



## EXHIBITOR BULLETIN ♦ DECEMBER 2007

From your AACNE Exhibits Team

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### UNION RULES

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Chicago is a strong Union City and we recommend that you get familiar with the union guidelines so you can have a successful exhibit experience. Please check the web site [www.mccormickplace.com/exhibitor/how\\_to\\_exhibit.html](http://www.mccormickplace.com/exhibitor/how_to_exhibit.html) if you have any questions regarding exhibiting at McCormick Place. The web site will provide information about exhibitor guidelines and services such as labor rules, fire regulations, facility regulations, parking and directions, food service and more. The web site will also give you information on working with FOCUS One at McCormick Place. FOCUS One provides utility services including, electrical, plumbing, communication and internet services.

For some more helpful tips, we have enclosed a fact sheet on exhibitor work rules from McCormick Place!

### “NEW” MARKETING OPPORTUNITIES

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AACN has contracted with two established vendors who are offering some new and unique marketing opportunities at NTI 2008 in Chicago.

#### American Exhibition Services (AES)

AES has expanded on two traditional services seen at NTI - the Literature Carousel and the Convention News Kiosks. This year in addition to those services, we have added new opportunities for NTI 2008, including Shuttle Bus, Hotel Key Cards, Hotel in Room Videos, Table Top Adhesives. To contact AES, call 800/228-4819.

#### Charles W. Allen Group (CWAG)

CWAG also has some new opportunities for NTI 2008. These new opportunities include H2Ovation and Ground/Wall Effects. To contact CWAG, call 205/263-0555.

### “NEW” EXPOGUIDE

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The ExpoGuide is our new publication that includes a user-friendly directory of NTI exhibitors with alphabetical and product category listings. The ExpoGuide will be distributed inside the NTI bags and will contain a list of Exhibit CE sessions and directory of NTI exhibitors with descriptions submitted by the January 31 deadline.

Please complete the enclosed ExpoGuide Description & Product Categories form and fax to 949.362.2022 by **January 31, 2008** to have your description and products/services included in the ExpoGuide. Your description may also be e-mailed to [maribel.aguayo@aacn.org](mailto:maribel.aguayo@aacn.org). If we do not receive your form by **January 31, 2008**, only your company name and booth number will be listed in NTI News, the daily newspaper.

### HOUSING

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NTI 2008 housing is now open!

For hotel information and to book your reservation on-line, please go to...

[www.aacn.org/nti](http://www.aacn.org/nti) > Exhibits Information > Exhibitor Housing Information

Be sure to book early! After March 28, 2008, reservations are subject to availability. If you have any questions, please call the AACN Housing Bureau at 800.340.1840.

## EXHIBIT CE PROGRAM

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Each year NTI exhibitors offer more than 100 continuing education sessions on the exhibit floor. Widely regarded as a best practice in professional continuing education, the Critical Care Exposition's Exhibit CE program offers high quality AACN-selected and approved education sessions on the exhibit floor. Exhibitors may apply to offer sessions in their exhibit space and/or in a dedicated classroom on the exhibit floor. Applications will be reviewed and accepted based upon the AACN educational needs assessment. Visit [www.aacn.org/nti](http://www.aacn.org/nti) > Exhibits Information > Exhibit CE Program for a detailed program description and application information.

## GIVEAWAYS

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To respect our contractual obligations and agreements with various sponsors during the NTI, AACN requests that your organization adhere to the following guidelines.

### Bags

Only plastic or paper literature bags smaller than 15" x 15" may be distributed.

No other bags are allowed, including but not limited to, plastic or paper larger than 15" x 15", tote bags, backpacks, computer bags or any design made of cloth, canvas, vinyl or other material.

### Food

All food and beverage items to be given away must be ordered through the convention center. Beverage containers must be 8oz. or less. All food items, including candy, must be individually wrapped. Popcorn and peanuts are not permitted.

### Apparel

All apparel items, including T-shirts, must be approved by AACN. Any use of the AACN, NTI logo, or theme art is strictly prohibited.

### Other Prohibited Items

Helium balloons, noise makers, decals, cash, lottery tickets, pocket knives or weapons of any type are not permitted. Magnetized giveaways are not permitted as they interfere with participant credit cards, hotel room keys, NTI ID cards and the lead retrieval system.

## SPONSORSHIP OPPORTUNITIES

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If you are interested in new and expanded Sponsorship Opportunities in Chicago, please contact Randy Bauler, CEM, Corporate Relations and Exhibits Director at 800.394.5995, ext. 366.

### *Sponsorship Opportunities...*

NTI Map (\$20,000 through SLACK, Inc.)

ExpoGuide (\$28,000 through SLACK, Inc.)

Large electronic LED signs with program updates near information center and classrooms (\$7,500 - \$15,000)

Pre-conference Refreshment Breaks (\$15,000 for all 4 or \$4,000 each)

AACN Programs Demo Stage in Registration Area Marketplace (\$5,000)

Mail Home Service for nurse participant shipping (\$4,000)

NTI Participant Highlighters (\$9,500)

## FEATURED EXHIBITORS

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Be a Featured Exhibitor on the NTI Web site, which opens in January 2008, at [www.aacn.org/nti](http://www.aacn.org/nti). As a Featured Exhibitor, you receive a customized description – up to 150 words, company logo and/or product photo, hot link to your company Web site and direct email messaging to a company representative for questions from customers all for the nominal fee of \$500. Please use the Online Featured Exhibitor application enclosed.



**McCORMICK PLACE**  
C H I C A G O

## **NEW EXHIBITOR WORK RULES**

Over the past few years, officials of the Chicago-area labor community, Service Contractors who work at McCormick Place and the Metropolitan Pier and Exposition Authority (MPEA) have announced several labor initiatives that change work rules for exhibitors. These changes are expected to lower your costs and provide greater flexibility in exhibiting at McCormick Place. Below you will find the new work rule agreement that will be in effect.

### **Exhibitor Personnel/Labor:**

- A full-time employee of an exhibiting company with an exhibit booth of 300 square feet or less can set-up and dismantle their exhibit booth without the use of power tools or ladders.
- Full-time employees of exhibiting companies within an exhibit booth of any size may hang signs or graphics without the use of power tools, ladders, lifts or similar equipment.
- After a piece of equipment is delivered to an exhibit, the exhibitor can reposition it if material handling equipment is not required.

### **Electrical Work Rules:**

- The exhibitor may make low voltage electrical terminations. This would include low voltage control wiring within exhibits, as well as set-up of computer peripherals, e.g. monitor, mouse and keyboard.
- Plugging in of 110-volt electrical equipment by the exhibitor is permitted. At all times, compliance of Chicago electrical code is required.
- No stand-by labor is required for 480-volt service work.

### **Booth Installation/Dismantle Labor - Carpenters:**

- Labor can start at 6:00 am with the first 8 hours paid at straight time rate. The regular 8-hour workday, including a 30-minute lunch break will be Monday through Friday and paid at straight time pay rate.

### **Rigging Labor:**

Members of the Riggers Union Local 136 have worked through a series of initiatives beginning in May, 2005, to provide better, cost efficient service to exhibitors. Their work culminated in a five-year contract effective June, 2006. Key features of the new contract with Local 136 include:

- **Reduced overtime charges:** The new contract establishes three start times for crews Monday through Friday, with the first eight hours at straight time. The new weekday start times are 8:00 a.m., 10:00 a.m. and 12:30 p.m. This allows exhibitors much greater flexibility in setting up or tearing down their booths without incurring overtime charges. Time worked on Saturday will be at time and a half rather than double time. Additionally, time worked Monday through Friday at the break of the show from 4:30 to 8:30 pm will be billed at straight time.
- **Clearly defined language on reduced crew sizes:** Whereas the May 2005 agreement called for reviewing crew sizes on a case-by-case basis, the new agreement establishes two-person crews (instead of three-person crews) as the standard for most of the loading/unloading and booth setup/dismantling work.

**Decorator Labor:**

Members of the Decorators Union Local 17 have also taken steps to provide enhanced service at a cost efficient level. A new five-year contract effective July, 2006, features the following key changes:

- **Reduced overtime charges:** The new contract establishes two start times for crews Monday through Friday, with the first eight hours at straight time. The new weekday start times are 8:00 a.m. and 10:00 a.m. This allows exhibitors greater flexibility in decorating their booths without incurring overtime charges. Time worked on Saturday will be at time and a half rather than double time for the first eight hours. Additionally, the first four hours following the break of a show will be billed at straight time.
- **Clearly defined language on reduced crew sizes:** The new agreement establishes and clearly defines jobs requiring two-person crews and those requiring three-person crews.

**Audio/Visual Equipment and Computer Delivery**

In May, 2005, a new position was established within the Electrician's Union Local 134 to provide assistance with the delivery and hookup of audio visual rental equipment. The labor rate for this new position has been set at 40% below the standard electrician rate (\$52 per hour straight time, \$72 per hour overtime, \$93 per hour double time). Key features of this initiative include:

- This electrician position is able to deliver AV equipment from receiving or the event holding area to the booth, unpack the equipment.
- McCormick Place will now bill the exhibitor directly for delivery/pickup labor. Audio visual suppliers will no longer be involved with this service area and will not bill the exhibitor.

# EXPOGUIDE DESCRIPTION & PRODUCT CATEGORIES FORM

Please complete this form and fax to **(949) 362-2022** by **January 31, 2008** to have your description and products/services included in the *ExpoGuide*. Descriptions may also be e-mailed to **maribel.aguayo@aacn.org**. If we do not receive this form by **January 31, 2008**, only your company name and booth number will be listed in *NTI News*, the daily newspaper.

Company Name \_\_\_\_\_

Company Representative \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Company Web Site Address \_\_\_\_\_

Please submit a 50-word (or less) description of the products, equipment, services, or facility that will be exhibited. The description will appear in the *ExpoGuide* exactly as you have typed or printed it. AACN reserves the right to edit for length, grammar, clarity, spelling and style. Pharmaceutical companies should comply with FDA guidelines.

Please check here if you are attaching a separate document.

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 \_\_\_\_\_  
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Please check the category(s) that will best help attendees find your products:

Please cut along dotted line

## ARCHITECTURAL

- Communications Systems
- Headwalls
- Hospital/Unit Design
- Lighting
- Nurse Stations/Work Stations

## ASSOCIATIONS/ORGANIZATIONS

- AACN Member Benefits/Services
- Nursing Organization
- Professional Association

## BARIATRIC PRODUCTS

## CARDIOVASCULAR

(also see Monitoring)

- Cardiac Catheterization
- Defibrillators
- Intra-Aortic Balloon Catheters
- Intra-Aortic Balloon Pumps
- Pacing Equipment
- Sequential Compression Systems

## CAREER OPPORTUNITY

- Recruitment/Staffing
- Travel Nursing
- University/College/School of Nursing

## CARTS

- Code
- Medication
- Supply
- Treatment

## COLLEGES/UNIVERSITIES

- Entry into Nursing
- RN to BSN
- Masters
- Doctoral
- Advanced Practice
- Continuing Education

## DOCUMENTATION

- Charting Accessories
- Software

## DRAINAGE SYSTEMS

- Dialysis Equipment
- Hemofilters, Hemofiltration
- Urinary Catheters/Drainage Systems
- Wound Drainage Systems

## EDUCATIONAL RESOURCES

- Audio-Video Resources
- Books
- Continuing Education Providers
- Education Simulators
- Electronic Media
- Journals
- Mannequins
- Publishers
- Staff Development

## FURNISHINGS

- Beds
- Chairs
- Commodes
- Lighting
- Rails
- Stretchers

## GOVERNMENT/REGULATORY

## HEALTH, FITNESS AND NUTRITION

## HOME HEALTHCARE PRODUCTS

## INFORMATION TECHNOLOGY

- Clinical Information & Data Management Systems
- Computer Hardware/Applications
- Online Services
- PDAs/PDA Applications

## INFUSION SYSTEMS

- Autotransfusion
- Blood Circulation
- Fluid Warmers
- Infusion Pumps
- Infusion Tubing
- IV Catheters
- IV Equipment
- Needles, Syringes, Injection Devices
- PCA Pumps
- Pressure Infusors
- Venous Tracking Equipment/Doppler

## MARKET RESEARCH

## MEDICATIONS

- Medication Systems
- Over-the-Counter Products

- Pain Management
- Pharmacy Services

## MONITORING

- Bedside Portable Analyzers & Monitors
- Blood Gas Analyzers
- Blood Pressure Measurement
- Compartment Monitoring
- ECG Monitoring, Recording & Supplies
- Fetal & Neonatal Monitors
- Full Disclosure Review
- Hemodynamic Monitoring
- Intra-arterial Catheters
- Invasive Pressure Monitoring Catheters
- Invasive Pressure Monitoring Equipment
- Neurologic Monitoring
- Telemetry
- Transcranial Doppler Monitoring
- Transport Monitors
- Ultrasound

## NURSING APPAREL & EQUIPMENT

- Scrubs
- Shoes/Footwear
- Stethoscopes
- Uniforms
- Other

## NUTRITION SUPPORT

- Feeding Pumps
- Feeding Tubes
- Nutritional Support

## PATIENT SAFETY & COMFORT

- Bar Coding Products/Systems
- Environmental Protection Products & Services
- Environmentally Safe Disposable Equipment
- Gloves
- Infection Control Products
- Latex-Free Products
- Patient Comfort Equipment
- Patient Safety Products
- Personal Protection Equipment, Apparel
- Post-Operative Splints
- Restraints
- Sharps Containers

## PHARMACEUTICALS

- Pharmaceutical Education & Research
- Prescriptive Authority Advanced Practice Nurse Information
- Prescriptive Products

## PROCEDURE KITS & TRAYS

## RADIOLOGY

## RESPIRATORY

- Capnography, Capnometry, CO2 Monitoring
- Chest Drainage Equipment
- Endotracheal & Tracheal Tubes
- Pulse Oximetry
- Respiratory Care Products
- Suctioning Equipment
- Ventilators

## SCALES

## SKIN & WOUND CARE

- Dressings
- Hand Cleansers
- Healthcare Worker Safety
- Skin Protection Products
- Tube Holders
- Wound Care Products
- Wound & Ostomy Supplies

## TEMPERATURE REGULATION

- Hyper-Hypothermia Systems
- Temperature Monitoring Systems

**OTHER** (please write in a category that best describes your product)

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ESSENTIALS



# ONLINE FEATURED EXHIBITOR APPLICATION

Beginning in January 2008, Featured Exhibitors will receive expanded visibility at [www.aacn.org/nti](http://www.aacn.org/nti), the NTI Web site. The Web site averages 5,000 unique visitors a month between March and May. The listing, available for a \$500 fee, remains posted until next year's NTI Web site goes live. When you provide graphics and copy, your listing will include:

- A customized description - up to 150 words that you provide
- Company logo and product photo
- Hotlink to your Web site
- Direct e-mail messaging to company representative

## TO APPLY

YES, please list us as a Featured Exhibitor on the NTI 2008 Web site beginning in January 2008

Exhibiting Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Company Web site URL \_\_\_\_\_

Company E-mail \_\_\_\_\_

(person who will receive e-mail messages responding to your listing)

## DESCRIPTION AND GRAPHICS

- Provide an up to 150-word description of your product/service. This description will only appear with your featured exhibitor listing. It does not replace what will appear in the NTI 2008 *ExpoGuide*.
- Provide any images to be included with the description. Images may be sent as .gif or .jpg format files and/or color transparencies.

Submit description and graphics to [maribel.aguayo@aacn.org](mailto:maribel.aguayo@aacn.org).

## PAYMENT

\$500 check enclosed

Bill my credit card for \$500

Name on card \_\_\_\_\_

AMEX  Visa  MasterCard # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp \_\_\_\_\_

Signature \_\_\_\_\_

Return application via mail, fax or e-mail to:  
American Association of Critical-Care Nurses • 101 Columbia, Aliso Viejo, CA 92656  
Attention: Maribel Aguayo, Exhibits Coordinator  
949/362-2050, ext. 509 • F 949/362-2022 • [maribel.aguayo@aacn.org](mailto:maribel.aguayo@aacn.org)

**THANK YOU FOR YOUR PARTICIPATION!**