Industrial Exhibition.



Benefits

- Custom artwork featuring your company or product logo placed in the Industrial Exhibition lobby, leading attendees to your booth
- Low-cost, high-visibility opportunity for companies of all sizes



Window Clings

Investment: \$750

Availability: Limited

Greet attendees as they arrive at the Rio-All Suite Hotel & Casino each day with a custom window cling. Create your own custom look with your company or product logo, and we will produce a 50" x 50" window cling and display it in one of the many windows in the convention center area. Attendees will see them every day while walking to and from the convention center area of the Rio.

Benefit

- Eye-catching graphics that line the windows leading to the Rio's convention center
- Combine with an Exhibitor Footprint for maximum exposure on the floors and windows



Illuminated Light Box

Investment: \$1,250

Availability: Unlimited

See your custom message in lights! Turn your most recent ad into an illuminated light box, which will feature your custom artwork printed on plexiglass material that is lit from within, giving it an eye-catching glow! Light boxes are double-sided, approximately 3' wide x 8' tall x 1.5' deep. Sponsors can display the same message on each panel, or submit two unique messages so attendees see a different message on each side. The only limit is your imagination!

Benefits

- Your company's custom message displayed in an eye-catching, three-dimensional unit
- Placement of your custom message in a high-traffic area

Meeting Mentor Program – NEW!

Investment: \$2,000

Availability: Exclusive

For first-time attendees, the INS Annual Convention can be an overwhelming experience. This year, INS is pleased to offer a meeting mentor program in which we will pair first-time attendees and new members with seasoned mentors who can help them navigate the event and assist them in connecting with other infusion nurses. Sponsor the Meeting Mentor Program and help us welcome those new to INS and the Annual Convention, while showing your support for ongoing professional development within the infusion specialty. The mentoring program will kick off at our First-time Attendee Orientation on Saturday, April 28, and as the sponsor, you are invited to attend the orientation, provide a brief welcome speech to this year's group, and provide us with product or company literature that we can distribute on the tables at the event.

Benefits

- Exposure outside the exhibit hall
- Allows an opportunity to speak with both new INS attendees and our more experienced infusion leaders



Product Showcase

Investment: \$750

Availability: Unlimited

Are you planning to unveil a new product at the next INS meeting? Do you have a product that hasn't received the attention it deserves? Create a buzz about your product before the Industrial Exhibition Hall even opens—put your product in our Product Showcase!

The Product Showcases will be a series of 4' tall locking showcases, similar to the one shown here, scattered throughout the registration area, so infusion nursing professionals can check out your product before the Industrial Exhibition even opens. For \$750, you will receive your own showcase for your product, with signage inside that features your product description of 50 words or less, your company name, logo, and booth number. Sponsors may decorate the interior of the showcase to their liking, and contents must remain in the showcase until a designated company

representative removes the item(s) at 1:30 pm on Wednesday, May 2. Electrical power is available for an additional fee, and removal of rechargeable items each day will result in additional daily labor charges.

Benefits

- Promote your products in a high-traffic area before the Industrial Exhibition opens
- Dedicated showcase in which to display your latest product



Registration Area Advertising

Investment: \$750

There's always plenty of room between the registration area, the meeting rooms, and the Industrial Exhibition, so why let this valuable space go to waste? Promote your new products on double-sided, one-meter panels that will line the hallways and provide attendees with eye-catching ads that will drive them to your booth. These signs will measure approximately 36" wide x 84" tall, so make a statement that can't be missed!

Benefits

- Display your latest ad in a larger-than-life format
- Placement of your ad in a high-traffic area for maximum visibility

Registration Bag Advertising

Investment: \$8,500

Availability: Exclusive

Emblazon your company logo on a deluxe, environmentally friendly tote bag that will be provided to every 2012 Annual Convention attendee and build customer recognition of your company. Each bag will be filled with critical conference items, including the *Convention Journal Program/Exhibitor Directory*, local information, and exhibitor collaterals.



Benefits

- Company logo printed on registration bags
- Complimentary registration bag insert
- Mobile advertising vehicle used by attendees throughout the entire conference



Session Recordings

Investment: Contact Meetings Manager for pricing

Availability: Exclusive

Deliver the entire educational program (video recordings and PowerPoint slides) to all conference attendees for on-demand, post-event viewing and provide attendees with a way to continue their education beyond the meeting itself. Sessions will be video recorded and hosted online for viewing up to one year, enabling attendees to participate in many of the sessions they may have missed.

Benefits

- Recognition in the *Convention Journal Program*
- Recognition on the Web site hosting the video content
- Logo placement included in the design of the video player
- On-site signage
- Announcements made in the session rooms each day of the meeting



How to Get Started

Many of the opportunities in this brochure are limited and will be reserved on a first-come, first-served basis. Beat out your competition and take that important first step today.

- For real-time availability and the best chance to lock in limited items, complete the Sponsorship Agreement online at www.eiseverywhere.com/ehome/25144/
- INS will contact you to confirm availability and discuss logistics, deadlines, and artwork specifications.
- Additional questions can be directed to the INS Meetings Department:

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