

TRENDS

■ IN CRITICAL CARE NURSING™ ■

www.aacn.org/trends

October 27-29, 2009
Valley Forge Convention Center
King of Prussia, PA

EXHIBIT INFORMATION PACKET

On-line Service Kit: www.generalexposition.com
Password: TRENDS09

Deadline Dates Fall TRENDS 2009

2009

- ▶ July 1 Service kit available online at www.generalexposition.com
- ▶ August 31 Last day to cancel or reduce space with 50% of total space cost retained
- ▶ September 7 Deadline to submit application for Exhibit/CE Program
- ▶ September 7 Deadline to submit advertisement for program guide/CD
- ▶ September 7 Deadline for exhibitor listing in program guide/CD
- ▶ September 15 Deadline for personnel/staff badge form
- ▶ October 5 Deadline for hotel sleeping room reservations
- ▶ October 27 Exhibit set-up
- ▶ October 27 Official opening of Exhibit Hall at 4:30 pm
- ▶ October 29 Official close of Exhibit Hall at 1:00 pm
- ▶ October 29 Exhibits and all materials removed from Exhibit Hall by 5:00 pm

Table of Contents

Where do I find?

General Information

- Event Location Page 3
- Exhibit Schedule (installation, exhibit times & dismantle)
- Exhibitor Registration
- What's included in my exhibit space?

- How do I find the exhibitor service kit? Page 4
- Lead Retrieval
- Hotel Reservation Information
- Parking Information
- Travel Information
- Sponsorship Opportunities

- Advertising Opportunities Page 5
- Exhibitor Listing in Proceedings Book
- Exhibitor Badges
- Access to Exhibit Hall
- Admission to Educational Sessions
- Who should I contact if I have questions or need information?

Conference Support Information

- Conference SupportPartnery Opportunities – Detailed Information and Application Page 6-7

Advertising Information

- Advertisement Costs, Specifications, Deadline Dates & Order Form Page 8

Forms to Complete

- Exhibit Directory Listing Form Page 9
- Exhibit Personnel Form for Badges Page 10

Driving Directions to VFCC Page 11

Exhibit CE Program Information and Application Page 12-14

Exhibit Hall Floor Plan Page 15

General Information

1. Exhibit Space

Your Booth Number is in your Confirmation E-mail. A copy of the floor plan is on Page 15 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 28 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 27</i>	<i>8 am - 4 pm</i>
Exhibit Hours	<i>Tuesday, October 27</i>	<i>4:30 - 6 pm</i> <i>Exhibit Reception for exhibitors and attendees</i>
	<i>Wednesday, October 28</i>	<i>10:30 am - 2:15 pm</i> <i>Ice Cream Social for exhibitors and attendees 1:30 - 2:00 pm</i>
	<i>Thursday, October 29</i>	<i>9:15 am – 1 pm</i> <i>Refreshment break in exhibit hall</i>
Dismantle	<i>Thursday, October 29</i>	<i>1 pm - 5 pm</i>

4. Exhibitor Registration Open

Tuesday, October 28	8 am - 6 pm
Wednesday, October 29	10:15 am - 2:15 pm
Thursday, October 30	9 am – 1 pm

5. Your Exhibit Space Includes

Colors: Blue and White

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 September 15, 2008)

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: TRENDS09**. 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 October 5, 2009. Refer to: Trends in Critical Care Nursing 2009.

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 transportation.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 transportation.com/shuttle for shuttle reservations.

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

10. Start a Trend – Become a Sponsor

THERE IS STILL TIME TO SUPPORT TRENDS!
Detailed Conference Support Information and order form on **Pages 6-7**

Conference support is a great way 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 1,000 + 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. Advertise in the Trends Program & Proceedings Book

E-MAIL or FAX THE ENCLOSED ADVERTISING ORDER FORM on page 8. The deadline to reserve advertising space in the Conference Program Guide/CD is September 1, 2009. ***Advertisement copy must be received no later than September 7, 2009.***

12. Exhibitor Listing in Program Guide/CD 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 September 7 to be included in the book.**

13. 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 15.**

14. 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.

15. 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

FALL TRENDS 2009 CONFERENCE SUPPORT AND PARTNER PROGRAMS

Thank you for considering these options to support TRENDS and critical care nurses.

CONFERENCE SUPPORT OPTIONS:

	Cost
Conference Attendee Materials	
<input type="checkbox"/> Conference Bag with Your Company Name and Logo	\$3,000
<input type="checkbox"/> Conference Pocket Badge Holder with Your Company Name and Logo	\$2,500
<input type="checkbox"/> Combination Highlighter and Pen with Your Company Name and Logo	\$1,500
<input type="checkbox"/> Notepad with Your Company Name and Logo	\$1,500
<input type="checkbox"/> Conference Pencil with Your Company Name and Logo <i>SPONSORED</i>	\$ 500
Events and Activities	
<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 - one day	\$1,000
<input type="checkbox"/> Faculty Luncheon - all four days	\$3,000
<input type="checkbox"/> Dinner Program/Theater	\$2,000
<input type="checkbox"/> Pre-conference Manager and Leader Workshop	\$ 750
<input type="checkbox"/> CCRN Luncheon	\$1,000
<input type="checkbox"/> Exhibit Opening Reception	\$ 500
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 Sessions	\$ 200

PARTNER PROGRAMS:

I wish to be a TRENDS Partner: **Gold Partner** **Silver Partner** **Bronze Partner**

	Cost
GOLD PARTNER	\$2,500
* 8 x 10 Corner Exhibit Booth	
* Full-page 4-color ad inside front or back cover ad in Program Book (TRENDS chooses ad location)	
* Your company name and logo printed in the conference program book on a special Partner acknowledgement page	
* Your company name/logo 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	\$1,750
* 8 x 10 In-line Aisle Exhibit Booth	
* Full page black & white ad in Program Book	
* Your company name and logo printed in the conference program book on a special Partner acknowledgement page.	

- * Your company/logo 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.

BRONZE PARTNER

\$1,000

- * Full page black & white ad in Program Book
- * Your company name and logo printed in the conference program book on a special Partner acknowledgement page.
- * Your company name/logo 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.

Please complete the following information to reserve your support option/partnership. 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.

Company Name: _____

Ad Agency Name (if applicable): _____

Contact Name: _____ Phone: _____

E-mail: _____

Total cost of conference support/partnership: _____

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 2009 ADVERTISEMENT ORDER FORM

Place Your Ad in the TRENDS Conference Program Guide/CD

Four-Color Ads:

- Outside Back Cover – 8.5 in wide x 11 in high \$ 1,200
- Inside Front Cover – 8.5 in wide x 11 in high \$ 950
- Inside Back Cover – 8.5 in wide x 11 in high \$ 950

Black and White Ads:

- Inside Full Page – 8.5 in wide x 11 in high \$ 425
- Inside Half-Page – 8.5 in wide x 5 in high \$ 350

Specifications for ads:

Black and white inside ads and 4-color cover ads

Trim size – 8.5 wide x 11 in high for full-page ad

8.5 in wide x 5 in high for half-page ad

1/8" Bleed on all four sides

E-mail a Hi-Res PDF file to: monika.cornelius@aacn.org

Deadlines to submit your ad:

FALL Deadline: 9/7/09

Advertiser's Name: _____

Ad Agency Name: _____

Contact Name: _____ **Phone:** _____

E-mail: _____

I wish to reserve the following ad(s):

- Outside Back Cover - 4-color
- Inside Cover (front or back) - 4-color
- Inside Full Page – black & white
- Inside Half-Page - black & white

Total cost of ad(s): _____ (If ordering ads for both shows, payment for both ads must accompany this order form.)

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

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

Fall TRENDS 2009

October 27-29 * Valley Forge Convention Center

EXHIBITOR DIRECTORY INFORMATION

Please provide information as you wish it to be printed in the Trends in Trauma and Cardiovascular Nursing Conference Proceedings Book.

Fax or e-mail form to Monika Cornelius **by September 7, 2009**

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 2009

October 27-29 * Valley Forge Convention Center

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 27.

Fax or e-mail form to Monika Cornelius **by September 15, 2009**

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 Exhibit/CE Program Guidelines

- Open to all exhibitors
- Designed so that brief educational presentations on topics relevant to critical care nursing practice or patient care issues are presented to attendees in the Exhibit/CE classroom on the exhibit floor.
- Attendees participating in the presentations receive continuing education (CE) credit from AACN.
- Sessions are 30 minutes in length (including 5-10 minutes of questions and answers).
- Learning formats may include lecture or video presentation, poster presentation, self-learning modules via computer assisted instruction, or hands-on demonstration.
- Application for the Exhibit/CE Program must be completed and returned by August 14, 2009, so that program material may be included in the Exhibit/CE section of the TRENDS Program Guide/CD.

Please submit the following materials to TRENDS for participation in the Exhibit/CE Program:

1. Completed application form and \$100 application fee. **There is no rental charge for the CE classroom.**
2. **Speaker Profile:** A completed speaker profile or curriculum vitae from the person(s) presenting the Exhibit/CE session.
3. **Session Information:**
 - Title: The title of the session to be presented.
 - Speaker(s) name
 - Exhibitor/Sponsor name
 - Format of the presentation—i.e. lecture, poster session, interactive audio, video, computer-based educational program, or hands-on demonstration.
 - Brief Content Description: A synopsis of the purpose and content of the session.
 - Learning Outcomes: Two to three objectives that will answer the question: “By the end of the session, the participant will be able to...” Objectives must be stated so that they are observable, achievable and measurable in the time allotted.
 - Outline of Key Points of the presentation.
 - Supporting References: Bibliography with a maximum of three (3) current, supporting references—AMA Style.

ADMINISTRATION

AACN will provide:

1. The Exhibit/CE classroom, a 30'x30' (400 sq. ft. minimum) modular or draped area with 40 chairs, 1 LCD projector, 1 screen, 1 podium, 1 table and 1 wired lavalier microphone. All other AV or presentation equipment is the responsibility of the exhibitor. LAPTUPS ARE NOT PROVIDED.
2. A listing in the Program Guide/CD which contains the Title, Speaker, Exhibitor/Sponsor, content description, learning outcomes, and bibliography for each Exhibit/CE Program presentation. The Program Guide and CD are placed in all participant registration packets and will include Exhibit/CE information only for applications received by August 14, 2009. Power Point slides can be included on the CD only.

3. Exhibit/CE class codes in the Program Guide.
4. Distribution and collection of attendee evaluation forms.
5. Continuing education credit and CE certificates to attendees.
6. Evaluation and feedback of the program to exhibitors, upon request.
7. Signage indicating an exhibitor's participation in the Exhibit/CE Program.

Criteria for Acceptance:

All programs must meet AACN's standards for continuing education credit. Acceptable presentations will contain educational concepts that relate to the products or service, and NOT be a promotion of the company's products or services. Reference or content related to specific products, services or equipment will be edited out of the session summary. If the session cannot be edited without compromising the presentation, the entire session will be deleted from the Program and Proceedings book.

1. The presentation must demonstrate the application of concepts and principles as they relate to critical care nursing practice or patient care issues. Equipment descriptions and procedures must be generic in content and NOT specific to your product or service.
2. Presentations are to be no longer than 30-minute educational sessions (to include 5-10 minutes of questions and answers) that are presented in the Exhibit/CE classroom.
3. Speakers must be knowledgeable and able to handle specific technical questions. Speakers must adhere to the 30-minute time frame.
4. The APPLICATION FOR EXHIBIT/CE PROGRAM must be received no later than August 14, 2009, so that materials can be reviewed and included in the Exhibit/CE section of the TRENDS Program and Proceedings book. Exhibitors that do not submit Exhibit/CE session materials by the specified deadline will be responsible for providing adequate copies of the content description, learning outcomes, outline and references to participants attending their Exhibit/CE session(s).
5. Notification of approval of the Exhibit/CE session(s) will be sent by September 4, 2009.

TRENDS Exhibit/CE Program Application

Deadline: **August 14, 2009**

Application Fee: **\$100**

_____ I wish to reserve time in the Exhibit/CE classroom to host my Exhibit/CE session(s).

Sponsoring Exhibit
Company: _____

Contact Person Submitting Application: _____

Title: _____

Address: _____

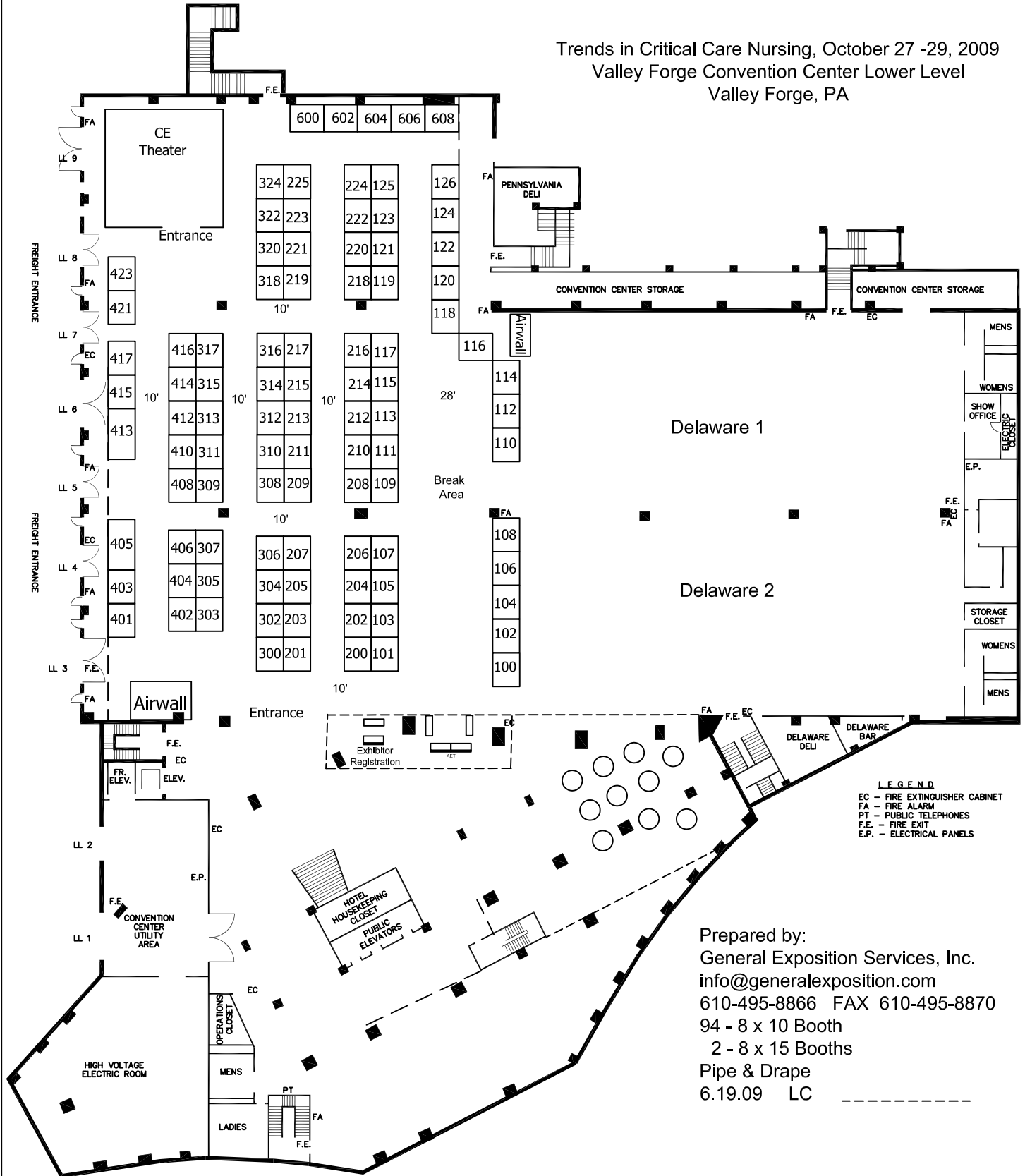
City: _____ State: _____ Zip: _____

Telephone: _____ E-Mail: _____

Session Information:

1. **Submit speaker profile or CV and session information by August 14 via e-mail only.** *No handwritten or non-computerized session information will be accepted.* .
2. Send your e-mail to the attention of: monika.cornelius@aacn.org. This application for Exhibit/CE session(s) and the application fee must be received no later than **August 14, 2009**, to be included in the Exhibit/CE section of the Program and Proceeding book. Materials received after this deadline may not be included in the Program and Proceedings book.
3. Application with check may be sent to TRENDS, P. O. Box 3867, Huntington Beach, CA 92605 or e-mailed with credit card information to monika.cornelius@aacn.org.
4. Please call Monika Cornelius at 714-377-7564, if you have any questions.

Trends in Critical Care Nursing, October 27 -29, 2009
 Valley Forge Convention Center Lower Level
 Valley Forge, PA



Prepared by:
 General Exposition Services, Inc.
 info@generalexposition.com
 610-495-8866 FAX 610-495-8870
 94 - 8 x 10 Booth
 2 - 8 x 15 Booths
 Pipe & Drape
 6.19.09 LC

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 components 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.