

EXHIBITOR BULLETIN

NOVEMBER 2008

From your AACN Exhibits Team - Phone 800.394.5995
Randy ext. 366, Heidi ext. 373 and Maribel ext. 509

NEW EXHIBIT HOURS

New expanded Exhibit Hours for NTI 2009!

Please note Exhibit Hours for NTI 2009 in New Orleans have been increased to 13 hours of exhibit time. The final day of exhibits, Thursday, May 21, starts earlier and ends earlier to make it more convenient for exhibitors to dismantle their displays and make afternoon flights.

Tuesday and Wednesday, May 19 & 20	10:30am – 3:30pm
Thursday, May 21	9am – 12noon

COMPLIMENTARY LISTINGS IN EXPOGUIDE AND NTI NEWS

Complimentary listings are available to all NTI 2009 exhibitors in the *ExpoGuide* and *NTI News*, the daily newspaper. Beginning in November 2008, exhibitors will be able to enter their own *ExpoGuide* Description and Product Category Listings on the NTI 2009 Web site. Descriptions and product categories must be entered by **January 30, 2009** to be included in the *ExpoGuide*. If your company description is not entered by **January 30, 2009**, only your company name and booth number will be listed in *NTI News*.

To enter your *ExpoGuide* Description and Product Category Listing, please go to www.aacn.org/nti. You will see the yellow box on the left hand side of the NTI Web site labeled *ExpoGuide* Description and Product Category Listing. To log in you will need your customer number and order number located on the invoice enclosed. Please save your customer number and order number for future reference as you will need it to enter your personnel registration badges.

HOUSING

NTI 2009 housing is now open!

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

www.aacn.org/nti and go to exhibits information and click on exhibitor housing information. Be sure to book early! After March 24, 2009, reservations are subject to availability. If you have any questions, please call the AACN Housing Bureau at 800.340.1840.

EDUCATION ON THE EXHIBIT FLOOR

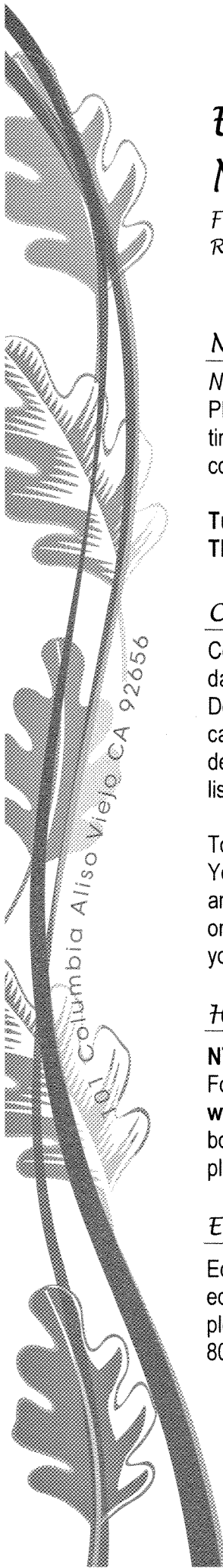
Education on the exhibit floor will be continued in NTI 2009. Exhibitors will be able to sponsor educational presentations on the exhibit floor of the Critical Care Exposition. For more information please contact Bonnie Baker, ext. 537 or Kim Elliott, ext. 311 in the Education Department at 800.394-5995 or you can contact them via email at bonnie.baker@aacn.org or kim.elliott@aacn.org.

AMERICAN
ASSOCIATION
of CRITICAL-CARE
NURSES



New Orleans • May 16-21, 2009

National Teaching Institute & Critical Care Exposition



SUNRISE SESSIONS

Sunrise sessions – also known as corporate supported satellite symposia – offer the opportunity to exclusively host an educational session. These breakfast sessions can accommodate audiences of different sizes (from 200 to 2,000). Sunrise Sessions will be offered Tuesday, May 19 and Wednesday, May 20 from 7 – 8:30am. Sponsorship of Sunrise Sessions is scheduled on a first-come, first-served basis according to the number of session slots that are available. Thus, early determination of sponsorship is beneficial. Early approval of sponsorship enables AACN to promote the sessions through various modes of distribution, including the 2009 NTI event brochure, mailed to more than 100,000 nurses and AACN Web site, viewed by more than 50,000 nurses monthly. Sponsors interested in discussing Sunrise Sessions should call Susan Flynn at ext. 511 at 800.394.5995, ext. 511.

FEATURED EXHIBITORS

Be a Featured Exhibitor on the NTI Web site, which opens in January 2009, at 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.

SPONSORSHIP OPPORTUNITIES

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

NTI 2009 Sponsorship Opportunities...

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

NTI Community Passport with discount coupons for New Orleans restaurants & retailers (\$12,000)

Large electronic LED signs w/ program updates near info. center & classrooms (\$7,500 - \$15,000)

Pre-conference refreshment breaks (\$15,000 for all 4 or \$4,000 each)

Mail Home Service for nurse participant shipping (\$5,000)

ADVERTISE - NTI NEWS & NTI PROGRAM GUIDE

NTI News...

NTI News is a daily newspaper, which is published on-site and distributed daily at the convention center and NTI hotels. Each of the four issues contains display ads promoting products and services associated with technical and career opportunity exhibitors. This is a great way to gain daily visibility and reinforce your sales message.

NTI Program Guide...

The 2009 *NTI Program Guide*, formerly the *Program & Proceedings Book*, is a vital tool that optimizes attendees' time at the meeting. Attendees use the book to check the conference schedule, learn about session content and choose which presentations to attend. Your ad will continue to gain exposure as attendees take the book home and refer to the abstracts long after the meeting ends.

Please call SLACK, Inc. at 800.257.8290 for information on these NTI 2009 advertising opportunities. For products, equipment, supplies and pharmaceuticals, please contact Kathy Huntley, ext. 249. For recruitment advertising, contact Kristy (Irwin) Farrell, ext. 399.

Online Featured Exhibitor Application

Expand your company or product presence on the NTI 2009 Web site

Beginning in January 2009, Featured Exhibitors will receive expanded visibility at 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

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 2009 *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.

Return application via mail or fax 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

To Apply

- YES, please list us as a Featured Exhibitor on the NTI 2009 Web site beginning in January 2009
- Exhibiting Company Name _____

Address _____
City _____ State _____ ZIP _____
Telephone _____ Fax _____
Contact Person _____
Title _____
Company Web site Address _____
Company E-mail _____
(person who will receive e-mail messages responding to your listing)

Payment

- \$500 Check enclosed Bill credit card for \$500
- Visa MasterCard American Express
- Name on card _____
Card # _____ - _____ - _____ Exp. _____
Print Name _____
Signature _____ Date _____

Thank you for your participation!