Join INS, May 19-22, 2018, at our Annual Meeting & Exhibition. In this brochure, you’ll find a variety of ways to increase market share, introduce new products, and connect with attendees. Opportunities are sold on a first-come, first-served basis, and many have production deadlines, so don’t delay in making your selections!

If you have questions or would like to discuss upcoming marketing campaigns, feel free to contact the INS Meetings Department.

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Meetings Coordinator
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*We look forward to seeing you in Cleveland!*
WEBSITE & MAILING LIST OPPORTUNITIES

ATTENDEE MAILING LIST RENTAL

**Availability: Unlimited**

<table>
<thead>
<tr>
<th>MAILING LIST OPTIONS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Preregistration List</td>
<td>$1,000</td>
</tr>
<tr>
<td>Final Attendee Post event List</td>
<td>$1,000</td>
</tr>
<tr>
<td>Attendee List Bundle (Both preregistration and post event lists)</td>
<td>$1,850</td>
</tr>
</tbody>
</table>

**PURPOSE:** Send personalized invitations and messages to attendees before the meeting to promote special offers, discounts, or new products. Then, send personalized invitations and messages after the meeting to remind attendees about your product offerings. Mailing lists contain physical mailing addresses only.

**BENEFITS:**
- The list(s) will be emailed to you on the date(s) you request.
- Promote your special offers or discounts.
- Reach attendees before and after the meeting.
- Inform attendees about your booth location.

EXCLUSIVE BROADCAST EMAIL - $1,850

**Availability: Unlimited**

**PURPOSE:** Send personalized emails inviting attendees to your booth or sponsored program and/or direct them to your website.

**BENEFITS:**
- Reach attendees before the meeting starts.
- Collect member feedback easily and fast.
- Data reported immediately upon survey completion

BANNER ADVERTISING - $995 (1 month)

**Availability: Unlimited**

**PURPOSE:** Place your banner on the INS website and catch the eye of infusion nurses from all over.

**BENEFITS:**
- Your banner will be seen by 6,000+ INS members from around the globe.
- Other pricing plans are available. Contact the Meetings Department for more information.
EDUCATIONAL SPONSORSHIPS

DAYBREAK SYMPOSIUM - $17,500
Availability: Limited

PURPOSE: Provide a 50-minute, educational opportunity for attendees. Sponsor to select the speaker and manage the content presented.

BENEFITS:
- Complimentary one-time broadcast email
- Room setup and standard AV included
- INS will provide a continental breakfast for attendees.
- INS will award CRNI®s 1 recertification unit.
- No other activity will take place at this time.

TIME SLOTS AVAILABLE
- Sunday, May 20th 7-7:50 a.m.
- Monday, May 21st 7-7:50 a.m.
- Tuesday, May 22nd 7-7:50 a.m.

EVENING SYMPOSIUM - $20,000
Availability: Limited

PURPOSE: Provide a 50-minute, educational opportunity for attendees. Sponsor to select the speaker and manage the content presented.

BENEFITS:
- Complimentary one-time broadcast email
- Room setup and standard AV included
- INS will provide light hors d’oeuvre.
- INS will award CRNI®s 1 recertification unit.
- No other activity will take place at this time.

TIME SLOTS AVAILABLE
- Sunday, May 20th 5:30-6:30 p.m.
- Monday, May 21st 5:30-6:30 p.m.

SIMULATION LAB - $7,500
Availability: Limited

PURPOSE: Provide education and training to potential end users of your product and effectively generate additional sales leads beyond your booth

BENEFITS:
- The lab will be set up in a room on the Exhibition Hall floor.
- Eight stations will accommodate up to 80 participants per session.
- Standard AV included
- Place your product in the hands of attendees

TIME SLOTS AVAILABLE
- Saturday, May 19th 10:45 a.m. - Noon
  12:15 - 1:30 p.m.
- Sunday, May 20th 10:45 a.m. - Noon
  12:15 - 1:30 p.m.
- Monday, May 21st 10:45 a.m. - Noon
  12:15 - 1:30 p.m.

A three-hour block from 10:30 AM to 1:30 PM is also available.
EXHIBITOR THEATER - $6,000 for a 50-minute session

Availability: Limited

PURPOSE: Exhibitors can conduct non accredited educational programs, product demonstrations, workshops, focus groups, or market research studies in the Exhibitor Theater right on the show floor.

BENEFITS:
- Theater-style setup for a maximum of 75 people.
- Room setup and standard AV included.
- Sponsor manages the content and speaker.

TIME SLOTS AVAILABLE

<table>
<thead>
<tr>
<th>Saturday, May 19th</th>
<th>10:40 - 11:30 a. m.</th>
<th>11:40 a. m.- 12:30 p. m.</th>
<th>12:40 - 1:30 p. m.</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

NURSE EDUCATION & TRAINING PACK - $11,500

Availability: Limited

PURPOSE: Offer attendees both an Exhibitor Theater and a Simulation Lab.

BENEFITS:
- Teach attendees how your products can improve patient care in a lecture-style format.
- Train attendees how to use your products to achieve positive outcomes.
- Save $2,000 by providing both programs.

VIDEO RECORDING & PRODUCTION OF ONLINE MATERIAL

For an additional fee, sponsored programs can be recorded and hosted on the INS LEARNING CENTER.

<table>
<thead>
<tr>
<th>RECORDING OPTIONS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recording Only (file supplied in MP4 format)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Recording/Hosting on the INS LEARNING CENTER (6 months)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Recording/Hosting on the INS LEARNING CENTER (12 months)</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
ON-SITE PROMOTIONAL OPPORTUNITIES

AISLE BANNERS - $795 (per aisle banner)

Availability: 7 aisles available

PURPOSE: Highlight your presence inside the exhibit hall by including your company logo and booth number on an eye-catching, meeting-themed aisle banner(s).

BENEFITS:
- Highly visible to all attendees.
- Aisle banner(s) will be custom printed with your company logo and booth number.
- Your choice of aisle placement (based upon availability at time of booking).

ATTENDEE WELCOME LETTER - $3,500

Availability: Exclusive

PURPOSE: Place your banner on the INS website and catch the eye of infusion nurses from all over.

BENEFITS:
- Be the first to welcome all attendees to the INS 2018 Annual Meeting & Exhibition.
- Welcome letter delivered at hotel check-in.
- First come, first serve, exclusive opportunity.

ATTENDEE WI-FI CONNECTION & MOBILE APP - $15,000

Availability: Exclusive

PURPOSE: Provide attendees with Wi-Fi internet access throughout the meeting space for the duration of the meeting. The INS 2018 mobile app allows attendees to review the education schedule, explore the Virtual Exhibit Hall, create an agenda, and much more.

BENEFITS:
- Attendees will be redirected to a sponsor-selected web page each time they log in to the INS 2018 mobile app.
- A custom banner ad will be displayed across the bottom of the device screen while the mobile app is in use.

CRNI® LOUNGE - $10,000

Availability: Exclusive

PURPOSE: The CRNI® Lounge provides VIP access and a relaxing environment to all attendees who have earned the CRNI® credential. That is approximately 61% of attendees.

BENEFITS:
- Open for the duration of the meeting.
- Your company literature and signage will be displayed throughout the lounge.
- Your company staff can visit the lounge as an additional networking opportunity.
CONVENTION JOURNAL PROGRAM ADVERTISING

Availability: Limited

PURPOSE: Advertise in the Convention Journal Program (CJP), the sole meeting publication for INS 2018 and distributed to all attendees.

BENEFITS:

- Reach leaders in the infusion specialty while promoting products and services.
- Highly visible promotion of your company products and services.
- Guaranteed visibility on the cover tip portion.

Ad space deadline - March 23, 2018.
Artwork deadline - April 6, 2018.

<table>
<thead>
<tr>
<th>JOURNAL AD PLACEMENT</th>
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<tbody>
<tr>
<td>Cover Tip</td>
<td>$6,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,750</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,750</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

CUSTOM LANYARDS - $6,500 - NEW!

Availability: Exclusive

PURPOSE: Your company logo will be displayed on every attendee badge holder for the duration of the 4-day meeting.

BENEFITS:

- Mobile advertising vehicle throughout the meeting.
- First come, first serve, exclusive opportunity.

ENHANCED EXHIBITOR DIRECTORY LISTING - $500

Availability: Unlimited

PURPOSE: Enhance your listing in the printed Exhibitor Directory of the Convention Journal Program.

BENEFITS:

- Your logo will be visible to attendees each time they review the directory page.
ELEVATOR DOOR WRAPS - $3,500  
*Availability: Limited*

**PURPOSE:** Advertise your company products or services on the elevator doors at the official INS hotels.

**BENEFITS:**
- Your company logo, product, and/or booth number will be displayed on a custom elevator door cover for the duration of the meeting.

EDUCATIONAL POSTER (ePOSTER) PRESENTATION PROGRAM SPONSOR - $15,000  
*Availability: Exclusive*

**PURPOSE:** ePoster presentations will be displayed on high-definition, flat panel monitors in a designated presentation room. These 30-minute presentations are conducted by select attendees who submitted their work prior to the event.

**BENEFITS:**
- Opportunity to provide materials to play on one dedicated ePosterBoard.

ESCALATOR CLINGS  
2 Side Panels -$1,250  
Center Panel -$3,000  
*Availability: Limited*

**PURPOSE:** Promoting your products on convention center escalators for the duration of the meeting

**BENEFITS:**
- Your custom graphic will be displayed on the glass panels along the convention center escalators.
- Your graphics will be visible to attendees upon arrival to the convention center.

EXHIBITOR FOOTPRINTS - 3 for $795  
*Availability: Unlimited*

**PURPOSE:** Display 2’ x 2’ adhesive decals with your company advertisement in high-traffic convention center locations.

**BENEFITS:**
- Each decal will feature your company and/or product logo and booth number.
- Locations will include the registration area carpet, ballroom foyer, and/or the exhibit hall.
EXHIBIT HALL PASSPORT - $500
Availability: Limited

PURPOSE: INS will distribute a passport to all attendees, which will enter them into a drawing for a prize. They will only be entered if they receive a stamp from each company listed inside the passport. By taking advantage of this sponsorship opportunity, you will be one of the companies listed inside!

BENEFITS:
- Drive more traffic and potential leads to your booth.
- Provides gateway to interact with higher percentage of attendees.

FIRST-TIME ATTENDEE ORIENTATION & MEETING MENTOR PROGRAM - $3,500
Availability: Exclusive

PURPOSE: First-time attendees and new members get paired with seasoned mentors and INS leaders. Attendees will learn what to expect throughout the meeting and network with their peers.

BENEFITS:
- You are invited to attend orientation.
- Provide a brief welcoming speech to the group.
- Distribute your company literature on each table.

GUEST ROOM DROPS - $5,000
Availability: Unlimited

PURPOSE: Provide advance information about your products and services.

BENEFITS:
- Delivered to all attendees’ guest rooms at official INS 2018 hotels.
- Select the date and time frame of room-drop delivery.
- Visible to attendees at peak hotel return times.

HOTEL ROOM KEY CARD ADVERTISING - $7,500
Availability: Exclusive

PURPOSE: Custom advertising on hotel room key cards for all attendees staying at the official INS 2018 hotels.

BENEFITS:
- Customize each hotel room key card with your company logo, graphics, and/or booth number.
- Attendees will receive hotel room key cards at hotel check-in and will be used for the duration of their stay.
**ILLUMINATED LIGHT BOX - $1,500**

*Availability: Limited*

**PURPOSE:** Turn your most recent ad into an illuminated light box that will catch the eye of every passing attendee. This will allow you to promote your product prior to the opening of the exhibit hall and throughout the duration of the meeting.

**BENEFITS:**
- Custom artwork is printed on Plexiglas that is lit from within.
- Placement of the light box will be in a high-traffic area.

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**PRODUCT SHOWCASE - $1,000**

*Availability: Limited*

**PURPOSE:** Display your product in a 4-foot-high, locking showcase placed throughout the registration area. **BENEFITS:**
- Visible to attendees before the exhibit hall opens.
- Dedicated showcase to display your latest product throughout the meeting.

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**REGISTRATION AREA ADVERTISING - $1,000**

*Availability: Unlimited*

**PURPOSE:** Promote your new products/booth on double-sided, 1-meter panels placed in the high-traffic INS registration area. **BENEFITS:**
- Highly visible to attendees throughout the meeting.

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**REGISTRATION CUBE SEATING - NEW!**

*$895 for 1, $1,600 for 2, $3,000 for 4*  

*Availability: Unlimited*

**PURPOSE:** To provide attendees with a place to rest, network, charge their phones, etc. **BENEFITS:**
- Cubes will be placed in a high-traffic area.
- Discounts apply when you purchase more than one cube.

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**REGISTRATION BAG ADVERTISING - $10,000**

*Availability: Exclusive*

**PURPOSE:** Display your company logo on a tote bag distributed to all attendees. **BENEFITS:**
- Complimentary registration bag insert included.
- Build customer recognition of your company.
- Designed to travel home with attendees and potentially provide nationwide advertising.
REGISTRATION BAG INSERTS/GIVEAWAYS - $2,000

Availability: Unlimited

PURPOSE: Place your custom mail piece, product brochure, specialized invitation, or unique giveaway in each attendee registration bag.

BENEFITS:
- Low-cost promotional opportunity.
- Guaranteed distribution of marketing collateral to all attendees.

REGISTRATION COUNTERS - $7,500

Availability: Exclusive

PURPOSE: Brand the entire registration desk with your company logo, booth number, and/or product information.

BENEFITS:
- Registration will be located in a high-traffic area.
- Your advertisement will be highly visible to attendees throughout the meeting.

A limited number of individual registration counters are available for $2,000. This opportunity is contingent upon sponsorship of the entire registration desk.

WELCOME BANNERS - $5,000

Availability: Limited

PURPOSE: Large banners prominently displayed between official INS 2018 hotels and the convention center throughout the duration of the meeting.

BENEFITS:
- Price includes production, installation, and removal of each banner.
- Located in highly visible, high-traffic, areas.

*Artwork deadline - April 13, 2018

WINDOW CLINGS - $895

Availability: Limited

PURPOSE: Display your company logo or product on a customized window cling placed in the registration area.

BENEFITS:
- Highly visible to attendees upon arrival to the convention center throughout the meeting.
- Displayed in a large format in a high-traffic area.