**LIVE Exhibit Hall**

**Friday, September 17, 2021**
Exhibit Set-Up 8:00 am - 4:30 pm  
Exhibits Open 4:30 pm - 6:30 pm Reception in Exhibit Hall

**Saturday, September 18**
Exhibits Open 8:45 am - 9:45 am Coffee Break  
Exhibits Open 11:30 am - 12:30 pm Refreshment Break  
Dismantling 12:30 pm - 3:00 pm

The Live Exhibit Hall will be set up with attention paid to published COVID guidelines at the time of the conference.

### LIVE Exhibit Opportunities

**10’x10’ Booth** .......................................................... $2,200
- 4 hours of exclusive exhibit time
- One 10’x10’ booth with a 6’ table and two chairs
- List of Attendees (distributed copy onsite) does not include email addresses
- Complimentary coffee & refreshment breaks
- Booth Signage with company name
- Listing in the Program book company name/address and website
- Will receive a Basic Listing* in the Virtual Exhibit Hall
- Opportunity to upgrade to an Enhanced Presence** in the Virtual Exhibit Hall

#### Exhibitor Listing – Basic .......................................................... included
- Company name
- Company logo
- Company description
- Company contact information
- Company website link

#### Exhibitor Listing – Enhanced .......................................................... additional $750
- Includes Industry Listing included with Basic
- Opportunity to upload digital banner (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/pdfs
- Ability to list multiple points of contacts
- Live chat feature built into listing
- Reporting feature includes users, visits, and downloads
- Company required to manage their enhanced listing

---

For More Information  
contact:  
Tom Greene  
856-256-2367  
tom.greene@annanurse.org  

Miriam Martin  
856-256-2374  
miriam.martin@ajj.com  

Exhibit Hall  
Great Room 3
WHO MAY EXHIBIT – The exhibition is specifically for those companies offering products, equipment, and services that are related to nursing education. ANNA may accept or reject other applications based on products being displayed. ANNA reserves the right to determine the eligibility of any applicant as an Exhibitor.

LOCATION OF EXHIBIT SPACE – Exhibit space will be assigned to Exhibitors by ANNA on a “priority” or “first-come, first-served” basis, and as much in accord with the Exhibitor’s wishes as is reasonably and conveniently feasible. ANNA reserves the right to locate and/or relocate an Exhibitor’s assigned exhibit space.

COST OF EXHIBIT SPACE – The cost of the exhibit space is $2,200. Included in that cost: one 10’ x 10’ exhibit booth, a six foot skirted table and two chairs, a waste basket, an attendee list, and two name badges per booth.

CANCELLATIONS – Any cancellation must be made in a written notification to the ANNA National Office. For the Fall Conference, exhibitors canceling prior to July 2, 2021 will forfeit 50% of the full booth fee. Exhibitors canceling after that date will be charged full-space rental regardless of whether the space can be resold or not.

DRAWINGS – Drawings for exhibitor prizes will be conducted at times specified by the ANNA exhibit manager. There is no limit to value of prizes, but the range of $50 to $200 is recommended.

SMOKING – This is a non-smoking conference, no smoking will be allowed in conference sessions or exhibits.

CHARACTER OF EXHIBIT – The ANNA 2021 Fall Conference reserves the right to restrict any exhibit that, because of noise, method of operation, materials, and any other reason, in the opinion of ANNA becomes objectionable and also to prohibit or remove any exhibit that, in the opinion of ANNA, may detract from the general character of the Exhibitions as a whole, or consists of product or services inconsistent with the purpose of the Exhibition, without liability for any refunds or other exhibit expenses incurred.

COMPLIANCE WITH LAWS – Exhibitors shall bear responsibility for the compliance with any and all local, city and state, and federal safety, fire, and health laws, ordinances, and regulations, including the Policies, Rules, and Regulations of the Diplomat Beach Resort regarding the installation and operation of the exhibit.

LIABILITY, INSURANCE, & WAIVER OF SUBROGATION – The ANNA Fall Conference and the Diplomat Beach Resort shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their employees from any cause prior to during, or subsequent to the period covered by the exhibit contract. Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss, or damage. The Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor’s insurance contracts for real and personal property.

HOSPITALITY FUNCTIONS – Scheduling of private functions, cocktail parties, special events, or other hospitality functions must be coordinated directly with ANNA. Functions during the period of move-in, show hours, or move-out are prohibited.

CHANGES – The ANNA Fall Conference reserves the right to make any reasonable changes in the rules necessary to insure the health and safety of those in attendance, the significance of the exhibition, and the harmony of operation. Exhibitors will be advised of any changes via email.

This Application/Agreement is made and entered into by and between ANNA, and the entity and persons named in the application/contract inserted in this prospectus (hereinafter, Exhibitor), on the date set forth. The undersigned agrees that this Application is effective and an Agreement only upon its acceptance by ANNA.

www.annanurse.org
Can’t join us LIVE in Hollywood, FL, don’t miss out on reaching the ANNA Attendee, join us in our Virtual Exhibit Hall!

Friday, September 17, 2021
Exhibits Open 4:30 pm - 6:30 pm

Saturday, September 18
Exhibits Open 8:45 am - 9:45 am
Exhibits Open 11:30 am - 12:30 pm

Virtual Exhibit Opportunities

<table>
<thead>
<tr>
<th>Exhibitor Listing – Basic</th>
<th>$850</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name</td>
<td></td>
</tr>
<tr>
<td>Company logo</td>
<td></td>
</tr>
<tr>
<td>Company description</td>
<td></td>
</tr>
<tr>
<td>Company contact information</td>
<td></td>
</tr>
<tr>
<td>Company website link</td>
<td></td>
</tr>
<tr>
<td>No reporting available</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibitor Listing – Enhanced</th>
<th>$1,700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes Industry Listing included with Basic</td>
<td></td>
</tr>
<tr>
<td>Opportunity to upload digital banner (various sizes)</td>
<td></td>
</tr>
<tr>
<td>Area to embed videos from YouTube and/or Vimeo</td>
<td></td>
</tr>
<tr>
<td>Ability to upload resources/handouts/pdfs</td>
<td></td>
</tr>
<tr>
<td>Ability to list multiple points of contacts</td>
<td></td>
</tr>
<tr>
<td>Live chat feature built into listing</td>
<td></td>
</tr>
<tr>
<td>Reporting feature includes users, visits, and downloads</td>
<td></td>
</tr>
<tr>
<td>Includes one (1) complimentary registration to the Virtual CONFERENCE</td>
<td></td>
</tr>
<tr>
<td>Company required to manage their enhanced listing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibitor Listing – Premium</th>
<th>$2,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes Industry Listing included with Basic</td>
<td></td>
</tr>
<tr>
<td>Opportunity to upload digital banner (various sizes)</td>
<td></td>
</tr>
<tr>
<td>Area to embed videos from YouTube and/or Vimeo</td>
<td></td>
</tr>
<tr>
<td>Ability to upload resources/handouts/pdfs</td>
<td></td>
</tr>
<tr>
<td>Ability to list multiple points of contacts</td>
<td></td>
</tr>
<tr>
<td>Live chat feature built into listing</td>
<td></td>
</tr>
<tr>
<td>Capability to host a live Zoom room to showcase products and services live up to 100 attendees</td>
<td></td>
</tr>
<tr>
<td>Reporting feature includes users, visits, and downloads</td>
<td></td>
</tr>
<tr>
<td>Includes two (2) complimentary registrations to the Virtual CONFERENCE</td>
<td></td>
</tr>
<tr>
<td>Company required to manage their premium listing</td>
<td></td>
</tr>
</tbody>
</table>

**ADD-ON to your virtual INDUSTRY LISTING – PREMIUM LISTING ONLY $500 EACH:** This add-on will highlight your company at the top of the Industry Showcase listings page, keeping your company at the top of the mind of the ANNA attendee.
The following advertising and sponsorship opportunities are available to both Virtual Exhibiting and LIVE Exhibiting companies – to give you even more exposure with the ANNA Attendee. All sponsors will get recognition both onsite and on the Virtual Event’s Portal Page.

Advertising Opportunities

**Program Ad on Main Portal Page** .................................................. $2,000

Whether exhibiting Live or Virtually, advertise with us on the Virtual Event Portal Page –. The ANNA LIVE/Hybrid Event and Exhibits page will be available to all registrants attending the 2021 ANNA Fall Conference, so your ad will be seen again and again! Full Page, 4 color (dimensions are 6” x 9” in a hi-res jpeg).

Sponsorship Opportunities

**Opening Session** .................................................................................. $5,000

Friday, September 17, 2021, 10:00 am-11:30 am / Keynote address (in-person only)
- 1-minute spot to introduce yourself and promote your company
- Opportunity to introduce keynote speaker

**Virtual Page Sponsor** ................................................................. $2,500 Each
- Sponsor logo placed on web-page where all handouts and presentations will be accessible
- Ability to provide two (2) PDFs to be uploaded
- Sponsor logo hyperlinked to also be included on one sponsor page (choose from the following)
  1. Social Wall - Where attendees share pictures and posts with each other to stay engaged virtually
  2. Who’s Here / Attendee list - Attendees can opt-in here to see what colleagues are participating!
  3. Forum - A discussion area to continue discussions and stay connected

**Networking Break Video** ........................................................... $3,000 Each
- 1-minute sponsor video played in rotation during at least two breaks between sessions

**Other Marketing Opportunities**

- Attendee Bags (with company logo) .................................................. $5,000
- Hotel Key Cards ........................................................................ $5,000
- Attendee Lanyards (with company logo) ........................................ $4,000
- Coffee/Refreshment break (within exhibit hall) ................................. $3,500
- Photo Booth (virtual) .................................................................. $3,500
- Program-at-a-glance ................................................................... $3,000
- Closing General Session ................................................................. $2,500
- Attendee Bag insert .................................................................... $750

For more information, please contact Tom Greene at tom.greene@annanurse.org