

October 4-7, 2011
Valley Forge Convention Center
King of Prussia, PA

TRENDS

IN CRITICAL
CARE
NURSING™

www.aacn.org/trends

Exhibit Days * October 4 – 6, 2011
Valley Forge Convention Center
King of Prussia, PA

EXHIBIT INFORMATION PACKET

On-line Service Kit: www.generalexposition.com
Password: TRENDS11

Important Dates Fall TRENDS 2011

- ▶ June 2011 Fall TRENDS Exhibit Prospectus mailed
- ▶ July 15 Service kit available online at www.generalexposition.com
- ▶ August 8 Last day to cancel or reduce space with 50% of total space cost retained
- ▶ August 15 Deadline to submit advertisement for program/proceedings book
- ▶ August 15 Deadline for exhibitor listing in program/proceedings book
- ▶ September 7 Deadline for personnel/staff badge form
- ▶ September 12 Deadline for hotel sleeping room reservations
- ▶ October 4 Exhibit set-up
- ▶ October 4 Official opening of Exhibit Hall at 4:30 pm
- ▶ October 6 Official close of Exhibit Hall at 1:00 pm
- ▶ October 6 Exhibits and all materials removed from Exhibit Hall by 5:00 pm

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General Information

1. Exhibit Space

Your Booth Number is in your Confirmation E-mail. A copy of the floor plan is on Page 11 of this Exhibitor Packet. Please use it to locate your space in the exhibit hall.

2. Event Location

Valley Forge Convention Center
1160 First Avenue
King of Prussia, PA 19406
www.vfconventioncenter.com

3. Exhibit Schedule

Please have your booth set and staffed when the show opens at 4:30 pm on Tuesday, October 4 for the Exhibit Reception immediately after the concurrent sessions. Networking breaks are held in the Exhibit Hall when exhibits are open.

| | | |
|----------------------|-----------------------------|---|
| Installation | <i>Tuesday, October 4</i> | <i>8 am - 4 pm</i> |
| Exhibit Hours | <i>Tuesday, October 4</i> | <i>4:30 - 6 pm</i> <i>Exhibit Reception for exhibitors and attendees</i> |
| | <i>Wednesday, October 5</i> | <i>10:45 am - 2:00 pm</i> |
| | <i>Thursday, October 6</i> | <i>9:15 am – 1 pm</i> |
| Dismantle | <i>Thursday, October 6</i> | <i>1 pm - 5 pm</i> |

4. Exhibitor Registration Open

| | |
|----------------------|--------------------|
| Tuesday, October 4 | 8 am - 6 pm |
| Wednesday, October 5 | 10:15 am - 2:15 pm |
| Thursday, October 6 | 9 am – 1 pm |

5. Your Exhibit Space Includes

Colors: Green and Plum

We will carpet the aisles in the Exhibit Hall. If you wish to have carpet in your booth, please order it through the Exhibitor Service Kit.

8 ft x 10 ft booth space (unless larger has been selected)
8 ft draped back wall and 3 ft draped side wall
44 in x 7 in company name sign
One 6 ft draped table
Two chairs
Listing in program/proceedings book (if received by August 15, 2011)

Should you require other services such as carpet, furniture, electrical, phone lines, audiovisual, etc., please order through our Exhibitor Service kit.

6. Service Kit including Lead Retrieval System Information

The Exhibitor Service Kit is available online. To access our online kit please go to www.generalexposition.com and click on the Service Kit button located in the upper right hand corner of

the Web page. This will take you to a log in page – **enter the password: TRENDS11**. If you have any questions, please call 610-495-8866 mention Trends in Critical Care Nursing and a General Exposition Customer Service Rep will be happy to assist you. **Lead Retrieval order forms are in the online Exhibitor Service Kit.**

7. Hotel Reservations

The Valley Forge Convention Center, Radisson Valley Forge Hotel, and Valley Forge Scanticon Hotel and Conference Center are all part of the Valley Forge Convention Plaza – they are all connected. You can request a room at either the Radisson or the Scanticon based on space availability. Special sleeping room rates of \$139 single or double have been arranged with the hotels.

Radisson Valley Forge Hotel * www.radissonvalleyforge.com
Valley Forge Scanticon Hotel * www.scanticonvalleyforge.com
1160 First Avenue
King of Prussia, PA
Phone: 610-337-2000 or 888-267-1500

To receive the special rate of \$139 single/double, please make your reservation before September 12, 2011. Refer to: Trends in Critical Care Nursing 2011.

8. Parking

Parking at the Valley Forge Convention Center Complex is **free**.

9. Travel

By Air: Most major airlines fly frequently into Philadelphia International Airport, which is a comfortable 30-minute drive to Valley Forge. Hourly shuttle service is available from the airport to the Radisson Valley Forge. For shuttle reservations, contact Tropiano Transportation at 800-559-2040 or www.tropiano.com/shuttle to make a reservation. Budget Car Rental is on premises at the Radisson Valley Forge.

By Train: AMTRAK Metroliner Service puts Philadelphia's 30th Street Station just 70 minutes from Manhattan and 100 minutes from Washington, DC. Rent a car or contact Tropiano Transportation at 800-559-2040 or www.tropiano.com/shuttle for shuttle reservations.

By Automobile: Driving directions to the Valley Forge Convention Center Complex are enclosed.

10. Conference Support/Partnership/Advertising

THERE IS STILL TIME TO SUPPORT TRENDS!

Detailed Conference Support/Advertising Information and order form on Pages 6-7

Conference support and advertising are great ways to complement your exhibit, drive traffic to your display, and support the education and recognition of critical care nurses. Use these opportunities to reach the 700 + nurses in the Trends in Critical Care Nursing audience. Or suggest new ones for us to consider.

Contact Monika Cornelius at 714-377-7564 or monika.cornelius@aacn.org

11. Exhibitor Listing in Program Guide/On-line Proceedings Please complete the enclosed Exhibitor Directory listing form for the Conference Proceedings Book and e-mail to monika.cornelius@aacn.org or fax to 714-377-6245. **This form must be received by August 15 to be included in the book.**

12. Exhibitor Badges Please complete the enclosed Booth Personnel Registration form and e-mail to monika.cornelius@aacn.org or fax to 714-377-6245. **This form must be received by September 7.**

13. Exhibitor Access to Hall Exhibitor badges allow access to the hall during installation, dismantle and exposition hours. Badges will be available at the Exhibitor Registration Desk during exhibitor registration hours. Hall access before these hours or after the close of exhibits must be requested from Show Management.

14. Admission to Educational Sessions Exhibitor personnel may be admitted to non-ticketed education sessions on a space available basis. Exhibitor personnel who wish to receive nursing CE credit for attending sessions and those exhibitors wishing to attend ticketed sessions must register for the Trends in Critical Care Nursing conference and pay the appropriate fee. To download a copy of the conference brochure or to register online, please visit our website at **www.aacn.org/trends**.

Contact

If you have any questions or would like more information about ways to support and advertise, please contact:

Monika Cornelius
Exhibit Manager
TRENDS Voice Mail: 800-394-5995, ext. 239
Direct: 714-377-7564
Fax: 714-377-6245
E-mail monika.cornelius@aacn.org

TRENDS 2011 CONFERENCE SUPPORT, PARTNER PROGRAMS AND ADVERTISING

CONFERENCE SUPPORT OPTIONS

| | Cost per show |
|---|---------------|
| Conference Attendee Materials – your company logo will be imprinted on the item. | |
| <input type="checkbox"/> Conference Bag | \$2,500 |
| <input type="checkbox"/> Conference Pocket Badge Holder | \$2,500 |
| <input type="checkbox"/> Water Bottle | \$2,000 |
| <input type="checkbox"/> Combination Highlighter and Pen | \$1,500 |
| <input type="checkbox"/> Notepad | \$1,500 |
| <input type="checkbox"/> Conference Pencil | \$ 500 |

Events and Activities

| | |
|--|---------|
| <input type="checkbox"/> Ice Cream Social in Exhibit Hall | \$5,000 |
| <input type="checkbox"/> Continental Breakfast | \$5,000 |
| <input type="checkbox"/> Refreshment Break | \$2,500 |
| <input type="checkbox"/> Full-Day - Continental Breakfast & AM and PM Breaks | \$7,500 |
| <input type="checkbox"/> Faculty Luncheon or CCRN Luncheon (Fall) | \$1,000 |
| <input type="checkbox"/> Faculty Luncheon - all four days | \$3,000 |
| <input type="checkbox"/> Dinner Program/Theater | \$2,000 |

Sessions and Speakers

| | |
|---|---------|
| <input type="checkbox"/> Keynote Speaker | \$2,000 |
| <input type="checkbox"/> Sunrise Session (includes Continental Breakfast) | \$1,500 |
| <input type="checkbox"/> Sunset Session | \$ 500 |
| <input type="checkbox"/> Concurrent Session | \$ 200 |

PARTNER PROGRAMS

| | Individual Show Cost |
|---|----------------------|
| Gold Partner | \$3,000 |
| * 8 x 10 Corner Exhibit Booth | |
| * Full-page 4-color ad inside front or back cover ad in Program Book and in the online Proceedings (TRENDS chooses ad location) | |
| * Your company name and logo printed in the conference program book on a special Partner acknowledgement page | |
| * Your company name on TRENDS website | |
| * Public recognition and acknowledgement from the podium during Opening Session. | |
| * Printed sign designating you as a Partner for display in your booth and company name on exhibit hall entranceway. | |
| Silver Partner | \$2,000 |
| * 8 x 10 In-line Aisle Exhibit Booth | |
| * Full page black & white ad in Program Book and in the online Proceedings | |
| * Your company name and logo printed in the conference program book on a special Partner acknowledgement page. | |
| * | |
| * Your company name on TRENDS website | |
| * Public recognition and acknowledgement from the podium during Opening Session. | |
| * Printed sign designating you as a Partner for display in your booth and company name on exhibit hall entranceway. | |

ADVERTISE IN THE PROGRAM BOOK AND ON-LINE PROCEEDINGS

Deadlines to receive your ad: **Fall Deadline 8/22/11**

| 4-Color Ads: | Individual Show Cost |
|----------------------|----------------------|
| ▪ Outside Back Cover | \$ 1,200 |
| ▪ Inside Front Cover | \$ 950 |
| ▪ Inside Back Cover | \$ 950 |
| Black & White Ads: | |
| ▪ Inside Full Page | \$ 475 |
| ▪ Inside Half-Page | \$ 375 |

Ad Specifications:
Four-color, full-page ads – Orientation: portrait, Trim: 8.5 in x 11 in, Live: 7.5 in x 10 in, Bleed: 1/8 in all four sides
Black and white, full-page ads – Orientation: portrait, Ad size: 7.5 in x 10 in, non-bleed
Black and white, half-page ads – Orientation: landscape, Ad size: 7.5 in x 5 in, non-bleed
Please provide all ads as high-resolution PDF files (300dpi or greater)

Please complete the following information to reserve your sponsorship/partnership or ad. If you have questions, please contact Monika Cornelius at 714-377-7564 or 800-394-5995 ext. 239 or e-mail monika.cornelius@aacn.org.

THANK YOU FOR YOUR SUPPORT OF TRENDS, SEPA CHAPTER-AACN, AND AACN.

Sponsor/Partners/Advertisers Name: _____

Ad Agency Name (if applicable): _____

Contact Name: _____ Phone: _____

E-mail: _____

Total cost of sponsorship/partnership/advertising: _____

Payment: Check MasterCard VISA AMEX

Credit Card Number _____ Expiration Date _____

Name of Card Holder _____ Signature of Card Holder _____

Billing Address of Credit Card: _____

Send order form with check or credit card information to:

Monika Cornelius
Exhibit Manager
TRENDS, P. O. Box 3867
Huntington Beach, CA 92605

Fax to 714-377-6245
E-mail to monika.cornelius@aacn.org

FALL TRENDS 2011 EXHIBITOR DIRECTORY INFORMATION

Please provide information as you wish it to be printed in the Trends in Critical Care Nursing Conference Proceedings Book.

Fax or e-mail form to Monika Cornelius **by August 15, 2011**

Fax: 714-377-6245 • E-mail: monika.cornelius@aacn.org

ALL INFORMATION MUST BE TYPED:

PRIMARY CONTACT: _____ BOOTH NO. _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____ WEB SITE: _____

Brief description of your product/service (**50 words or less**):

If you have questions, please contact:

Monika Cornelius

Trends Manager

Direct: 714-377-7564

Voicemail: 800-394-5995, ext. 239

E-mail: monika.cornelius@aacn.org

Fall TRENDS 2011 EXHIBITOR PERSONNEL REGISTRATION FORM

All personnel working in your booth must have a badge. Badges will be available at the Exhibitor Registration Desk in the Valley Forge Convention Center beginning at 8:00 a.m. on Tuesday, October 4.

Fax or e-mail form to Monika Cornelius **by September 7, 2011**

Fax: 714-377-6245 • E-mail: monika.cornelius@aacn.org

Company Name_____

Booth Number_____ (you can find your booth number in your confirmation e-mail)

Please print or type name as you wish it to appear on your badge:

| First Name | Last Name | City/State |
|------------|-----------|------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

If you have questions, please contact:
Monika Cornelius
Trends Manager
Direct: 714-377-7564
Voicemail: 800-394-5995, ext. 239
E-mail: monika.cornelius@aacn.org

VALLEY FORGE CONVENTION CENTER COMPLEX

Radisson Valley Forge

1160 First Avenue
King of Prussia, PA 19406
610.337.1200
610.768.0183 (fax)

Valley Forge Convention Center

1200 First Avenue
King of Prussia, PA 19406
610.337.2000
610.992.2884 (fax)

Valley Forge Scanticon Hotel

1210 First Avenue
King of Prussia, PA 19406
610.265.1500
610.992.2829 (fax)

Travel Directions to the Valley Forge Center Complex

FROM POINTS NORTH (New York and New Jersey)

Take the New Jersey Turnpike South to the Pennsylvania Turnpike Exit 6 - follow Pennsylvania Turnpike to Exit 326 Valley Forge - keep to right lanes at tollbooth. Take the Valley Forge National Historical Park Exit, first right just past the toll booth – proceed approximately one mile, entrance to the Valley Forge Convention Center Complex is on the right.

FROM POINTS SOUTH (Washington DC, Baltimore and Wilmington)

Follow I-95 North through Wilmington into Pennsylvania. Take I-476 north (exit #7-Plymouth Meeting) to I-76 West (Schuylkill Expressway) following signs for Valley Forge. Take Mall Blvd. exit (last exit before tolls)- bear right at traffic light onto Mall Boulevard, and continue ¼ mile to traffic light (North Gulph Road). Turn right - proceed approximately one mile, entrance to the Valley Forge Convention Center Complex is on the right.

FROM POINTS WEST (Harrisburg and Pittsburgh)

Take the Pennsylvania Turnpike to Exit 326 (Valley Forge) – Take the exit for the Valley Forge National Historical Park (first right just past the toll booth). Proceed approximately one mile, entrance to the Valley Forge Convention Center Complex is on the right.

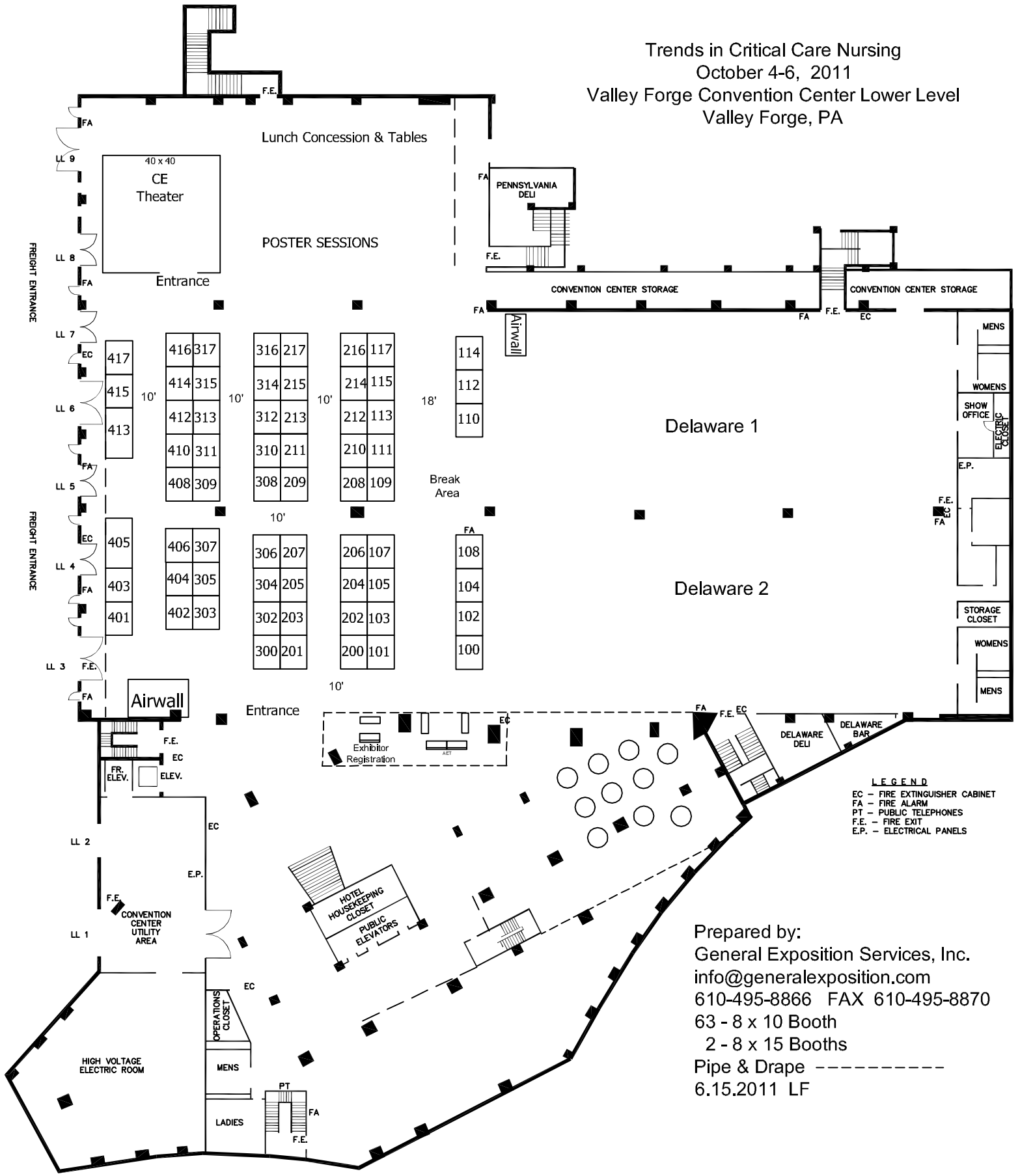
FROM CENTER CITY PHILADELPHIA

Take I-76 West (Schuylkill Expressway) following signs for Valley Forge (about 18 miles from Center City). Take the Mall Blvd. exit (last exit before tolls) Bear right at traffic light onto Mall Boulevard, and continue ¼ mile to traffic light (North Gulph Road). Turn right and proceed approximately one mile. Entrance to the Valley Forge Convention Center Complex is on the right.

FROM PHILADELPHIA INTERNATIONAL AIRPORT

Take I-95 South to I-476 North (Plymouth Meeting) to I-76 West (Schuylkill Expressway) following signs for Valley Forge. Take the Mall Blvd. exit (last exit before tolls) Bear right at traffic light onto Mall Boulevard, and continue ¼ mile to traffic light (North Gulph Road). Turn right and proceed approximately one mile. Entrance to the Valley Forge Convention Center Complex is on the right.

Trends in Critical Care Nursing
 October 4-6, 2011
 Valley Forge Convention Center Lower Level
 Valley Forge, PA



L.E.G.E.N.D.
 EC - FIRE EXTINGUISHER CABINET
 FA - FIRE ALARM
 PT - PUBLIC TELEPHONES
 F.E. - FIRE EXIT
 E.P. - ELECTRICAL PANELS

Prepared by:
 General Exposition Services, Inc.
 info@generalexposition.com
 610-495-8866 FAX 610-495-8870
 63 - 8 x 10 Booth
 2 - 8 x 15 Booths
 Pipe & Drape -----
 6.15.2011 LF

Please note: Every effort has been made to ensure the accuracy of all the information contained on the floorplan. However, no warranties are made with respect to this floorplan. If the location of building columns, utilities or other architectural componets of the building is a factor in the construction or usage of an exhibit. It is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.