Meeting and Attendee Overview

On behalf of Wolters Kluwer, we’re pleased to invite you to exhibit at Nursing Management Congress 2016. Come join us in Las Vegas, NV, November 7-9, 2016 and reach this influential audience of nurse leaders. Nursing Management Congress (NMC) has continued to grow, demonstrating managers’ increased needs for knowledge of products, services, and management methods in today’s healthcare environment.

Unlike other larger industry meetings that may boast “quantity” - NMC truly boasts “quality”. The attendees at NMC are those making decisions, purchasing equipment and services, and evaluating new processes and products to drive efficiency and solutions at their facilities.

Exhibit hours do not compete with the educational offerings, therefore allowing more quality “one-on-one” time with attendees! All food functions and poster sessions are also held in the Exhibit Hall - at NMC, we value your participation and realize that exhibits are an integral part of our meeting. The conference strives to drive attendees to the hall on a daily basis in order to maximize your exposure and ensure the conference is a successful one! We’re planning a memorable Exhibit Grand Opening on Monday evening immediately following the Opening General Session - you’re not going to want to miss this!

This year’s conference will continue in the rich and successful tradition of providing innovative educational opportunities for nurse managers, executives, and leaders.

NMC attendees include nurse managers, executives, and leaders, from all patient-care settings including acute, subacute, long-term care, home care, and ambulatory care. Attendee surveys show that:

- 92% of nurse managers initiate requests for products
- 84% participate in budgeting for new equipment and products
- 90% of nurse managers initiate requests for supplies
- 61% are members of new product evaluation committees

Join us at Nursing Management Congress 2016...

You’ll build sales leads, meet prospective employees, and increase awareness of your products and services.
Exhibitor Rules & Regulations

Purpose of Exhibit

The Nursing Management Congress 2016 is sponsored by Wolters Kluwer Health, publisher of Nursing Management journal. The purpose of exhibits, an integral part of the Congress’s educational activity, is to complement the professional meetings and clinical sessions enabling registrants to examine and evaluate the latest developments in equipment, supplies, and services that are represented for use in the field of nursing management.

Policy for Assignment of Space

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records. It is not always possible to assign one of your preferred choices. However, we’ll try to make assignment in your requested area. The primary consideration in the assignment of space to exhibitors shall be in the best interest of NMC. The Congress may at its discretion accept or reject any application for space, and reserves the right to reallocate exhibit booths at any time. Space assignments are scheduled to begin on or before June 1, 2016. Applications received after this date shall be assigned on a first-come, first-served basis. Space assignments are contingent upon a timely receipt of application; the size of exhibit requested; physical layout and characteristics of the exhibit hall; compatibility of exhibitors; and other factors as determined by NMC such as overall support of the Congress.

Terms of Payment/Cancellations

Prices of exhibit booths are as indicated on the exhibit floor plan. Applications should be accompanied by check or credit card in the amount of 50% for each exhibit space made payable to NMC and mailed to: Anthony J. Jannetti Inc., Exhibit Department, c/o Nursing Management Congress, East Holly Avenue, Box 56, Pitman, NJ 08071. The balance of payment shall be due upon receipt of confirmation, but no later than June 1, 2016. Applications submitted after June 1, 2016 must be accompanied by payment in full. Should any contingency prevent holding of the Congress or Exhibition, the sponsoring group shall not be held liable for any expenses incurred by the Exhibitor. A charge of 50% of the space rental will be made on all cancellations made at any time up to June 1, 2016. All cancellations must be made in writing. Cancellations made after this date will be charged full space rental.

Installation/Dismantling

Removal information:
The Congress does not provide any complimentary furnishings, electricity, booth carpet, labor, drayage, etc. for your exhibit. An exhibitor service kit containing literature and rates for all labor, services, electrical connections, furniture, and miscellaneous equipment will be provided to exhibitors by the official exhibit contractor, Brede Exposition Services, after assignment of space has been confirmed.

Shipping Instructions:
NMC has made arrangements on behalf of the exhibitors with Brede Exposition Services to receive, store, and deliver exhibits directly to the exhibit area on set-up day. All advance shipments must arrive by November 4, 2016 and should be consigned as follows:
Exhibiting Company Name and Booth #
Nursing Management Congress 2016
Brede Exposition Services
5049 West Post Road
Las Vegas, NV 89118

Hotel Accommodations

Information regarding hotel accommodations will be provided at the time confirmation of space assignment is made by NMC. Exhibitors are responsible for making their own hotel reservations and are encouraged to make arrangements as early as possible to ensure desired accommodations. No hotel accommodations may be made by or for non-exhibiting firms.

Hospitalities

Hospitality suites and/or function rooms for exhibitors only may be available in a limited number. Reservations must be cleared through the Conference Manager’s Office. Please contact Jessica Clark at 215-521-8851, for additional information. Suites must not be open during exhibit hours or during sessions. Under no circumstances will companies not exhibiting nor making Congress contributions equal to the average booth fee be permitted to sponsor activities during the conference.

Security and Liability

Security guards will be on duty to control admission to the exhibit hall and to serve as a deterrent to theft. However, each exhibitor must make provisions to safeguard their goods from the time they are placed in their booth until they are removed by him or her. The Congress’s security service is not responsible for individual exhibitor’s property. Neither the Congress, Wolters Kluwer (WK), nor the hotel will be responsible for loss or damage due to any cause. Space is leased with the understanding that NMC, WK and the hotel will act for the exhibitor and his or her representatives only in the capacity of agent, and not as principal. Each party agrees to be
responsible for his or her own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save NMC, WK and the hotel and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by Exhibitor’s installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the hotel and its employees and agents.

Special Regulations

No-Smoking Policy: Smoking is not allowed within the exhibit area at any time, inclusive of move-in and move-out.

Subletting of Space: The subletting or assigning of space is prohibited. Two or more firms may not exhibit in a single space.

Installation: Exhibits should be installed so they will not project beyond the space allotted or obstruct the view of, or interfere with, other exhibits. PCMA standards will apply.

Fire Safety: It is each exhibitor’s responsibility to conform to the city fire codes regarding booth construction.

Courtesy: The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made from within the exhibitor’s booth. Exhibitors may not enter another exhibitor’s booth or photograph/investigate another exhibitor’s products at any time without the expressed permission from the exhibitor.

Canvassing: Canvassing outside the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time by canvassing the hall. All business must be conducted from within each exhibitor’s booth.

Advertising: Advertising material or signs of exhibitors other than those who have engaged space are prohibited. Exhibitors may not display advertising, logos, or names for products other than those sold by the exhibitor in its normal course of business unless approved by the Conference in advance.

Audio-Visuals: Audio-visual presentations must be so arranged that aisles are not blocked and should be presented in a sound-proof area or so remote that the neighboring exhibitors are not disturbed. All apparatus must conform to the fire regulations of the hotel. Exhibitors with noisy electrical devices, or other exhibits or devices that may prove objectionable to other exhibitors because of noise, odor, or other disagreeable features, must agree to accept booth assignment which will abate reasonable objections to these annoyances.

Conduct: Unethical conduct or infraction of any rules stated herein on the part of the exhibitor or his representatives or both will subject the exhibitor or his representatives or both to dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by NMC and no demand for redress will be made by exhibitor or his representatives. Disregard for any rule stated here is considered just reason for NMC to prohibit an exhibitor from attending all future Congress activities.

Registration

Advanced registration will be provided to exhibitors. Policy requires that all exhibitors will be required to register — a maximum of 3 complimentary registrations per 10’ x 10’ booth. Personnel registering for any participating exhibitor must be employed full time by the company. Identification is required. Additional registrations for exhibit personnel are available for $250. A dedicated exhibitor registration area will be provided on-site. Companies who provide registrations for nurses not employed full-time by the company must use the official registration form and pay full registration fees. Companies may not register nurses not employed full-time at the $250 exhibitor fee. Exhibitors may attend sessions on a space available basis but are not eligible to earn continuing education credit unless full registration payment is received. Admission to the Exhibit Area will be by badge only.

For more information, contact:
Rick Gabler
Exhibit Manager
856-256-2314
rick.gabler@ajj.com
Advertising & Sponsorship Opportunities

Advertising Opportunity
The Nursing Management Congress program book offers your company an outstanding opportunity to have its advertising message placed before decision-making nurse leaders and executives. The cost is $1,850 per 4-color page. Circulation will be to 1,000 nurse managers and executives. Closing date for space materials is September 20, 2016. Complete the enclosed application, or call your sales representatives for more information.

Sponsorship Opportunities
In addition to exhibiting with us, you are invited to increase your support and enhance your exhibit presence at the Congress by participating as a sponsor. Your support of educational programs and other approved functions increases your corporate exposure while supporting the educational goals of the conference. Sponsors will be recognized in publications, signs, and in other high exposure ways during the Congress. The following special programs are available for corporate support. We encourage you to review the list provided here or suggest your own idea. RFP available upon request.

<table>
<thead>
<tr>
<th>Sponsorship Program</th>
<th>Estimated Sponsorship Cost</th>
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<tbody>
<tr>
<td>List of Attendees (excel file for 1 time use)</td>
<td>$650</td>
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<tr>
<td>Literature Display in Exhibit Hall (per piece)</td>
<td>$850</td>
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<tr>
<td>Registration Delivery Program (included in tote bags)</td>
<td>$1,500</td>
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<tr>
<td>E-Mail Blast to attendees (must supply HTML)</td>
<td>$1,500</td>
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<tr>
<td>Conference Session Support</td>
<td>$2,500</td>
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<tr>
<td>Advertising in Attendee Program Booklet</td>
<td>(4C) $1,850</td>
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<tr>
<td>Large Sign Boards</td>
<td>$3,000</td>
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<td>(3 in a row displaying your corporate message)</td>
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<tr>
<td>Exclusive Mobile App (Session, Speaker, Handout and Exhibit Listings, and more)</td>
<td>SOLD OUT</td>
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<tr>
<td>Floor Decals</td>
<td>$3,500</td>
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<tr>
<td>Lanyards/Name Badge Holders</td>
<td>SOLD OUT</td>
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<tr>
<td>Keynote Speaker</td>
<td>$10,000</td>
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<td>Hotel Room Key Cards (Customized)</td>
<td>$6,000</td>
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<tr>
<td>Notepad &amp; Pen with Customized Logo (for each attendee)</td>
<td>$7,500</td>
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<tr>
<td>Tote Bag/Messenger Bag/Back Pack (for each attendee)</td>
<td>$10,000</td>
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<tr>
<td>Continental Breakfast in Exhibit Hall</td>
<td>$25,000</td>
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<tr>
<td>Lunch in Exhibit Hall</td>
<td>$50,000</td>
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<tr>
<td>Satellite Symposium/Product Theatre</td>
<td>$RFP on Request</td>
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<td>Other: NMC will consider other creative programs for the benefit of its annual event. We look forward to working with you and we thank you for your support of these programs!</td>
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Rick Gabler, Exhibit Manager
856-256-2314 | rick.gabler@ajj.com
Exhibit Dates & Hours

**Monday, November 7**
Exhibit Set-up:
8:00 am – 5:00 pm
Grand Opening of Exhibits:
6:30 pm – 8:30 pm

**Tuesday, November 8**
Exhibits Open:
7:45 am – 8:45 am
12:30 pm – 2:30 pm

**Wednesday, November 9**
Exhibits Open:
8:00 am – 9:00 am
12:30 pm – 2:30 pm
Dismantle: 2:30 pm

Sales Representatives
Rick Gabler
Exhibit Manager
856-256-2314
rick.gabler@ajj.com

Service Contractor
Brede Exposition Service
Phone: (602) 275-5900
Fax: (602) 275-0584
csarizona@brede.com

Exhibit Management
Anthony J. Jannetti Inc.
East Holly Avenue, Box 56
Pitman, NJ 08071
856-256-2374
miriam.martin@ajj.com

Show Management
Wolters Kluwer
Conference Department
Two Commerce Square
2001 Market Street
Philadelphia, PA 19103
NMCongress.com

Exhibit Booth Fees
Corner Booth 10’ x 10’ . . . . $2,995
Inline Booth 10’ x 10’ . . . . . . $2,895
Recruitment Booth . . . . . $2,450
Island Booth . . . . . . . . . . . $29.95 per sq ft

Exhibit Hall Facts
All booths are 10’ x 10’
Ceiling height - 10’
Exhibit Hall is carpeted
Drapery colors: Maroon and Black

Shipping/Drayage Address
Exhibiting Company Name and Booth #
Nursing Management Congress 2016
Brede Exposition Services
c/o YRC Freight
5049 West Post Road
Las Vegas, NV 89118

For more information, e-mail exhibit manager Rick Gabler at rick.gabler@ajj.com