Corporate Support Catalog

Support and Sponsorship Opportunities

- Corporate Circle Recognition Program
- Year-round AACN Activities and Events
- National Teaching Institute & Critical Care Exposition®

2007 - 2008

National Teaching Institute & Critical Care Exposition

AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

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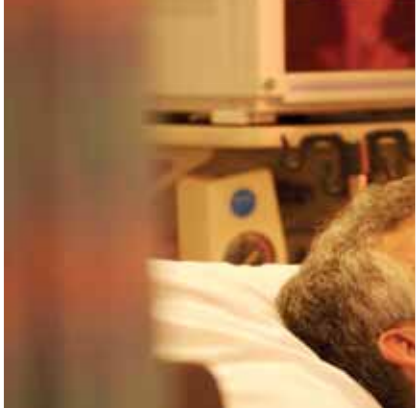


AACN's Vision

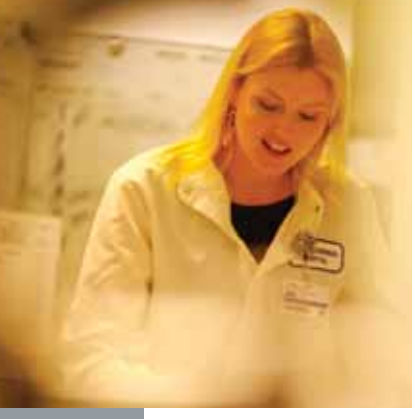
A healthcare system driven by the needs of patients and their families, where critical care nurses make their optimal contribution.

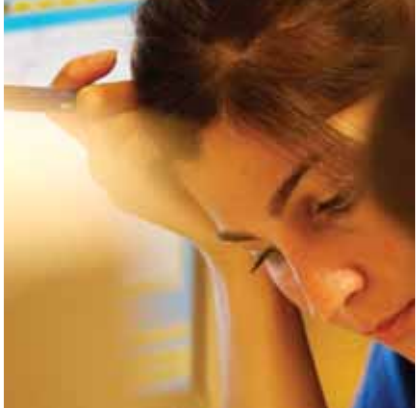
Building on decades of clinical excellence, the American Association of Critical-Care Nurses provides and inspires leadership to establish work and care environments that are respectful, healing and humane. The key to AACN's success as the world's largest specialty nursing organization is through our members. We are committed to providing the highest quality resources to maximize nurses' contributions to caring and improving the healthcare of acutely and critically ill patients and their families.

AACN continually seeks new opportunities for corporate participation in achieving our mission. These opportunities offer your company maximum visibility and credibility among thought leaders and decision makers in critical care. We invite you to support AACN's commitment to excellence in acute and critical care—in particular work environments of excellence and offering palliative and end of life care—while deriving the benefits of AACN's trusted relationship with the professional nursing community.

AACN Corporate Circle

800.394.5995 Ext. 366 • exhibits@aacn.org





AACN Corporate Circle

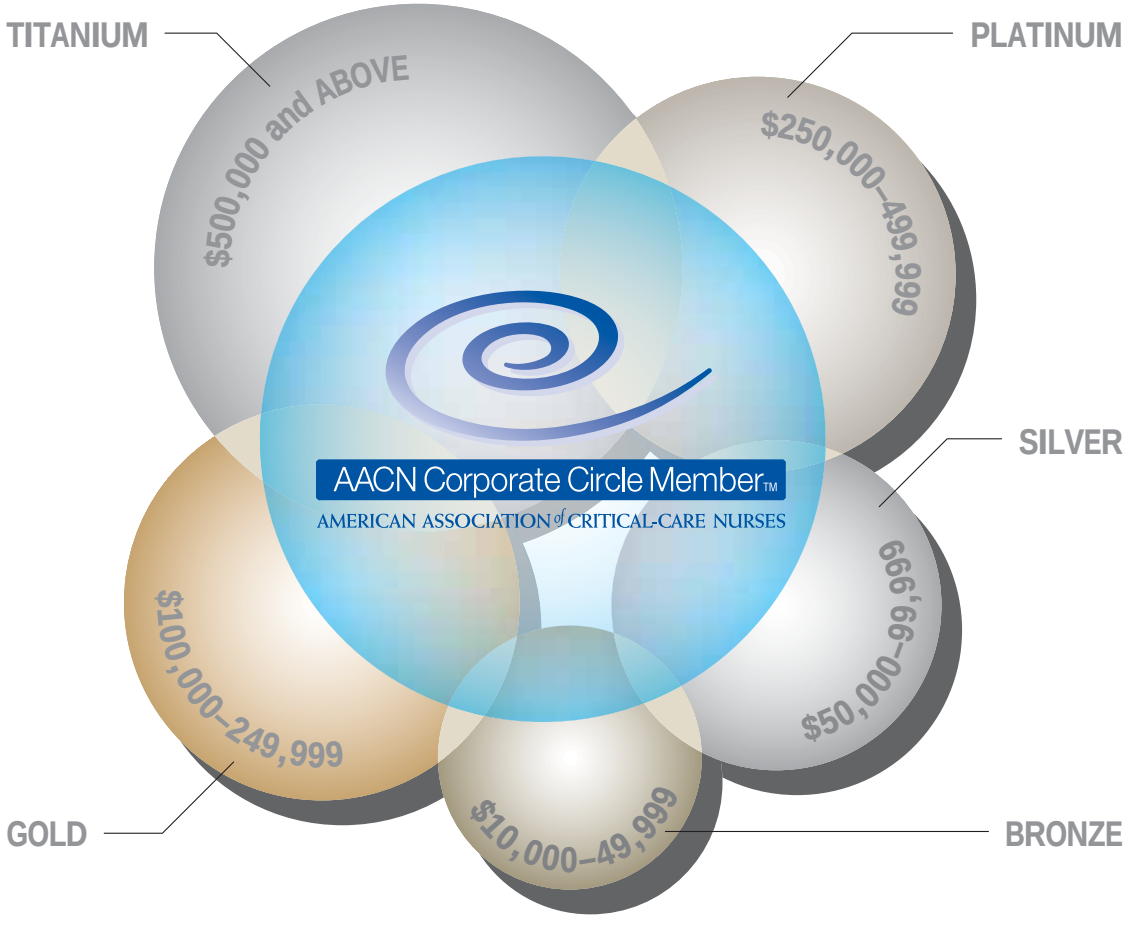
Direct financial support of AACN initiatives during a calendar year receives expanded recognition through AACN's Corporate Circle. This includes support for the National Teaching Institute & Critical Care Exposition® as well as other initiatives throughout the year. According to their level of support, Corporate Circle Members and Associates accrue benefits that may include:

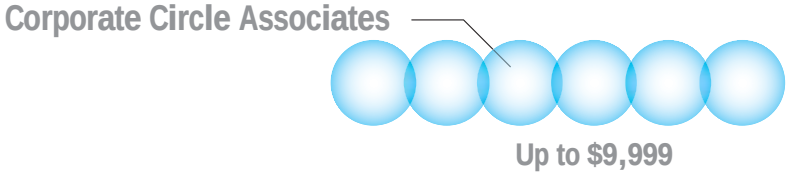
- Recognition on AACN's Web site, www.aacn.org.
- Recognition in *AACN News*, the association's monthly publication with more than 80,000 nurse readers.
- Notices of appreciation in the *American Journal of Critical Care*® and *Critical Care Nurse*®.
- Recognition during the NTI including the Program and Proceedings book.
- NTI priority points toward advance exhibit space selection.
- Authorized use of AACN's Corporate Circle logo in print and online marketing materials.

AACN Corporate Circle™
AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

Please contact the Development Office at 800/394-5995 ext. 333 or development@aacn.org about the AACN Corporate Circle

AACN Corporate Circle Member and Associate Levels





Corporate Circle Members

$100,000 - $249,999 Gold Members

Baxter Healthcare

KCI

Nellcor/Tyco Healthcare

Philips

$50,000 - $99,999 Silver Members

Edwards Lifesciences

GE Healthcare

GlaxoSmithKline

Ortho Biotech

Sage Products

U.S. Army Nurse Corp

Welch Allyn, Inc.

$10,000 - $49,999 Bronze Members

3M Health Care

ADVANCE Newsmagazines

AACN Beacon Award for Critical Care Excellence

Cardinal Health

Children's Hospital of Orange County (CHOC)

Corporate Circle Associates

■ ALSIUS Coporation ■ American Journal of Critical Care® (AJCC) and Critical Care Nurse® (CCN) ■ Atrium Medical ■ Bard Access Systems ■ Catholic Healthcare West ■ Charlestowne Chapter AACN ■ Dallas County Chapter AACN ■ Delmarva Chapter AACN ■ Freeman ■ Georgetown University School of Nursing & Health Studies ■ Greater Cincinnati Chapter AACN ■ Greater Kansas City Chapter AACN ■ Greater Milwaukee Area Chapter AACN ■ Greater Phoenix Area Chapter AACN ■ Greater Washington Area Chapter AACN ■ Healthstream ■ Heart of the Piedmont Chapter AACN ■ Honor Society of Nursing, Sigma Theta Tau International

Bronze Members *continued*

Clarian Health Partners

Dale Medical Products

Datascope

Eli Lilly & Company

Elsevier

Healthcare Purchasing News

Hill-Rom

Bernard Hodes Group

Krames

MARSH Affinity Group Services
a service of Seabury & Smith

Monster

Nellcor Puritan Bennett/Tyco Healthcare

Nursing Spectrum/NurseWeek

Southeastern Pennsylvania Chapter AACN

St. Luke's Episcopal Hospital

STERIS Corporation

Stryker Medical

Wolters Kluwer Health | Lippincott Williams & Wilkins

■ Houston Gulf Coast Chapter AACN ■ Medtronics Physio Control ■ Memorial Care ■ Metropolitan Orlando Chapter AACN ■ Minority Nurse Magazine ■ Northern New Jersey Chapter AACN ■ Northwest Chicago Chapter AACN ■ Pacific Crest Regional Chapter AACN ■ R Adams Cowley Shock Trauma Center ■ Sage Products Inc. ■ San Fernando Valley Chapter AACN ■ SLACK, Inc. ■ Smith & Nephew Inc. ■ South Bay Chapter AACN ■ Southeast Michigan Chapter AACN ■ Tennessee Valley Chapter AACN ■ Three Rivers Chapter AACN ■ Tyco Healthcare Kendall ■ West Michigan Chapter AACN ■ Western Connecticut Chapter AACN ■ ZOLL Medical

The Baxter Excellence in Patient Safety Award provides an unequaled opportunity for Baxter to be part of AACN's important mission. We help to showcase outstanding contributions that improve patient safety in acute and critical care. And, we strengthen corporate visibility and respect at the National Teaching Institute & Critical Care Exposition and throughout the year.

—Ali Corbett

Vice President, Strategy and Professional Relations
U.S. Medication Delivery
Baxter Healthcare
ali_corbett@baxter.com

Baxter

AACN Corporate Circle Member
AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

For nearly two decades Philips Medical Systems has supported clinical research in critical care nursing with a major annual grant. We further recognize excellence in critical care research as the annual sponsor of the prestigious Distinguished Research Lecture. As exclusive sponsor of participant tote bags for the National Teaching Institute & Critical Care Exposition, we bring an essential product to conference participants and obtain extensive visibility in return. Supporting AACN's initiatives should be an essential element of strong company presence in critical care.

—Carla Joliat

Product Marketing Manager, Patient Monitoring Systems
Philips Medical Systems
carla.joliat@philips.com

PHILIPS

AACN Corporate Circle Member
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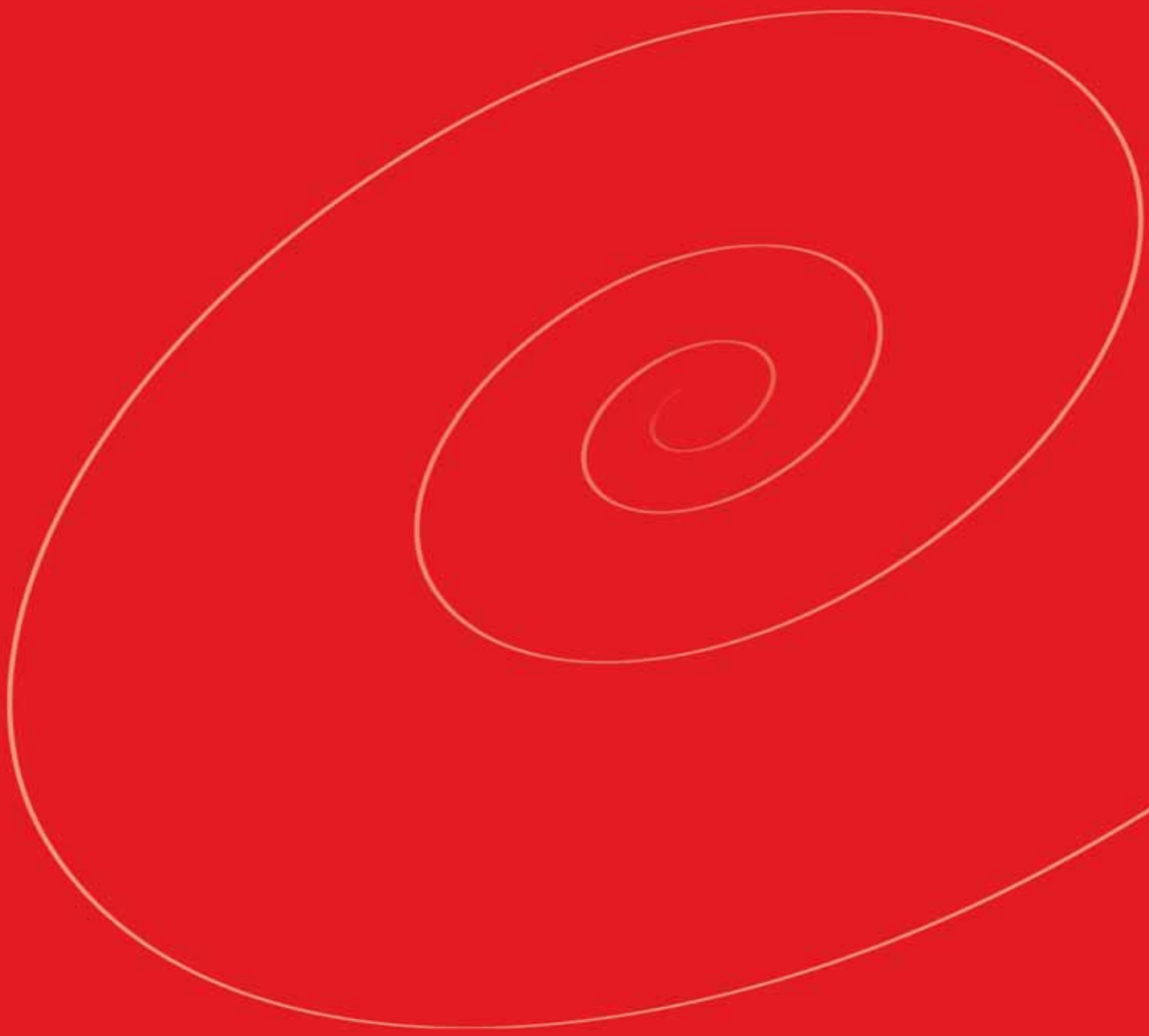
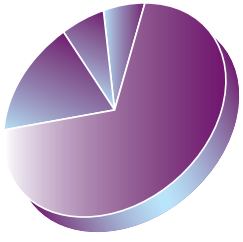


Year-Round Opportunities

800.394.5995 Ext. 366 • exhibits@aacn.org

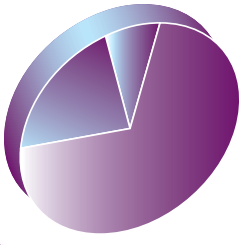
What Members Do

72% . . . . . Direct patient care
16%. . . Management, advanced practice
6% . . . . Clinical or academic education
6% . . . . . Other



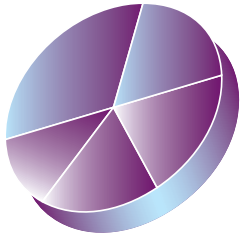
Where Members Work

72%. . . . . Acute care hospitals
20% . . . . . Academic medical centers
8% . . . . . Other



Hospital **Size**

20% . . . . . 1-199 beds
19% . . . . . 200-299 beds
18% . . . . . 300-399 beds
13% . . . . . 400-499 beds
30%. . . . . 500+ beds

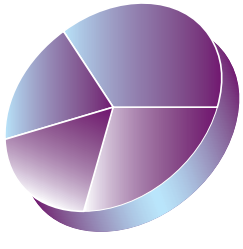


Experience in Nursing

11%. . . . . 1-5 years
14% . . . . . 6-10 years
32%. . . . . 11-20 years
43% . . . . . 21+ years

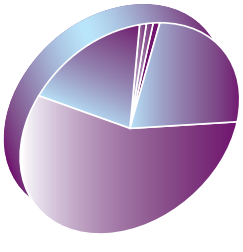
Experience in **Critical Care**

20%. . . . . 1-5 years
18% . . . . . 6-10 years
37%. . . . . 11-20 years
25% . . . . . 21+ years

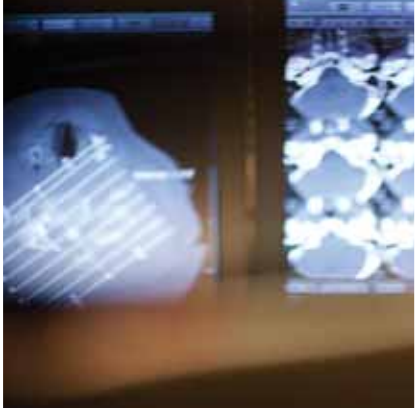


Education

24%. . . . . Associate degree
56% . . . . . Bachelor's degree
17% . . . . . Master's degree
1% . . . . . Doctorate
1% . . . . . Diploma
1% . . . . . Other



Totals may not equal 100% due to rounding and aggregate categories



AACN **Scholarship Endowment**

■ Grants of any amount help reach our goal of $2,000,000. ■ Once the goal is reached, interest from the self-sustaining endowment will start to support AACN's academic and continuing education scholarships described below. ■ A fund-naming opportunity is available with a grant of $1,000,000 or more.

Academic Scholarships

■ Since 1984, AACN has awarded scholarships to nurses returning to school for their BSN or a graduate degree. ■ Each $2,000 scholarship grant carries your company's name and includes an administrative fee. ■ Scholarships can be awarded to nonmember nurses when you increase support by $80 for one year's member dues.

NTI Scholarships

■ Introduce nurses to the AACN National Teaching Institute (NTI) & Critical Care Exposition®, the largest education conference and tradeshow for acute and critical care. Or help nurses return. ■ Each $2,000 scholarship grant carries your company's name and includes an administrative fee. ■ Scholarships can be awarded to nonmember nurses by increasing support by $80 for one year's member dues.

Scholarships for **Nursing Students**

■ Partner with AACN to fund nursing student scholarships. ■ The need for nurses continues to escalate as the global shortage worsens. Many of today's students have chosen nursing as their second career and carry part-time jobs to support their expenses. ■ Each $2,000 scholarship grant carries your company's name and includes an administrative fee.

Targeted Scholarships

■ AACN will help you develop a customized academic or continuing education scholarship program to reach a target audience segment of nurses or nursing students. Examples include ethnic minorities, men and single parents. ■ Each $2,000 scholarship grant carries your company's name and includes an administrative fee. ■ Scholarships can be awarded to nonmember nurses by increasing support by $80 for one year's member dues.

Schoolkids and Nursing Students

■ Every year AACN hosts local middle and high school students, often joined by nursing students, for a day at the National Teaching Institute & Critical Care Exposition®. They participate in career discussions and visit corporate exhibits. ■ Student visits to the NTI have been featured by local and national print and broadcast media. ■ A $5,000 grant underwrites this unique nurse recruitment event for one year. Your representatives can join student presentations and discussions. Students are eager visitors to your exhibit.

Technology for **Nursing Schools**

■ Shrinking budgets and more students have created a desperate and critical need for state-of-the-art clinical technology in nursing schools. ■ Place your equipment, disposable and reusable products and name in front of tomorrow's nurses by partnering with AACN to donate clinical technology and educational resources to nursing school clinical skills laboratories. ■ A wide range of school selection and product placement possibilities is available.

AACN offers unparalleled opportunities for corporate support. Nellcor donates equipment to AACN's innovative Technology for Nursing Schools program so nursing schools can have state-of-the-art technology. For more than 15 years we've sponsored the annual Chapter Presidents Luncheon to celebrate the tremendous contributions of AACN chapter leaders. We co-sponsor the NTI keynote speaker to bring inspiring education for participants. We are honored to be a premier corporate partner of the undisputed leader in critical care. AACN genuinely understands what effective corporate partnerships entail and knows how to deliver.

—Matt Herwig
Vice President, Marketing
Nellcor/Tyco Healthcare
matt.herwig@tycohealthcare.com

tyco Healthcare
NELLCOR
PURITAN BENNETT
AACN Corporate Circle Member
AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

ECCO–Essentials of **Critical Care Orientation**

■ AACN's Web-based just-in-time solution for critical care nursing orientation. ■ The first one of its kind, this self-paced interactive program uses a systems-driven approach. Emphasizing the body as a multisystem, ECCO includes cardiovascular, pulmonary, neurologic, renal, hematologic, gastrointestinal and endocrine content. ■ The comprehensive *Basic ECG Interpretation* module released in 2005 can be added to the ECCO curriculum or studied as a stand-alone learning experience. ■ Now used by hospitals in nearly 50 states, Canada, Japan and Puerto Rico. *Please call 800/899-0573 or e-mail ECCO@aacn.org.*

PDA-Format Clinical Resources

■ Through AACN's online PDA Center, critical care nurses are quickly learning the power of fingertip resources using personal digital assistant technology. An expanding array of AACN clinical references and a CCRN practice exam are available in PDA format. Visit http://aacn.pdaorder.com. ■ Obtain bulk quantities of hardware and PDA-format resources to strengthen relationships with target clinical audiences including clinical nurse specialists, nurse practitioners, physician assistants and physicians. ■ Support development of new PDA-based critical care resources to extend your company's clinical strategies. *Please contact Marianne Martineau at 800/394-5995 ext. 361 or marianne.martineau@aacn.org.*

Custom Learning Products–Print, CD-ROM, Online

■ AACN's unparalleled network of clinical experts can develop custom learning products and continuing education resources for critical care topics that match AACN's strategic direction and extend your educational initiatives. *Please contact Marianne Martineau at 800/394-5995 ext. 361 or marianne.martineau@aacn.org.*

AACN Resources–**Books and Materials**

■ Use AACN education resources developed by well-known acute and critical care experts to strengthen relationships with your clinician, manager and educator audiences. ■ Hundreds of resources include topic-based anthologies, pocket reference cards, audio resources and CD-ROMs. ■ Quantity purchase prices are available for most catalog items. Request print copy or view online at www.aacn.org > Bookstore. *Please contact Customer Service at 800/899-2226.*

Research Grants

■ AACN-Philips Medical Systems Outcomes for Excellence Research Grants support research to achieve improved outcomes and/or system efficiencies in the care of acute or critically ill individuals of any age. Three annual grants of up to $10,000 each.

■ AACN-Edwards Lifesciences Nurse-Driven Clinical Practice Application and Outcomes Grants support a nurse experienced in research conducting a clearly articulated research study that relates to use of protocol-based care driven by nurses. Two annual grants of up to $5,000 each.

■ AACN Critical Care Grants support research focused on one or more AACN research priorities. Corporation recognition given in keeping with national corporate support guidelines. Investment: $20,000 or more per grant.

■ AACN Mentorship Grants provide research support for a novice researcher who conducts the study directed by a mentor with strong research experience in the area of proposed investigation. Corporate recognition given in keeping with national corporate support guidelines. Investment: $15,000 per grant.

■ AACN's Evidence Based Clinical Practice Grants support research focused on one or more AACN research priorities including research utilization studies, CQI projects and outcome evaluation studies. Corporate recognition given in keeping with national corporate support guidelines. Investment: $5,000 or more per grant.

■ AACN's Clinical Inquiry Grants support clinical research projects that directly benefit patients and/or families. Interdisciplinary projects are especially invited. Corporate recognition given in keeping with national corporate support guidelines. Investment: $5,000 or more per grant.

Distinguished **Research Lectureship**

■ Honors a nationally recognized researcher with a trajectory of contributions to research relevant to acute and critical care through publications, presentations and mentorship. ■ The researcher presents the annual Distinguished Research Lecture during the National Teaching Institute & Critical Care Exposition®. ■ A naming opportunity is available to endow the lectureship in perpetuity. Until the endowment commitment is secured, the lecture and refreshments may be sponsored on an annual basis. See page 24 for more information.

Targeted Research

■ Support research in an area of interest to your company and relevant to AACN's research priorities for acute and critical care. ■ AACN's extensive network gives you direct access to thought leaders and researchers. ■ Investment varies with study scope and requirements.

Please contact the Development Office at 800/394-5995 ext. 333 or development@aacn.org.

Circle of Excellence Awards

Recognition awards offer cost-effective year-round visibility for corporate supporters. The Circle of Excellence offers a robust and prestigious program of recognition awards in critical care. Awards are widely promoted throughout the year in AACN publications and on the AACN Web site. Promotion includes the application booklet and *AACN News* articles for specific awards.

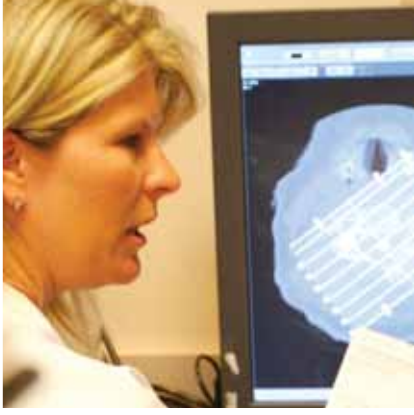
Awards are presented each May at the National Teaching Institute & Critical Care Exposition®, bringing focused visibility with this select audience of more than 6,000. NTI promotion includes award presentations at plenary sessions, customized signage featuring each award winner, an annual catalog with profiles of winning nominations and stories in the daily NTI newspaper.

Visionary Leader Awards

AACN's highest awards recognize the impact of world-class contributions that further the association's mission and vision. Current awards are: ■ GE Healthcare-AACN Pioneering Spirit ■ Marguerite Rodgers Kinney Award for a Distinguished Career ■ AACN Lifetime Member ■ AACN Honorary Member.

Leadership Awards

These awards recognize regional and local leadership to further AACN's mission and vision. Current awards are: ■ Datascope Excellence in Collaboration ■ Eli Lilly and Company Excellent Preceptor ■ Community Service Award ■ Excellent Nurse Manager ■ Mentoring Award ■ Excellence in Leadership ■ Elsevier Excellence in Education ■ Media Award ■ AACN Certification Corporation Value of Certification Award.



Practice & Research Awards

Excellence in specific roles and focus areas is recognized by these current awards: ■ 3M Health Care Excellence in Clinical Practice ■ Baxter Excellence in Patient Safety ■ Excellence in Caring Practices ■ Excellence in Clinical Practice–Non Traditional Setting ■ Dale Medical Excellent Clinical Nurse Specialist ■ Excellent Nurse Practitioner ■ Excellent Nursing Student ■ Excellence in Research ■ Research Abstract Award.

Chapter Awards

Nearly every day your company's field staff interacts with AACN chapter leaders. This network of 240 chapters represents every state, Germany, Japan and the People's Republic of China. Chapters bring AACN's mission, vision and standard-setting expertise to hospitals, nursing schools and local communities. Chapter contributions are recognized with these awards: ■ President's Award for Chapters ■ Excellence in Chapter Leadership Development ■ Outstanding Chapter Communication System ■ Outstanding Chapter Educational Program ■ Chapter Pioneering Spirit ■ Chapter CCRN Certification Drive Award

Please contact the Development Office at 800/394-5995 ext. 333 or development@aacn.org about specific awards.

AACN Thought Partners

AACN is the driving force for standards, protocols and resources that shape and influence nursing practice and the care provided to acutely and critically ill patients and their families.

Two **Critical Challenges**

- Work Environments of Excellence make the best nursing practice possible and result in optimal outcomes for patients and their families. They make nurses want to stay in nursing and live their contribution. Excellent environments are healthy, safe, healing and humane. They respect everyone's rights, responsibilities, needs and contributions. Technology is effective when it has been intentionally designed to create and maintain Work Environments of Excellence.
- Palliative and End of Life Care—Acutely and critically ill patients have the right to die pain-free and be cared for by a collaborative and supportive interdisciplinary team. Palliative and end of life care must become equal with therapies focusing on cure, available to those in need no matter where care is given.

Threat and Opportunity for Industry

- The threat—hospitals are reassigning funds for equipment replacement and upgrades to offset rising personnel costs.
- The opportunity—new technology that improves care efficiency, supports better decision making and prevents nursing injuries becomes highly valued when nursing resources are scarce.

AACN's **Commitment**

We are committed to speaking boldly and relentlessly until successful and lasting solutions are obtained. And to providing the tools nurses need to make their optimal contribution.

Corporate **Partner Opportunities**

AACN seeks committed corporate thought partners willing to support and engage in the difficult work of boldly and relentlessly creating successful and lasting solutions to these challenges. *Please contact the Development Office at 800/394-5995 ext. 333 or development@aacn.org for more information.*

AACN-**Branded Products**

■ Purchase AACN-branded products and right away your audience knows that you recognize AACN as the undisputed leader in critical care nursing. ■ Use AACN products as recognition gifts that directly support a nurse's professional practice. *Please contact Customer Service at 800/899-2226 for gift product information. Request a print copy of the AACN Resource Catalog or view online at www.aacn.org > Bookstore.*

Gift Certificates

■ AACN gift certificates available in any amount can be used to purchase any AACN product or service including registration for the annual National Teaching Institute & Critical Care Exposition®, the largest education and tradeshow for acute and critical care.

Bulk Membership Purchase

■ New membership and membership renewal certificates show nurses that you support their professional development and acknowledge the value AACN brings to their practice.

Branded **Certification** Products

■ CCRN®, PCCN®, CCNS®, CMC™ and CSC™ certification represents excellence in acute and critical care nursing. ■ Support nurses becoming certified by purchasing bulk discount exam vouchers. ■ Recognize and reward certified nurses by purchasing certification recognition/logo products; bulk discounts available. *For more information, e-mail certification@aacn.org or visit www.certcorp.org.*

For nearly 20 years, Atrium's commemorative mugs have become coveted mementos of the annual NTI Certification Luncheon. They offer our company top-notch visibility with the 2,000 CCRN®, CCNS® and PCCN® certified acute and critical care nurses who attend each year.

—Steve Vail
Group Vice President, Sales & Marketing
Atrium Medical Corporation
svail@atriummed.com

AACN **News**

■ AACN's official news publication is the only monthly source of timely, concise and easy-to-read articles. ■ Your ad receives high readership and visibility with this publication's circulation of 80,000-plus critical care, acute care and progressive care nurses. Accepts recruitment advertising only. *For AACN News advertising opportunities, please contact Kristy Irwin at 800/257-8290 ext. 399 or kirwin@slackinc.com.*

American **Journal of Critical Care®**

■ With its multidisciplinary senior editor team, the official AACN peer-reviewed scientific journal is the preeminent publication for communicating important advances in clinical science and research in acute and critical care. ■ Published bimonthly, *AJCC* reaches more than 66,000 paid subscribers. *For AJCC product advertising, please contact Kathy Huntley at 800/257-8290 ext. 249 or khuntley@slackinc.com. For recruitment advertising, contact Kristy Irwin at 800/257-8290 ext. 399 or kirwin@slackinc.com.*

Critical Care Nurse®

■ Published bimonthly, the official AACN peer-reviewed clinical journal for nurses involved in direct care of acutely and critically ill patients reaches 74,000 paid subscribers. ■ Articles apply directly to patient care and have the greatest targeted reach of any critical care nursing publication on the market. *For CCN product advertising, please contact Kathy Huntley at 800/257-8290 ext. 249 or khuntley@slackinc.com. For recruitment advertising, contact Kristy Irwin at 800/257-8290 ext. 399 or kirwin@slackinc.com.*

AACN Critical Care **Careers**

■ Annual comprehensive resource of career-oriented articles and employment listings by region reaches more than 100,000 critical care nurses. ■ Delivered with the February issue of *Critical Care Nurse*. *For career guide advertising, please contact Kristy Irwin at 800/257-8290 ext. 399 or kirwin@slackinc.com.*

Journal **Supplements**

■ Custom supplements can be developed to accompany the *American Journal of Critical Care®*, *Critical Care Nurse®* and *AACN News*. ■ Continuing education modules in print or CD-ROM formats are available. ■ Print-format clinical reference cards also available. *For journal supplements, please contact Kathy Huntley at 800/257-8290 ext. 249 or khuntley@slackinc.com.*

Web Site Advertising–**www.aacn.org and NursePath.com**

■ AACN's official Web site features recruitment and product advertising opportunities. ■ NursePath.com, AACN's official online career site, links your print and electronic recruitment ads. ■ Position listings and banner ads available. *For recruitment advertising, please contact Kristy Irwin at 800/257-8290 ext. 399 or kirwin@slackinc.com. For online product advertising, contact Kathy Huntley at 800/257-8290 ext. 249 or khuntley@slackinc.com.*

Mailing List Rental

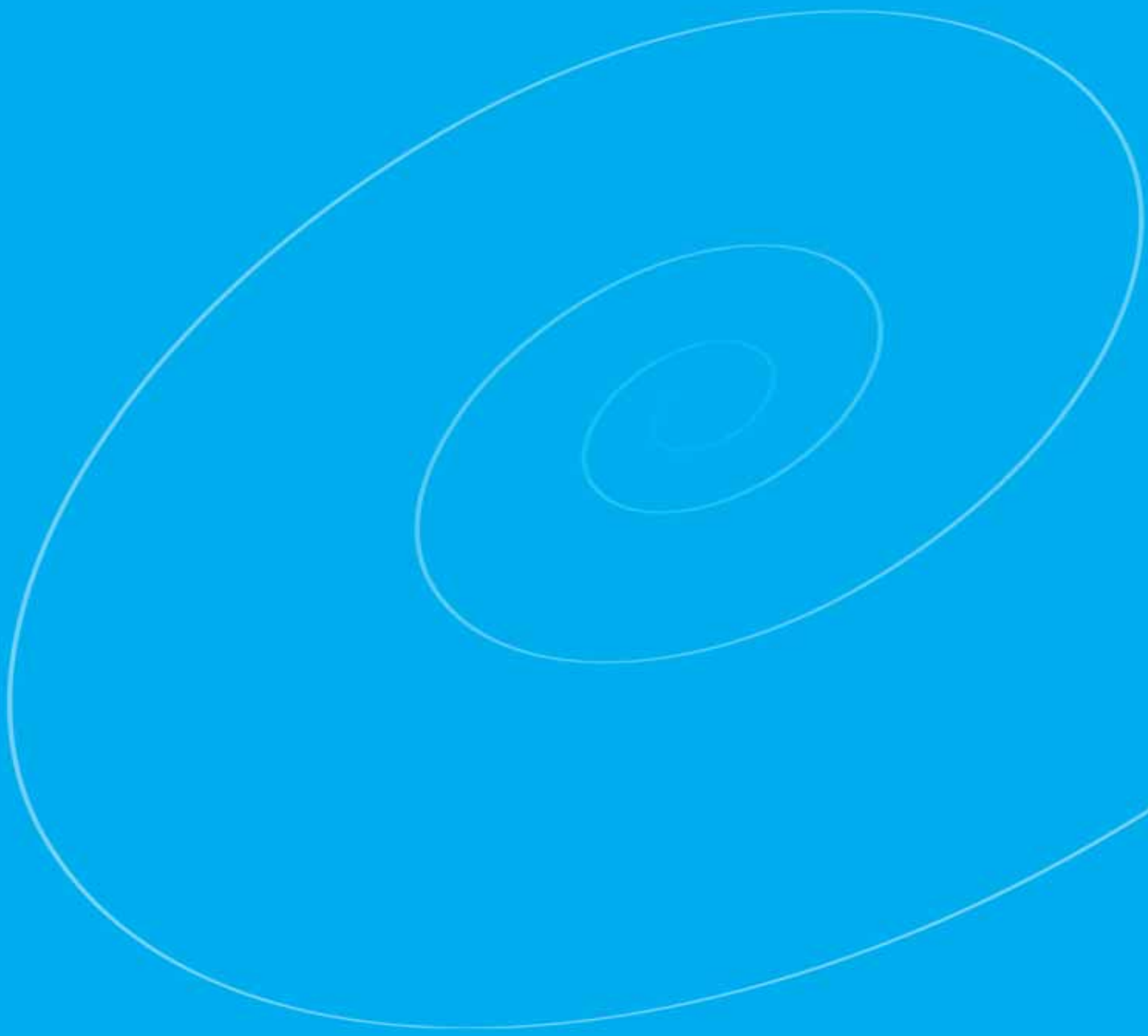
■ AACN offers the largest and most productive list of critical care nurses available. Lists include AACN members, CCRN-, CCNS- and PPCN-certified nurses and journal subscribers. ■ Segmented name sorts available. *Please contact Inger Molina at 800/809-2273 ext. 209 or fax 949/448-5572. For journal subscriber lists, please contact Sam Strain at 800/899-2229 ext. 329 or sam.strain@aacn.org.*

Reprints and Bulk Subscriptions

■ Individual article reprints and bulk subscriptions for the *American Journal of Critical Care*® and *Critical Care Nurse*® are available to advance your company's clinical education programs. *Please contact Tarcy Hilen at 800/899-2229 ext. 532 or tarcy.hilen@aacn.org for bulk purchase information.*

Access to **Chapters**

■ 240 chapters covering all 50 states, Germany, Japan and the People's Republic of China bring AACN's mission, vision and standard-setting expertise to hospitals, nursing schools and local communities. ■ Chapters are primary providers of local and regional continuing education in acute and critical care nursing. ■ Chapter leaders are leaders in their hospitals. Your company's field staff probably interacts informally with AACN chapter leaders. But you will benefit by expanding those relationships in a strategic way. *Please contact the Development Office at 800/394-5995 ext. 333 or development@aacn.org about expanding your AACN chapter connections.*



NTI Opportunities

800.394.5995 Ext. 366 • exhibits@aacn.org

NTI Overview

The National Teaching Institute & Critical Care Exposition® is produced every May by the American Association of Critical-Care Nurses, the world's largest specialty nursing organization. The Exposition is recognized as the premier showcase for acute and critical care equipment, devices, supplies, pharmaceuticals, publications and educational resources. It also offers information on educational and professional career opportunities for nurses. The Critical Care Exposition has been produced since 1974 and is the second largest nursing tradeshow in the U.S., attracting more than 6,500 nurse participants and 500 exhibitors occupying more than 120,000 net square feet of exhibit space.

Participants Value the NTI

- *4 in 5 find the NTI exhibits valuable
- *2 in 5 find the NTI exhibits very valuable

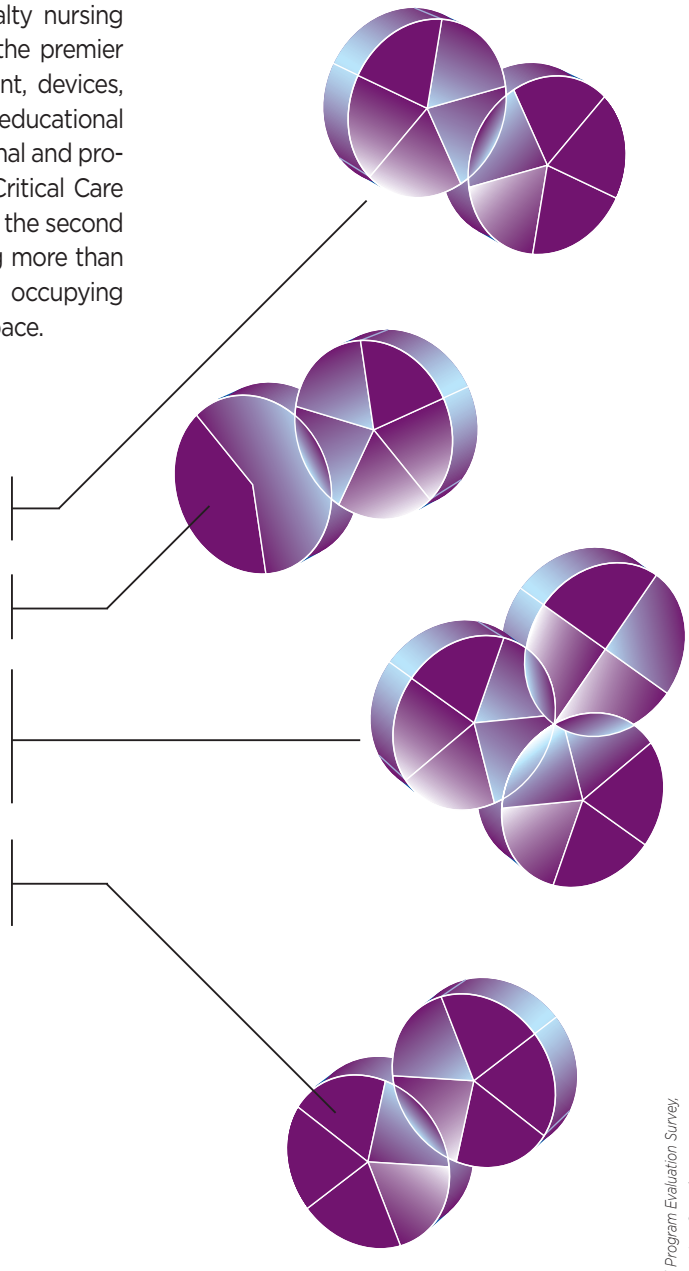
- 4 in 5 influence product purchases
- More than half recommend products

- 4 in 5 visit Publications/Educational Resource exhibits
- Nearly 3 in 4 visit Career Opportunity exhibits
- 3 in 5 participate in the Exhibit/CE program

- 2 in 5 are NTI first timers
- 2 in 5 have not attended another show in the past year

Past **Attendance**

- 2006 • Anaheim, CA 6,781
- 2005 • New Orleans, LA 7,937
- 2004 • Orlando, FL 6,882



*Source: AACN Program Evaluation Survey, Exhibit Surveys, Inc. Complete report available from AACN upon request.

NTI Supporter Recognition

NTI supporters and sponsors must be current exhibitors with all fees paid in advance of the NTI. Along with recognition as AACN Corporate Circle Members or Associates (see inside front cover), each NTI supporter and sponsor receives:

- Listing and acknowledgement in NTI Program and Proceedings book.
- Listing in *AACN News*, *NTI News*, *NTI News Online* and the official NTI Web site.
- Right of first renewal through October 15 to maintain for the next year's NTI each previously supported opportunity, if this opportunity is continued by AACN.
- NTI priority points for advance exhibit space selection.
- Authorized use of the AACN Corporate Circle logo on marketing materials.

Opening **General Session**

■ Exclusive sponsorship. ■ Reach more than 6,000 participants at the Monday morning opening session featuring the highly rated President's Address. ■ Corporate name acknowledged from stage with logo on all I-MAG screens.

Tuesday Keynote Speaker

■ Up to four co-sponsors accepted at AACN's discretion. ■ Highly promoted, well-known speaker addresses more than 6,000 participants at Tuesday morning keynote session immediately before opening of the Critical Care Exposition. ■ Corporate name acknowledged from stage with logo on all I-MAG screens. ■ AACN selects speaker, theme and content.

Wednesday **General Session** Speaker

■ Up to two co-sponsors accepted at AACN's discretion. ■ Highly promoted healthcare expert speaks to more than 6,000 participants immediately before the Critical Care Exposition. ■ Corporate name acknowledged from stage with logo on all I-MAG screens. ■ AACN selects speaker, theme and content.

Thursday **General Session**

■ Exclusive sponsorship. ■ Reach more than 5,000 participants at Thursday's general session featuring the President-Elect's address. ■ Corporate name acknowledged from stage with logo on I-MAG screens.

Preconference Workshops • Full- or half-day, Saturday and/or Sunday

■ Exclusive or shared sponsorship of one or more workshops. ■ Bonus sessions on specific high-interest topics before the main conference, each attended by 200-600 highly motivated participants. ■ Sponsor name/logo acknowledged in print, on Web site and from podium during introduction. ■ AACN selects speakers, topics and content. Sponsor may submit topic and speaker recommendations for consideration.

Concurrent Sessions • Monday through Thursday

■ Exclusive or shared sponsorship of one or more sessions. ■ 75-minute sessions on specific clinical or timely topics attracting 50-1,000 participants per topic are scheduled throughout the conference. Some sessions are repeated. ■ Sponsor acknowledged from podium during introduction. ■ AACN selects speakers, topics and content. Sponsor may submit topic and speaker recommendations for consideration.

Mastery Sessions • Monday through Thursday

■ Exclusive or shared sponsorship of one or more sessions ■ Two paired 75-minute sessions cover high-interest topics in depth, attracting 50-1,000 participants per topic and scheduled throughout the conference. ■ Sponsor name/logo acknowledged from podium during introduction. ■ AACN selects speakers, topics and content. Sponsor may submit topic and speaker recommendations for consideration.

NEW **Audience Response** Technology

■ Electronic audience data collection for immediate tabulation of responses during interactive workshops on topics of high interest to advanced practice nurses and clinicians. ■ Sponsor name/logo on each hand-held keypad and acknowledged from the podium during introduction. ■ AACN selects vendor, determines educational content and monitors access.

Sunrise (Corporate Supported) **Satellite Symposia**

■ Exclusive or shared sponsorship of one or more sessions. ■ Reach up to 1,500 highly motivated participants who register for bonus sessions on high-interest and timely clinical topics. ■ Advance and on-site registration for these ticketed sessions provided by AACN. Sponsor specifies capacity and number of tickets to be issued. ■ Offered only at venues and times approved by AACN—Tuesday and Wednesday mornings. ■ Sponsor submits speakers, topics and content for approval and accreditation. ■ Support grant includes expense for speakers, content, participant materials, AV, food and beverage, and AACN promotion and ticketing services. ■ Complete logistical and promotional support provided by AACN.

Please contact Joyce Hall or Susan Flynn at AACN at 800/394-5995 ext. 376 and ext. 511 or joyce.hall@aacn.org or susan.flynn@aacn.org.

Distinguished Research Lectureship Monday Afternoon

■ Exclusive sponsorship. ■ Reach a highly skilled, influential audience at this presentation by a nationally renowned critical care nurse researcher selected by AACN. ■ Sponsor offers welcome. AACN schedules time, venue, food and beverage, and monitors access. ■ Support includes expense for light refreshments and hors d'oeuvres. ■ Naming opportunity available to endow the lectureship in perpetuity.

Certification Celebration Dinner

■ Recognition event for more than 1,500 highly influential certified nurses. ■ Notable inspirational/motivational speaker during ticketed evening meal event for highly influential CCRN®, CCNS® and PCCN® certified nurses. ■ Sponsor(s) acknowledged from podium and on printed agenda at each place setting. ■ Sponsor(s) may provide appropriate door prizes and address audience with brief message. ■ AACN schedules time, venue, food and beverage, and monitors access. ■ Up to three co-sponsors accepted at AACN's discretion. Event includes a traditional memento mug sponsored by a separate, compatible sponsor. ■ Exclusive event sponsorship available if support grant underwrites all expenses.

Speaker's Headquarters and Refreshments

■ Exclusive sponsorship ■ Reach 400 NTI speakers, the most influential and respected nurses at each NTI. ■ Corporate name and logo placed at each speaker station, on entrance sign and food and beverage signage.

Exhibit/CE Sessions During Exhibit Hours in Sponsor Booth or CE Classroom

■ Due to changes in Exibit/CE program, check the NTI Web site for the latest Exhibit/CE opportunities. Visit www.aacn.org/nti.

Self-Study Pavilion
Sunday-Thursday

■ Exclusive sponsorship of entire Pavilion available, or sponsor individual units if no overall sponsor. ■ Large banner with sponsor name and logo for exclusive Self-Study Pavilion sponsor.

E-Learning Lab
Sunday-Thursday in Self-Study Pavilion

■ More than 4,000 visits by acute and critical care nurses using the Self-Study Pavilion and the E-Learning Lab throughout the NTI. In the lab, participants strengthen their skill in using the Internet and other e-learning technology to maintain current clinical knowledge. ■ Sponsor name/logo on the lab entrance unit and screen savers for up to 60 computers. Bonus sponsor recognition during related concurrent sessions held in classrooms throughout the conference. ■ AACN selects computer provider and software, determines educational content and monitors access.

PDA Learning Lab
Sunday-Thursday in Self-Study Pavilion

■ More than 4,000 visits by acute and critical care nurses using the Self-Study Pavilion and its PDA Learning Lab throughout the NTI. In the PDA Lab, nurses learn about this new technology using AACN clinical information software. ■ Sponsor name/logo on the PDA Lab entrance unit and screen saver on up to 25 computers. ■ AACN selects computer provider and software, determines educational content and monitors access.

Independent Study Center and Reference Library
Sunday-Thursday in Self-Study Pavilion

■ More than 4,000 visits by acute and critical care nurses using the Self-Study Pavilion and its ISC-Library throughout the NTI. Here, nurse participants earn continuing education credits in a self-paced learning environment using a vast library of AACN audio, video and electronic sources. ■ Sponsor name/logo on the ISC & Library entrance unit and screen saver of up to 10 computers. ■ AACN selects computer provider and software, determines educational content and monitors access.

CE **Computers**

■ Used by more than 6,000 participants throughout six days to produce their individual continuing education record and certificate. ■ Sponsor name/logo on screen saver and each CE certificate. ■ AACN selects supplier and coordinates specs and installation with sponsor.

Information Center

■ Seen by more than 6,000 participants daily. ■ Sponsor name/logo appears on or above Information Center booth. ■ AACN arranges for sponsor name/logo to be imprinted and displayed.

NTI **Bookstore and Computers** for Online Orders

■ Used at least once by most participants and seen by more than 6,000 participants throughout six days. ■ Sponsor name/logo on outside panels and computer screen savers. ■ AACN arranges for sponsor name/logo to appear on modular display panels and screen savers. ■ Not available to publishers or publication-related sponsors.

Message Center

■ Seen by more than 6,000 participants daily. ■ Sponsor name/logo on display panels and computer screen savers. ■ AACN selects supplier and arranges for sponsor name/logo to appear on modular display panels and screen savers.

Certification **Oasis Lounge and Amenities** • Sunday-Thursday

■ Visited by 2,000+ nurses who are certified or interested in certification. Seen by more than 6,000 participants throughout the NTI. ■ Provides attendees who hold or have interest in CCNS®, PCCN®, CCNS®, CMC™, CSC™, or ACNPC™ certification with a place to network with colleagues and learn more about AACN/Certification programs. ■ Support grant includes expense for food/beverage, giveaway items and visitor tracking. ■ Sponsor receives exposure on signage and promo card given to each visitor, and logo inclusion on giveaway items (e.g., pencils, etc.). ■ Up to two co-sponsors accepted at AACN's discretion. Exclusive event sponsorship available if support grant underwrites all expenses.

Demo Room

■ Seen by more than 6,000 participants daily. ■ Sponsor name/logo on entrance panels. ■ AACN selects topics and speakers to be presented on Demo Room stage.

Mail Home Service

■ Used by as many as 1,000 participants and seen by more than 6,000 participants daily. ■ Sponsor name/logo on outside panels of Mail Home Service display. Sponsor invited to provide discount coupons, flyer inserted into each box plus additional prizes for popular Mail Home art contest. ■ AACN selects service provider and arranges for name/logo to appear on modular display panels.

Bag & Coat Check Station, Discount Coupons

■ Seen by more than 6,000 participants daily and used by hundreds of participants. ■ Sponsor name/logo displayed near entrance to venue. ■ Sponsor may provide printed discount coupon to be inserted into NTI bag. Sponsor provides sufficient quantity of coupons for each participant bag (7,500 requested). ■ AACN arranges for sign with sponsor name/logo.

Cyber Cafe

■ Individual computer stations are seen by more than 6,000 participants daily and used by hundreds of participants throughout six days. ■ Sponsor name/logo on entrance unit and on screen savers, plus link to sponsor Web site. ■ AACN arranges for sponsor name/logo to be imprinted on entrance unit and provides screen saver specifications.

Career Opportunity Section in Exhibit Hall

■ Seen during exhibit hours by more than 6,000 participants during three show days. ■ Sponsor name/logo on aisle signs above Career Opportunity section. ■ AACN arranges for sponsor name/logo to be imprinted on aisle signs.

Publications & Education Resources Section in Exhibit Hall

■ Seen during exhibit hours by more than 6,000 participants during three show days. ■ Sponsor name/logo on signs above Publications & Education Resources section. ■ AACN arranges for sponsor name/logo to be imprinted on aisle signs.

Rest & **Relaxation Pavilion** in Exhibit Hall

■ Seen during exhibit hours by more than 6,000 participants during three show days. ■ Sponsor name/logo on sign above Rest & Relaxation section. ■ AACN arranges for seated massage professionals, specifications for services and sponsor name/logo to be imprinted on signs.

Associations & Societies Section in Exhibit Hall

■ Seen during exhibit hours by more than 6,000 participants during three show days. ■ Sponsor name/logo on aisle signs above Associations & Societies section. ■ AACN arranges for sponsor name/logo to be imprinted on aisle signs.

Exhibitors • Sponsors • Advertisers **Lounge and Refreshments**

■ Intended for those who want to reach exhibitor companies and personnel. Seen and visited daily by many of the more than 2,500 exhibit personnel. ■ Sponsor name/logo on sign at or near lounge entrance. ■ Sponsor may provide small informational display such as table with literature and/or pop-up display. ■ AACN arranges for refreshments and determines times and quantities. Imprinted napkins may be provided by sponsor.

Network Night • Sunday Evening

■ Up to four co-sponsors chosen at AACN's discretion. ■ Make a strong, favorable first impression with more than 3,000 nurse participants during this pre-opening networking event and ice-breaker that sets the tone for the week. ■ Sponsor may address audience with brief message and appropriate prize drawings. ■ AACN schedules time, venue, food and beverage, entertainment and monitors access.

Advanced Practice Institute Reception • Tuesday Evening

■ Exclusive sponsorship. ■ Reach this highly skilled, influential audience of clinical nurse specialists and nurse practitioners at private reception. ■ Sponsor may address audience with brief message and appropriate prize drawings. ■ AACN schedules time, venue, food and beverage, entertainment and monitors access.

Chapter **Presidents** Luncheon • Wednesday

■ Recognize the leadership and contributions of more than 240 AACN chapter presidents from across the United States, Germany, the People's Republic of China and Japan. ■ Sponsor may greet arriving presidents, offer a brief welcome, introduce celebrity speaker, and provide recognition gifts. ■ AACN schedules time, venue, food and beverage, speaker and monitors access.

Leadership Development Workshop for Chapter Leaders • Sunday

■ Reach this influential audience of more than 200 AACN chapter leaders ... some of whom will become national leaders of AACN. ■ Sponsor will be acknowledged from podium at the beginning of the workshop and throughout the day. ■ Sponsor name/logo imprinted on selected workshop materials. ■ AACN selects speakers, topics, schedule and recognition opportunities.

Preconference **Luncheon** • Saturday and/or Sunday

■ Reach a highly skilled, influential audience of more than 1,000 participants who have signed up for bonus preconference sessions during either or both of these luncheons. ■ Sponsor may greet arriving participants, distribute literature at each place setting and hang banner inside meeting room. No announcements or speaker. ■ AACN schedules time, venue, food and beverage and monitors access.

Preconference **Refreshment Breaks** • Saturday and Sunday

■ Two Saturday, two Sunday. May be supported individually by multiple sponsors or exclusively as a package. ■ Reach more than 1,000 participants who have signed up for bonus preconference sessions. ■ Sponsor may greet participants during breaks and provide napkins with imprinted promotional message and sponsor name/logo. ■ AACN schedules time, venue, food and beverage and monitors access.

First-Timer Orientations

■ Exclusive package sponsorship—includes one Sunday afternoon session and one Monday morning session. ■ Reach more than 2,000 energetic first-time attendees learning how to maximize their NTI experience. ■ Sponsor acknowledged from podium at both sessions. Sponsor may greet arriving participants. ■ AACN schedules time, venue, speakers and monitors access.

NTI **Shuttle Bus** Opportunities

■ Opportunities may be supported separately by up to four co-sponsors or exclusively as a package. ■ Reach up to 8,000 participants and exhibitor personnel who ride the NTI shuttle at least twice daily to and from their hotel. Sponsored buses operate Saturday through Thursday during daytime hours. ■ Sponsor(s) may select from: panel signs (billboards) on side(s) of buses, headrest covers, on-bus videos, bus stop signage, and printed bus schedules. ■ AACN and bus supplier determine bus schedule and available opportunities.

NTI Mailing **List Rental** (not available for sponsorship)

■ Select from one-time rental of more than 2,500 preregistrants before the NTI or more than 3,000 attendees after the NTI. Some attendees opt out of the mailing list. ■ Available to NTI exhibitors and sponsors only. ■ Separate application and fee required. ■ Renter agrees to abide by all AACN/NTI list rental requirements including pre-approval of mailing pieces and use of a third-party mailing service.

Participant ID **ExpoCards**

■ Exclusive sponsorship. ■ Reach more than 6,000 participants who carry and use ID card to access CE computers, message center and exhibit floor lead processing. ■ Sponsor name/logo on one side, brief message or product listing on the other. ■ AACN selects ID cards, vendor, coordinates card imprinting process, colors, specifications and amount of space for sponsor name/logo, message.

NEW **LED Digital Sign** Opportunities in Resource Center

■ Sponsor digital signs viewed by more than 6,000 participants daily. ■ Sponsor's name appears on signs. ■ AACN determines size, frequency and color.

Hotel **Guest Room Video** • In-Room Message Card

■ Reach as many NTI participants as hotel capabilities allow. Most large NTI hotels offer this service and the number of nurse guests varies at each hotel. Multiple sponsors accepted with each sponsor limited to one channel and video per hotel. ■ Sponsor provides video narrowcast on closed circuit TV channel at times designated by hotel. Number of available channels varies by hotel. ■ Sponsor may provide in-room message card with program topic and channel number as permitted by hotel. Message cards may only be distributed to rooms by hotel staff. ■ AACN determines hotels and number of nurse guests per hotel. Sponsor pays audience access fee to AACN and hotel. Video, message card and related fees subject to hotel specifications.

"Send-a-Postcard-to-a-Friend" From NTI Web Site • January through close of NTI

■ Exclusive sponsorship. ■ NTI Web site traffic grows from January to May, peaking at 5,000+ unique visitors in April and May. Every visitor can send e-postcards with an NTI message before the event–"See You at NTI"–and during the event–"Greetings From NTI." ■ Sponsor name/logo appears in three places: postcard page, postcard message and confirmation message. Link to sponsor Web site included as space permits. ■ AACN designs the postcards and maintains the Web site using sponsor name/logo and link as appropriate.

NTI **e-Sampler**

■ Sponsor year-round electronic highlights from NTI. ■ Sponsor and AACN determine content and highlights, including addresses by President and President-Elect. ■ Sponsor and AACN will determine format including Webcasts, Podcasts or other electronic options. ■ Sponsor name and logo prominently displayed throughout e-Sampler on NTI Web site.

Official **Participant Bag**

■ Exclusive sponsorship. ■ Distributed at registration to every participant who carries and uses the bag throughout the conference and often longer. ■ Contains NTI Program and Proceedings book and conference materials. ■ Sponsor name/logo accompanies AACN name on one side of bag. Optional brief promotional message on second side. ■ AACN selects quality, design, style and minimum quantity of 7,500. Alternately, sponsor may request to provide bags of a quality, design, style and minimum quantity of 7,500 subject to approval by AACN. Bags must be delivered in time to insert conference materials (approx. May 1).

Official Participant **Badge Holder** Pouch and Pen

■ Exclusive sponsorship. ■ Distributed at registration to every participant who wears the badge holder with required admission badge throughout the conference. Also used by speakers and award winners. ■ Sponsor name/logo and one-line promotional message above name badge insert. Sponsor name/logo on pen. ■ AACN selects supplier, design, colors, style and minimum quantity of 7,500.

Participant **Highlighter**

■ Exclusive sponsorship. ■ Distributed at registration in NTI bag to every participant. ■ Sponsor name/logo on one side. Optional brief promotional message or product listing on other side. ■ AACN selects supplier, design, color, style and minimum quantity of 7,500.

Participant Mechanical **Pencil**

■ Exclusive sponsorship. ■ Distributed at registration in NTI bag to every participant. ■ Sponsor name/logo and one-line promotional message imprinted on pencil. ■ AACN selects quality, design, style and minimum quantity of 7,500. Alternately, sponsor may request to provide pencils of a quality, design, style and minimum quantity of 7,500 subject to approval by AACN. Pencils must be delivered in time to insert with conference materials (approx. May 1).

Certification **Memento Mug** Distributed at Certification Celebration

■ Exclusive sponsorship. ■ A long-standing tradition, the mugs are presented during Certification Celebration to 1,500+ certified nurses who consider them a collector's item. ■ Sponsor name/logo and one-line promotional message imprinted on mug. ■ AACN selects design, color, style and minimum quantity of 2,500 acceptable to AACN and sponsor.

Coffee **Sleeves**

■ Sleeve encircles hot beverage cup. Distributed at convention center snack bars and coffee stations during the conference. ■ Sponsor name/logo in large size on outside of coffee sleeve. ■ AACN coordinates with beverage vendor for specifications including minimum quantity of 7,500, exact size, printing and distribution.

Hotel Guest Room **Key Card**

■ Exclusive sponsorship of all designated hotels or multiple sponsors with no more than one sponsor per hotel. ■ Distributed to NTI guests at designated hotels. ■ Sponsor name/logo and brief promotional message imprinted on one side of key. Sponsor meets hotel specifications and works with keycard vendor to provide quality, quantity, design and style acceptable to hotel and AACN. Keys must be prepared and delivered prior to participant check-in. ■ Sponsor pays AACN audience access fee, plus all production/distribution costs to vendor and hotel as specified by hotel and AACN.

Printed **Sponsorship Opportunities**

For the following print/advertising opportunities, please contact Kathy Huntley at 800/257-8290 ext. 249 or khuntley@slackinc.com.

NTI **Traveler's Guide**

■ Exclusive sponsorship. ■ Visitor's guide to host city and travel tips for participants mailed to more than 6,000 participants with advance registration materials and redistributed on-site in the official NTI bag. ■ Sponsor name/logo on front cover plus three more covers for advertising/promotional message. ■ Sponsor materials must meet AACN specifications and deadline (approx. Dec. 1).

NTI City **Map**

■ Exclusive sponsorship. ■ Customized city map highlights conference venues, hotels and areas of interest mailed to more than 6,000 participants with advance registration materials and redistributed on-site in the official NTI bag. ■ Sponsor name/logo on front cover plus two more covers for advertising/promotional message. ■ Sponsor materials must meet AACN specifications and deadline (approx. Dec. 1).

NTI **Personal Planner**

■ Exclusive sponsorship. ■ Notebook with daily schedule planner plus directory of Exhibit/CE locations. Distributed in the official NTI bag to more than 6,000 participants. ■ Sponsor booth location highlighted. Sponsor encouraged to offer Exhibits/CE sessions. ■ Sponsor name/logo on front cover plus three more covers for advertising/promotional message. ■ Sponsor materials must meet AACN specifications and deadline (approx. Feb. 1).

NTI **Pocket Guide**

■ Exclusive sponsorship. ■ NTI program summary and key phone numbers. ■ Distributed in NTI badge holders/pouch to more than 6,000 participants. ■ Sponsor name/logo on front cover plus three more covers for advertising/promotional message. ■ Sponsor materials must meet AACN specifications and deadline (approx. Feb. 1).

NTI **Sticky Flags** & Dispenser

■ Exclusive sponsorship. ■ Dispenser of Post-It® style sticky flags adheres to front cover of each copy of the NTI Program and Proceedings book. Used by participants to mark conference sessions and program content of interest. ■ Sponsor name/logo/booth number on dispenser. Optional brief promotional message or product name/logo on each flag. ■ Sponsor materials must meet AACN specifications and deadline (approx. Feb. 1).

NTI **Advertising Options -** Print and Electronic

For recruitment advertising, please contact Kristy Irwin at 800/257-8290 ext. 399 kirwin@slackinc.com. For product advertising, contact Kathy Huntley at 800/257-8290 ext. 249 khuntley@slackinc.com.

NTI **Program and Proceedings**

■ Distributed to more than 6,000 participants in the official NTI bag. ■ Multiple size ads available on covers, section dividers and designated inside pages.

NTI **News** and NTI **e-News**

■ Official conference newspaper with four editions. ■ Each issue contains a different CE article. ■ Distributed to participants and exhibitors at convention center and selected NTI hotels. ■ NTI e-News sent to 70,000 e-mail addresses of AACN members and certificants.

NTI News Online Banner Ad

■ Electronic version of *NTI News* posted during conference. ■ Remains posted year-round.

NTI **Web Site Banner** Ad

■ Web site posted in January and updated regularly. ■ Seen by more than 5,000 unique visitors each month from March-May. ■ Remains posted year-round.

NTI **Poster Reproduction** Page Banner Ad

■ Features NTI posters with year-round CE credit opportunities. ■ Posted after NTI and remains posted year-round.

Featured Exhibitors on NTI Web Site

■ Located on Exhibits page of official NTI Web site. ■ Featured exhibitors receive advance visibility on the NTI Web site beginning in January. Remains posted year-round. ■ Expanded listing, company logo and product photo are enhanced by a hotlink and direct e-mail messaging to the company Web site. ■ Separate application form and fee required. *Please contact the Exhibits Dept. at 800/394-5995 ext. 509 or 366, or exhibits@aacn.org about featured exhibitor listings.*

NTI **Exhibit Space**

For NTI exhibit space options, please contact the Exhibits Dept. at 800/394-5995 ext. 366, 373, 509 or exhibits@aacn.org.

National Teaching Institute
& Critical Care Exposition®

May 19-24, 2007 ■ Atlanta, Georgia

May (dates tbd), 2008 ■ Chicago, Illinois

May 16-21, 2009 ■ New Orleans, Louisiana

May 15-20, 2010 ■ Washington, D.C.

April 30-May 5, 2011 ■ Chicago, Illinois

May 19-24, 2012 ■ Orlando, Florida

AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

101 Columbia ■ Aliso Viejo, California ■ 800/899-2226 ■ 949/362-2050 ■ www.aacn.org