



Mississippi Nurses' Association



EXPO '09

A MESSAGE FROM MNA



The Mississippi Nurses' Association invites you to join us as an exhibitor for the 2009 MNA Convention Expo on Thursday, Oct. 22 at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi. Our Expo has always been one of the highlights of the MNA and Mississippi Association of Student Nurses Convention. Our Expo offers you the opportunity to present products or showcase your facilities in an excellent, cost-effective way to Mississippi's registered nurses and nursing students. We will have a Grand Opening of the Exhibit Hall on Thursday, Oct. 22 at 9 a.m.

In addition, MNA's Fall Nurse Practitioner Workshop is Friday, Oct. 23 at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi. This separate exhibit hall will offer you the opportunity to have product specific space that would benefit Mississippi's nurse practitioners. The NP Workshop Expo is limited to 25 vendors, so get your contract in early!

To reserve exhibit space for Expo 2009 and/or the 2009 Nurse Practitioner Workshop, please complete and return the enclosed contract. This guide also contains detailed information on the following sponsorship opportunities: (a) Platinum; (b) Diamond; (c) Tote Bag; (d) Round Table; (e) MNA/MASN Reception Stage; (f) Meal; and (g) Break Sponsor.

We look forward to working with you to make Expo 2009 a rewarding experience for MNA and its exhibitors. If you have any questions, please call the MNA office at (601) 898-0670. I look forward to seeing you at MNA's Annual Convention.

Sincerely,

Pam Farris, RN, BSN, OCN
MNA President

EXPO EXHIBIT FEE

The fee for exhibiting at the MNA/MASN Expo 2009 is \$500. This fee includes a 10' x 9' booth space and one lunch. Additional lunches can be purchased for \$10.00 each. The exhibit fee also includes a 50% discount on one full 2009 MNA convention attendee registration upon request. Tickets may be purchased for other events by calling MNA at (601) 898-0670. Full payment or deposit of \$250 must accompany the exhibitor contract to reserve booth space. **Final exhibit payment is due by Monday, September 28.**

EXPO BOOTH SIZE

Exhibit booths are 10' wide by 9' deep, draped with a flameproof background cloth. Backdrops are 8' high with 3' side dividers. Each booth will be provided with one company name identification sign, two chairs, one 8' draped table with a white top and pleated skirt on three sides. Additional services may be ordered through the official decorator, Convention Display Services, Inc. Convention Display Services, Inc. will send exhibitors a packet regarding these services prior to the show.

EXPO BOOTH ASSIGNMENTS

Premium exhibit space is reserved for Platinum and Diamond Sponsors. MNA assigns booths in the order the contracts are received. If the first, second, and third choices have been assigned, MNA reserves the right to assign the next best available space or relocate numbered booth assignments in order to provide a compact show. MNA reserves the right to accept or reject all booth requests. Exhibitors MAY NOT assign, sublet or apportion the whole or any part of the space allotted to their agency.

Note: Due to the expansion of the Mississippi Coast Coliseum and Convention Center, a floor plan for the new exhibit hall is under development. Therefore, the location of your booth assignment may be slightly adjusted to fit the new plan.

EXPO SHIPPING & STORAGE

The Mississippi Nurses' Association and the Mississippi Coast Coliseum and Convention Center will not be responsible for accepting exhibit shipments for storage. Exhibitors are responsible for making arrangements for delivery and return shipments with Convention Display Services at 601-948-4228. Further information regarding shipping and storage will be included in the exhibitor packet to be sent by Convention Display Services, Inc.

EXPO BUILDING OCCUPANCY

In the event the premises of the Mississippi Coast Coliseum and Convention Center is destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any governmental agency or Convention Display Service, Inc., or for any other reason, this contract may be terminated by MNA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of MNA will be to return to each exhibitor the space payment, less the pro-rated share of all cost expenses incurred and committed by MNA.

EXPO SECURITY & LIABILITY

The exhibit hall will be locked during off hours. However, each exhibitor must make provisions for safeguarding of his goods, materials, equipment, and display at all times. MNA and the Mississippi Coast Coliseum and Convention Center WILL NOT be responsible for the loss of any exhibit materials by or for any cause. In the event, Convention Display Services, Inc. or MNA shall be held liable for any occurrence which might result from a particular exhibitor's action or failure to act in any matter whatsoever, the exhibitor shall reimburse Convention Display Services, Inc. and MNA and hold Convention Display Services, Inc. and MNA harmless from liability resulting there-in.

FIRE & SAFETY

All potentially flammable materials MUST be made flameproof before being placed in the exhibit area. All materials and installation are subject to fire and safety regulations enforced by the state and/or city fire authorities. Volatile or flammable fluids, substances, or materials of any nature prohibited by city fire regulations or insurance carriers are prohibited in any booth.

EXPO OFFICIAL DECORATOR

Convention Display Services, Inc.
P.O. Box 13387
Jackson, MS 39236-3387
(601) 948-4228



"ONE STRONG VOICE" CONTEST!!!

To reward the creativity of our exhibitors, the Mississippi Nurses' Association will conduct a contest for the "Most Creative Platinum Sponsor" booth, "Most Creative Diamond Sponsor" booth and the "Most Creative Exhibit" booth. Come prepared to show off! The convention theme for 2009 is: **"One Strong Voice."** Winners will receive complimentary booth space for the 2010 Nursing Summit.

EXPO DOOR PRIZE GIVEAWAYS

Exhibitors wishing to give prizes to convention attendees during Expo 2009 should notify MNA staff or convention planning committee members between 7:30 a.m. and 9 a.m. on Thursday, Oct. 22. Door prizes will be given away during the expo and keynote luncheon.

EXPO OFFICIAL CATERER

Exhibitors planning to offer food or beverage items must utilize approved caterers for the Mississippi Coast Coliseum and Convention Center. If food and/or beverage is required for your booth and the Friday exhibit hall for nurse practitioners, contact the Mississippi Coast Coliseum and Convention Center at 228-594-3700 or 1-800-726-2781.

CANCELLATION POLICY

A charge of 25% of the exhibitor fee, Platinum or Diamond Sponsor fee will be assessed for cancellations made prior to Wednesday, Aug. 5. Cancellations made between Aug. 10 - 21, will be subject to a 50% charge. ***Cancellations will not be accepted after Friday, Aug. 21.***

HOTEL ACCOMMODATIONS

Reservations for hotel accommodations may be secured at the following location:



Beau Rivage

Resort and Casino - Biloxi

875 Beach Boulevard
Biloxi, MS 39530

For reservations: 888-383-7037
Mention MNA for the special rate of:
\$129.00 + tax (single or double occupancy)
Tuesday – Friday

Reservation cut-off date: September 19, 2009



NURSE PRACTITIONER'S WORKSHOP

The Nurse Practitioner Fall Workshop is Friday, October 23 at the MS Coast Coliseum & Convention Center. Space is limited to 25 tabletop exhibitors. Convention Platinum Sponsors may exhibit at the NP Workshop at no additional fee. Diamond Sponsors and Expo 2009 exhibitors may exhibit at the NP Workshop for an additional fee of \$200. MNA will accept the first 25 contracts requesting space for the NP workshop. If all spaces are booked, you will be placed on a waiting list. Deadline for your agency's name to appear in the convention program is **August 17**. MNA will continue to accept exhibitors after the deadline; however, the agency's name will not be listed in the program. Final payment is due **September 28**. Please note our cancellation policy in this Expo Guide. One skirted table and two chairs will be provided per exhibitor. Tables will not be pre-assigned. The exhibit area will be structured on a "first-come, first served" basis.

SPONSORSHIPS

PLATINUM SPONSOR (includes Exhibit Booth, Booth Promotion, and NP Workshop Exhibit Booth)

Fee - \$1,500

- 20' x 9' exhibit space with reserved booth in prime location; select from shaded areas on diagram enclosed;
- Reserved exhibit space (first come-first serve) at the Nurse Practitioner Fall Workshop on Friday, October 23;
- Your Company Name and Booth Number advertised and listed on ONE of the following promotional items (whichever is available): Convention Badges, Can Koozies, Convention Signs, Key Chains, Writing Pads, or Pens (these items will be convention bag stuffers);
- Complimentary 2009 MNA Convention full registration for one (1) attendee upon request; registration is required;
- Listing and article (40 words max.) in the pre-convention issue of MNA's magazine, *The Mississippi RN*, featuring your company, product or facility. Your contract and article must be received by August 15 to take advantage of this opportunity; and

SPONSORSHIPS (con't)

PLATINUM SPONSOR (CON'T)

- Listing in the MNA convention program guide;
- Reserved seating for one representative and special recognition of the agency at the MNA Keynote luncheon. Contact MNA for reservation (required);
- Mailing list of all MNA convention attendees, to be mailed after convention;
- Listing on the Platinum and Diamond Sponsors banner displayed in the Convention Center; and
- Lunch for two representatives at the exhibitors' luncheon Thursday.

*Very Important: All Platinum Sponsorship requests must be in by **August 2, 2009**. This will allow for production time of promotional items and booth assignments. Thank you.*

DIAMOND SPONSOR (includes Exhibit Booth)

Fee - \$900

- 20' x 9' exhibit space with reserved booth in prime location; select from shaded areas on diagram enclosed;
- Complimentary 2009 MNA Convention full registration for one (1) attendee upon request; registration is required;
- Listing and article (40 words max.) in the pre-convention issue of MNA's magazine, *The Mississippi RN*, featuring your company, product or facility. Your contract and article must be received by August 15 to take advantage of this opportunity;
- Post-convention listing in the winter issue of *The Mississippi RN*;
- Listing in the MNA convention program guide;
- Reserved seating for one representative and special recognition of the agency at the MNA Keynote luncheon. Contact MNA for reservation (required);
- Mailing list of all MNA convention attendees, to be mailed after convention;
- Listing on the Platinum and Diamond Sponsors banner displayed in the convention center; and
- Lunch for two representatives at the exhibitors' luncheon Thursday.

TOTE BAG SPONSOR (please contact MNA for more information)

Fee - \$1,000

- Name and logo on one side of the convention tote bag. Copy to be approved by the Mississippi Nurses' Association.

ROUND TABLE DISCUSSION SPONSOR

Fee - \$800

- Banner stating the agency's name;
- Your representatives will have hosting privileges to meet and greet our round table discussion attendees;
- Five minute allotted introduction/speaking time at the beginning of the round table discussion;
- Reserved seating for up to five representatives at any round table discussion. Contact MNA for reservation (required);
- Listing in the MNA convention program;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*.
- *Please note: Wine and popcorn will be served at the round table discussion.*

MNA/MASN RECEPTION STAGE SPONSOR

Fee - \$800

- Stage Banner stating the agency's name;
- Free admission for up to five representatives;
- Your representatives will have hosting privileges to meet and greet our reception guests;
- Five minutes allotted speaking time at the beginning of the reception;
- Reserved seating and/or information booth and special recognition of the agency at the reception by MNA;
- Listing in the MNA convention program;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*.

MNA MEAL SPONSOR

Fee - \$500

- Complimentary, reserved seating for one representative and special recognition of the agency at the corresponding meal;
- Listing in the MNA convention program;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*; and
- Sponsorship sign stating the agency's name in the dining area.

MNA BREAK SPONSOR

Fee - \$300

- Recognized on the agenda in the MNA Convention program;
- Sponsorship sign stating the agency's name in the break area;
- Post-convention listing in the winter issue of MNA's magazine, *The Mississippi RN*.

CONVENTION PROGRAM GUIDE

Deadline for your agency's name to appear in the convention program guide is Aug. 17. While MNA will continue to accept exhibitors after that date, the agency's name will not be listed in the program if the contract is not received by Aug. 17.

Very Important: All Platinum Sponsorship requests must be in by **August 2, 2009**. This will allow for production time of promotional items and booth assignments. Thank you.

EXPO SCHEDULE

Wednesday, October 21

3:00 – 5:00 p.m. Exhibit set up

Thursday, October 22

8:00 – 9:00 a.m. Exhibit set up

9:00 - 11:00 a.m. Expo 2009 for RN's

*Morning break served inside Exhibit Hall
Grand Prize Giveaway at 10:40 a.m.*

11:00 a.m. – 12:00 noon Expo 2009 Closed

Exhibitor's lunch in Exhibit Hall

12:00 noon - 3:00 p.m. Expo 2009 for RN's and students

Prize giveaways and afternoon break inside Exhibit Hall

5:30 p.m. – 7:30 p.m. MNA/MASN Party

*Join us for good food and great live music by D'Mar and the New Funk Band
Admission: \$15.00 Pre-Admission (\$20 at the door)*

NURSE PRACTITIONER SCHEDULE

Friday, October 23

7:00 – 8:00 a.m. Exhibit set up

8:00 – 9:00 a.m. NP Continental Breakfast and Exhibits

10:15 a.m. – 10:45 a.m. Exhibit Time

12:15 noon Lunch with NP's

1:30 - 2:45 p.m. Exhibit for NP's

PLEASE COMPLETE ENCLOSED CONTRACT



EXPO '09

SPONSORSHIP AND EXHIBITOR CONTRACT

Please print or type:

Company Name: _____ Phone: _____
 Address: _____
 City, State: _____ Zip Code: _____
 Contact Person: _____ E-mail: _____

Platinum/Diamond Sponsors and Expo Exhibitors must refer to the diagram on the reverse side.

This contract does hereby request and agree to reserve an exhibit space for the above-referenced company's exclusive use during the MNA Expo 2009 at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi, on October 22, 2009 and/or the Nurse Practitioner Workshop at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi, on October 23, 2009. I agree to the terms outlined in MNA's Expo 2009 Guide.

Authorized Signature: _____

SPONSORSHIPS: See pages 3 and 4 of Expo Guide for further details of sponsorships

PLEASE CHECK (✓) ALL THAT APPLY:

<input type="checkbox"/> PLATINUM SPONSOR	\$ 1,500.00	\$ _____
<input type="checkbox"/> DIAMOND SPONSOR	\$ 900.00	\$ _____
<input type="checkbox"/> TOTE BAG SPONSOR	\$ 1,000.00	\$ _____
<input type="checkbox"/> ROUND TABLE DISCUSSION SPONSOR	\$ 800.00	\$ _____
<input type="checkbox"/> MNA/MASN RECEPTION STAGE SPONSOR	\$ 800.00	\$ _____
<input type="checkbox"/> MEAL SPONSOR	\$ 500.00	\$ _____
<input type="checkbox"/> BREAK SPONSOR	\$ 300.00	\$ _____

EXHIBIT FEES:

<input type="checkbox"/> EXPO 2009 Exhibitor (10' x 9' booth/1 lunch) 10/22/09	\$ 500.00	\$ _____
<input type="checkbox"/> Nurse Practitioner Workshop Exhibitor (Tabletop Exhibit/1 lunch) 10/23/09	\$ 500.00	\$ _____
<input type="checkbox"/> Nurse Practitioner Workshop Exhibit (Diamond Sponsor/Expo Exhibitor) (Tabletop Exhibit/1 lunch) 10/23/09	\$ 200.00	\$ _____
<input type="checkbox"/> Nurse Practitioner Workshop Exhibit (Platinum Sponsor) (Tabletop Exhibit/1 lunch) 10/23/09	\$ 0.00	NO FEE REQ'D
<input type="checkbox"/> Additional Lunches @ \$10.00 each + <input type="checkbox"/> MNA/MASN Party Tickets _____ @ \$15.00 each =		\$ _____
Thursday _____ Friday _____		

Subtotal \$ _____

Less Deposit (minimum of \$250 due with contract) \$ _____

(FINAL PAYMENT DUE BY SEPTEMBER 28) TOTAL DUE \$ _____

Company Check

Credit Card Number: _____


Expiration Date: _____ Signature: _____

TOTAL AMOUNT ENCLOSED \$ _____



**Mississippi Nurses' Association
Expo 2009
Thursday, October 22, 2009**

14	13	12	11	10	9	8	7	6	5	4	3	2	1	D3	D2	D1
23	22	21	20	19	18	17	16	15	D6	D5	D4	P2	P1			
32	31	30	29	28	27	26	25	24	D9	D8	D7	P4	P3			
41	40	39	38	37	36	35	34	33	D12	D11	D10	P6	P5			
50	49	48	47	46	45	44	43	42	D15	D14	D13	P8	P7			
64	63	62	61	60	59	58	57	56	55	54	53	52	51	D18	D17	D16
80	79	78	77	74	73	72	71	70	69	68	67	66	65	D21	D20	D19



ENTRANCE

Make a first, second and third selection for booth space. Platinum Sponsors should choose from the blue shaded areas and Diamond Sponsors should choose from the yellow shaded areas. If all chosen selections are reserved, MNA will assign the next best available booth space. Shaded booths, reserved for Platinum and Diamond Sponsors, are 20' x 9'. All other booths are 10' x 9'.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Important: Due to the expansion of the Mississippi Coast Coliseum and Convention Center, a floor plan for the new exhibit hall is under development. Therefore, the location of your booth assignment may be slightly adjusted to fit the new plan.

Please indicate names of individuals who will represent your exhibit:

1. _____
2. _____
3. _____
4. _____