

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

# TRENDS IN CRITICAL CARE NURSING™

## TRENDS 2011 CONFERENCE SUPPORT, PARTNER PROGRAMS AND ADVERTISING

### CONFERENCE SUPPORT OPTIONS

|   | Cost per show |
|---|---------------|
| <b>Conference Attendee Materials</b> – 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 |
|---|----------------------|
| <b>Gold Partner</b>   | <b>\$3,000</b>       |
| * 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.             |                      |
| <b>Silver Partner</b>   | <b>\$2,000</b>       |
| * 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

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](mailto:monika.cornelius@aacn.org).

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

---

Sponsor/Partners Name: \_\_\_\_\_

Ad Agency Name (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Total cost of sponsorship/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](mailto:monika.cornelius@aacn.org)