

# Exhibitor & Sponsorship Prospectus



Photos courtesy of visitRaleigh.com

## 2020 INACSL CONFERENCE

*International Nursing Simulation & Learning Conference*

June 24-27, 2020 • Raleigh Convention Center • Raleigh, NC



# Invitation to Exhibit

We invite your industry-related organization to join us for the International Nursing Association for Clinical Simulation and Learning Conference. By exhibiting at this event, vendors have the opportunity to showcase their products and services to hundreds of industry professionals who are at the forefront of education and management in simulation settings around the world. INACSL's mission is advancing the science of healthcare simulation. INACSL is the global leader in transforming practice to improve patient safety through excellence in healthcare simulation.

Nurses and other healthcare professionals will network with exhibitors to discuss best practice, research, safety-related outcomes and challenges. This is a great opportunity for organizations to advertise, promote and support the nursing community by exhibiting and sponsoring. Increase your visibility today and let your organization be in the spotlight this year.

Vendor relationships are very meaningful to our participants. We appreciate the dedication and commitment that each vendor provides from constructing inviting displays to simply networking with participants until the last minute. Our participants respect the partnerships and look forward to seeing your company year after year. We hope to see you in June 2020!

The INACSL Conference, 2020 will be held at the Raleigh Convention Center located at 500 S. Salisbury Street, Raleigh, North Carolina 27601. The Marriott Raleigh City Center, Sheraton Raleigh Hotel and Residence Inn Marriott Downtown Raleigh are neighboring hotels which will all serve as our conference hotels. The nightly room rate for single/double occupancy at the Marriott Raleigh City Center and the Sheraton Raleigh Hotel is \$174 USD plus tax. The nightly room rate for single/double occupancy at the Residence Inn is \$179

USD plus tax. Reservations may be made online via our website, [www.inacsl.org](http://www.inacsl.org) once available.

The official contractor, Viper Tradeshow Services, can provide shipping, drayage, additional furniture, installation and dismantling labor as well as additional booth services. An Exhibitor Service Kit outlining all ordering of products and services will be sent prior to the move-in date. If you choose not to ship through Viper, you are solely responsible for items shipped to the advanced warehouse or show site via your own carrier. These locations will be outlined in the exhibitor service kit. The conference management will not assist with early shipments sent directly to the hotel, nor can we store your items. The Viper Service Kit will be sent after full booth payment is confirmed and received. Contact Viper Tradeshow Services for further information at 847-426-3100.

## Exhibitor Schedule

The 2020 INACSL Conference exhibit will be held at the Raleigh Convention Center in Exhibit Hall B. Please note the floor of the exhibit hall is not carpeted. Exhibitors that wish to have carpet will need to purchase carpet from Viper Tradeshow Services. Main conference sessions run Thursday - Saturday.

### TENTATIVE

#### Wednesday, June 24, 2020

7:00 am - 4:00 pm ..... Exhibitor Set-up  
5:00 pm - 7:00 pm ..... Grand Opening Exhibit Hall & Reception

#### Thursday, June 25, 2020

11:30 am - 1:30 pm ..... Exhibit Hall Open & Lunch  
5:00 pm - 7:00 pm ..... Exhibit Hall Open & Reception

#### Friday, June 26, 2020

11:30 am - 2:00 pm ..... Exhibit Hall Open & Lunch  
2:00 pm - 6:00 pm ..... Exhibit Tear Down

All exhibits must be set up and ready to open at 4:00 pm on Wednesday, June 24, 2020. All exhibits must be dismantled and ready for shipment by 6:00 pm on Friday, June 26, 2020.

## Standard Booth Equipment

Each 10'x10' booth comes with high back drape, 3'x10' side drapes, booth identification sign, 8' skirted table, 2 side chairs and a wastebasket. Please note that the exhibit hall is not carpeted and all exhibitors that wish to have carpet will need to order carpet through Viper Tradeshow Services.

# Rules and Regulations

## Assignment of Booth Space

INACSL reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit space applications.

Per INACSL policy, booth space will be selected based on our priority point system (see details below). The highest point exhibitors will be listed and contacted in number order to select a booth location based on the availability remaining.

In order to be included in the booth assignment process, your contract and payment needs to be received in the INACSL office no later than **Friday, March 6, 2020**.

## Priority Point System

Priority for booth space assignment is based on points awarded to previous INACSL exhibitors. Each exhibitor will obtain 1 point per advanced month in which the contract is received before the deadline; 1 point for each 10x10 space rented; and a bonus of 3 points added to the sum for each consecutive year of exhibiting at the past 5 INACSL annual conferences. To benefit from your priority points, INACSL must receive your contract for exhibit space and payment before the March 6, 2020 deadline. Contracts received after March 6, 2020 will be assigned booth space based on availability.

## Payment and Provisions in Case of Default

If the Exhibitor fails to pay when due any sum required by the Contract for Exhibit Space, or shall fail to observe or abide by the Rules and Regulations, INACSL reserves the right to terminate this contract immediately without refund of any monies previously paid.

In order to set up your booth at the 2020 Conference, your balance must be paid in full. If there is a balance due, exhibitors will need to pay that before they can begin setting up their booth display.

## Cancellation of Exhibit Space Contract

Cancellation/Refund of exhibit space must be directed in writing to the INACSL office. No refunds will be made after April 3, 2020. There will be a \$500 cancellation fee to process all refunds. In case of fire or the elements, or any other cause beyond the control of the management, the contract is not binding.

## Subletting of Exhibit Space and Prohibited Use

Exhibitors are strictly prohibited from assigning or subletting a booth or any part of the space allotted to them. Objectionable audible or visual attention-getting devices are prohibited. Photography and/or videotaping are prohibited. Sample giving shall not interfere with other exhibitors' space. No selling is permitted in the aisles. Films shown for entertainment value, without educational or informative value, will not be permitted.

## Installation of Exhibits

Installation of exhibits may commence at 7:00 a.m. on Wednesday, June 24, 2020. All exhibits must be fully set up by 4:00 p.m., Wednesday, June 24, 2020. After this time, no installation work will be permitted without special permission from show management. **Booths not completely installed by 4:00 p.m. will be subject to a charge of \$200.**



*(continued on next page)*

# Rules and Regulations (continued)

## Removal of Exhibits

Exhibits must be dismantled and ready for shipment by 6:00 p.m. on Friday, June 26, 2020. If exhibits are not removed by that time, management has the right to remove exhibits and charge the expense to the exhibitor. Tear down times are on the day of the closing of exhibits to accommodate the wishes of exhibitors who want to avoid staying an extra night.

## Insurance and Liability

It is agreed that INACSL shall not be liable to the exhibitors for any loss, damage or injury to their property contained in such exhibits; or injuries to his/her person, no matter how sustained, whether from fire, theft, accident or other causes. The exhibitor expressly waives all claims from such loss, damage or injury. Exhibitors or their agents may not allow any articles to be brought into the exhibition or any act done on the premise that will invalidate the insurance or increase the premium on the policies held by the management or INACSL. Exhibitors or their agents are not permitted to do anything through which act the premises, property or equipment of or other exhibitors will be damaged. No signs can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screw or any other devices that would damage them. Violations will annul the exhibitor's contract and he/she will be held liable for damages from such violations.

## Entertainment of Buyers

The scheduling by exhibitors of private functions, hospitality suites, cocktail parties, special events or large parties, etc. during conference hours and during scheduled INACSL program activities (including meals and sponsored events) is strictly prohibited. This includes taking attendees to dinner on evenings during conference scheduled events. Many exhibitors sponsor events for our attendees and if other exhibitors choose to entertain attendees at the times of these scheduled conference events, it may discourage sponsorship in the future. Our sponsors allow us to have a high quality conference and decrease additional expenses to attendees. We ask that you schedule events outside of all conference functions to ensure maximum participation to

each organization respected function. INACSL also will not approve function space for educational activities that conflict with scheduled Conference activities.

## Exhibitor Code of Conduct

Exhibitors will conduct themselves in an ethical manner at all times and in conformance with the following regulations:

As Exhibitors at the INACSL Conference, 2020, we agree to create an atmosphere of integrity and dignity for conference attendees, fellow exhibitors and association and venue staff.

We pledge to:

- Abide by the INACSL Exhibitor Rules and Regulations set forth in the INACSL Exhibitor Prospectus;
- Interact respectfully and thoughtfully with all attendees, exhibitors, and staff in the exhibit hall, educational sessions, and social situations;
- Respect the rights of other exhibitors to conduct business during exhibit hours without interference or improper intervention
- Refrain from behavior which could be considered harassing, forceful, deceptive, or misleading
- Understand that individuals who do not comply may be asked to leave the exhibit floor without reimbursement of incurred fees.

INACSL reserves the right to deny the privileges of the floor to any exhibitors who do not comply to all of the above. Exhibitor badges are personal, non-transferable and must be worn at all times.

## Attendance of Educational Functions

Exhibitors may attend any of the educational sessions on a space-available basis, with the exception of the pre-conference programs. Exhibitors attending educational programs are cautioned that they may audit programs, but not comment or enter into discussion, or receive CNE for their attendance. In order to receive CNE for attendance, exhibitors must also register as a conference attendee.

# INACSL Policy and Disclaimers

Exhibitor shall be fully responsible to pay for any and all damages to property owned by INACSL, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless INACSL, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, INACSL or any part thereof.

The Exhibitor understands that INACSL does not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

INACSL cannot be held responsible for the cost of a non-refundable airline ticket or flight change in the event of a course cancellation or the rescheduling of the pro-

gram. Upon registering in any activity, the participant agrees that INACSL and their affiliates, and all personnel associated with the program are not responsible or liable for any injuries or other damages sustained by the attendee in connection with the scheduled activity, and the participant hereby releases each of them from any claims against them arising directly or indirectly from any such injury or damage.

The registered participant and exhibitor grants permission to INACSL (and its designees and agents) to utilize the participants image, likeness, actions and/or statements in any live or recorded audio, video, or photographic display or other transmission, exhibition, publication, or reproduction made of, about, or at, the activity without further authorization or compensation. Participants may not use video or audio recording devices during the program or scheduled events. Registering for any INACSL event constitutes acceptance of these terms.



# Sponsorship Opportunities & Contract

Increase the visibility of your organization while showing your support for the nursing community by taking advantage of one of our sponsorship opportunities. Showcase your products and services to hundreds of industry professionals who are at the forefront of education and management in simulation settings around the world. You do not have to be an exhibitor at the INACSL Conference, 2020 to purchase a sponsorship.

Company Name for Conference Materials \_\_\_\_\_  
Pre-planning Contact Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_  
Submission Date \_\_\_\_\_

**All sponsor companies will receive the following benefits:**

- Recognition on the conference webpage
- Recognition in the program
- Onsite signage or product distribution
- Social media mention to all INACSL followers, not just conference attendees, in overall sponsor Thank You message
- Special recognition on conference slides between sessions
- First right of refusal with future sponsorship opportunities

**When applicable:**

- Exclusive rights to decorate the sponsored event space with company signage
- Permission to place printed materials on tables at a sponsored event

## 2020 Opportunities

### Carolina House (\$5,000)

Help INACSL welcome conference attendees by sponsoring the Carolina House, an area dedicated to special activities and information specific to Raleigh, NC. Sponsorship includes signage on the snack area, contribution of attendee giveaways, logo in printed program and dedicated sponsor table in the Carolina House on Thursday and Friday of the conference.

### Mobile App (\$3,000)

Mobile apps are quickly replacing printed programs as the first source of information for conference attendees. As sole sponsor of the conference app, attendees will see your logo on a digital banner hundreds of times as they use the app to navigate the conference sessions, posters, exhibit hall and communicate with other attendees.

### Receptions (\$3,000 each)

Choose Wednesday or Thursday night reception sponsorships. Signs are posted at food and bar stations during the event. Sponsor may supply table tent cards or printed materials on high top tables as well as display pop-up banners (77" x 35" max) in the sponsor event area. Sponsors may also provide specialty glassware (or plastic), napkins and plates to be used during the sponsored event.

### Meals (\$1,000 each)

Choose to sponsor breakfast or lunch on either Thursday or Friday. Signs are posted at food stations during the event. Sponsor may supply table tent cards or printed materials on tables. Sponsors may also provide specialty glassware (or plastic), napkins and plates to be used during the sponsored event.

### Relaxation & Recharge Lounge (\$3,000)

Sometimes attendees need to get away from it all and just relax or recharge their batteries. Signs will be posted at the location. Sponsor may supply table tent cards or printed materials in the area, as well as display pop-up banners (77" x 35" max) in the lounge.

### Conference Bag Inserts (\$1,000 each)

Create more visibility for your company by purchasing the option of including a marketing flyer or small piece for attendee conference bags. Only 3 opportunities available! Please note only 1 opportunity may be purchased per exhibitor.

### Conference Program – Back Cover (\$2,000)

Full-page color ad on the back of the conference program will be seen by all attendees.

### Water Bottles (\$1,500)

Help INACSL go green by sponsoring a reusable water bottle and signage at water stations with your logo.

## Sponsorship Opportunities

Check selected opportunities below

- Carolina House.....\$5,000
- Mobile App.....\$3,000
- Receptions (Choose 1)
  - Wednesday Reception.....\$3,000
  - Thursday Reception.....\$3,000
- Meals (Choose 1)
  - Thursday Breakfast.....\$1,000
  - Friday Breakfast.....\$1,000
  - Thursday Lunch.....\$1,000
  - Friday Lunch.....\$1,000
- Relaxation and Recharge Lounge.....\$3,000
- Conference Bag Inserts – (3 available).....\$1,000
- Conference Program – Back Cover.....\$2,000
- Water Bottles.....\$1,500

**Total Sponsorship Fee: \$ \_\_\_\_\_**

## Payment Information

Check # \_\_\_\_\_ (Make checks payable to INACSL)  
 AMEX  Visa  MasterCard  Discover  
Card # \_\_\_\_\_  
Exp. Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ SEC Code \_\_\_\_\_  
Name on Card \_\_\_\_\_

**Total to be charged: \$ \_\_\_\_\_**

- Charge me the full amount  Charge 50% of the total

All sponsorships will be released if full payment is not received by March 6, 2020.

By signing this contract, I agree to the rules and regulations as stated in the Sponsorship Prospectus:

Signature \_\_\_\_\_

**Mail form with payment to address below.**

## Contact Information

INACSL • Katesha Phillips • 110 Horizon Dr, Ste 210, Raleigh, NC 27615  
Phone: 919-674-4182 • Fax: 919-459-2075 • Email: katesha@imiae.com

# Exhibitor Opportunities & Contract

Company Name as Listed on Conference Materials \_\_\_\_\_

Pre-planning Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

**Please provide a list of all exhibitor names for badge development purposes:**

*(Note: All exhibitors will be able to input staff names in the online Exhibitor Portal upon registration.)*

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

In order to be in the booth assignment process, and listed in the official program, exhibit space contract and payment must be received by **March 6, 2020**. Booth space will be selected using a point system as indicated in the Exhibitor Prospectus. Any contracts received after March 6, 2020, will be assigned upon availability. **Submission Date** \_\_\_\_\_

## Exhibitor Opportunities

*(Check one level below)*

*Due to space limitations we will only accept industry-related vendors before March 6. All non-industry related vendors may inquire about availability if space is open on a first-come, first-serve basis after March 6.*

### Standard Level:

**Standard Industry Exhibitor Level ..... \$1,250 per booth (limit 2 booths)**

- 1 – 10x10 Booth(s) with standard equipment
- 2 Exhibit Hall badges
- Company name listed in program and on mobile app
- Company description listed on conference website (100 word limit)

**Additional Options:**

- Pre-conference registration list from approved attendees .....\$150 (one-time usage)
- Post-conference registration list from approved attendees .....\$200 (one-time usage)
- Featured Exhibitor.....\$150  
*Includes company logo next to listing on Mobile App and in conference program*

### Upper Levels:

**Platinum Exhibitor Level ..... \$17,000**

- Up to 6 – 10x10 booths with standard equipment
- 12 Exhibit Hall badges
- Logo on Badge Holders **OR** Logo on Water Bottles/Water Stations
- Full page color advertisement in program (provided by client)
- Prominent display of company logo image
- Company logo listed in materials & signage
- Company description listed on conference website (100 word limit)
- Submission of marketing flyer or small piece for conference bags
- Pre & post conference registration list from approved attendees

**Gold Exhibitor Level.....\$11,000**

- Up to 4 – 10x10 booths with standard equipment
- 8 Exhibit Hall badges
- Logo on Conference Bags
- 1/2-page color advertisement in program (provided by client)
- Prominent display of company logo image
- Company logo listed in materials & signage
- Company description listed on conference website (100 word limit)
- Submission of marketing flyer or small piece for conference bags
- Pre & post conference registration list from approved attendees

**Silver Exhibitor Level..... \$7,000**

- Up to 3 – 10x10 booths with standard equipment
- 6 Exhibit Hall badges
- 1/4-page color advertisement in program (provided by client)
- Company logo listed in materials & signage
- Company description listed on conference website (100 word limit)
- Submission of 1 page marketing flyer for conference bags
- Pre & post conference registration list from approved attendees

**Bronze Exhibitor Level.....\$5,000**

- Up to 2 – 10x10 booths with standard equipment
- 3 Exhibit Hall badges
- Company logo listed in materials & signage
- Company description listed on conference website (100 word limit)
- Submission of 1 page marketing flyer for conference bags
- Pre & post conference registration list from approved attendees

**Registered exhibitors are welcome to participate in food and beverage functions hosted by INACSL at the Raleigh Convention Center throughout the main conference. Additional exhibitor badges can be purchased below at an additional cost.**

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# Exhibitor Opportunities & Contract (continued)

## Visit to Win – WE WILL DONATE!

Increase engagement at your booth. We're taking the Visit to Win digital! The cost to participate in this prize donation effort is \$150. Vendors that donate a prize will be displayed on the conference app to qualify an attendee a chance to win valuable drawings.

Submit a question that participants will need to come to your booth and engage with your team to answer. Winners will be selected from the list of participants who complete the questions from each company.

Yes, we will donate a prize give-a-way.

## Additional Purchases

- Additional exhibit badge .....\$250 each x \_\_\_\_\_ (#) = \$ \_\_\_\_\_
- Visit to Win .....\$150 = \$ \_\_\_\_\_

**Total Booth Fee: \$ \_\_\_\_\_**

**Number of Booths Requested: \_\_\_\_\_**

## Please select your top three (3) choices for booth location from floor plan below:

**1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_**

Please note booth location will be selected based upon exhibitor priority point level. To benefit from your priority points, INACSL must receive your contract for exhibit space and full payment before the March 6, 2020 deadline. Contracts received after March 6, 2020 will be assigned booth space based on availability.

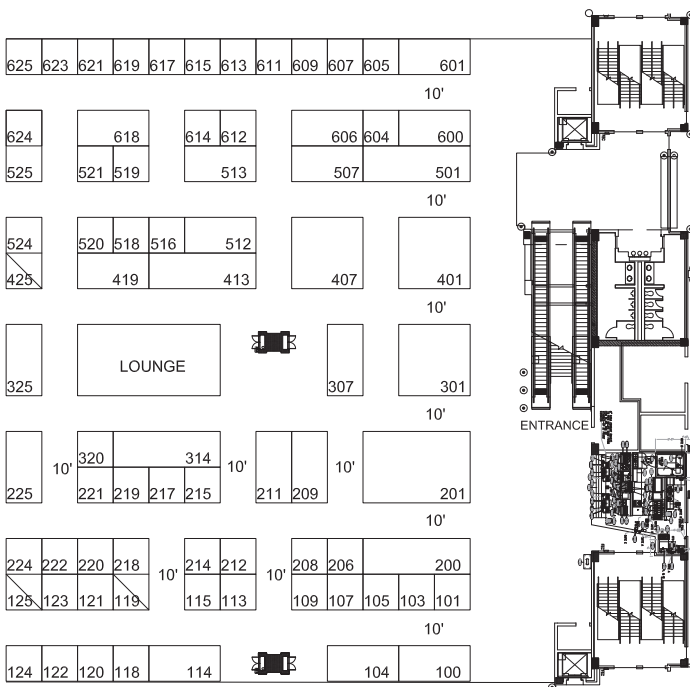


Photo courtesy of www.calxibe.com



## Please check areas of past conference participation below, if applicable:

**2019 Phoenix, AZ INACSL Conference:**  Exhibitor  Sponsor

**2018 Toronto, ON INACSL Conference:**  Exhibitor  Sponsor

## Payment Information

Check # \_\_\_\_\_ (Make checks payable to INACSL)

AMEX  Visa  MasterCard  Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ / \_\_\_\_\_ SEC Code \_\_\_\_\_

Name on Card \_\_\_\_\_

**Total to be charged: \$ \_\_\_\_\_**

Charge me the full amount  Charge 50% of the total

Booth space will be released if full payment is not received by **March 6, 2020.**

By signing this contract, I agree to the rules and regulations as stated in the Exhibitor Prospectus:

Signature \_\_\_\_\_

### Mail form with payment to:

INACSL, 110 Horizon Drive, Suite 210, Raleigh, NC 27615

## Contact Information

INACSL • Katesha Phillips  
 110 Horizon Drive • Suite 210 • Raleigh, NC 27615  
 Phone: 919-674-4182 • Fax: 919-459-2075  
 Email: katesha@imiae.com