

AMSN 30th Annual Medical-Surgical Nursing Convention

SEPTEMBER 29-OCTOBER 3, 2021

Celebrating 30 Years Dedicated to Med-Surg Nurses.
Join the Global Celebration at Convention this Year.

SUPPORT PROSPECTUS

A HYBRID EVENT:

Reach Attendees Online
and in Orlando, Florida



 **AMSN**

ACADEMY OF MEDICAL-SURGICAL NURSES

compassion • commitment • connection

AMSN 30th Annual Medical-Surgical Nursing Convention

SEPTEMBER 30- OCTOBER 3, 2021 | Omni Orlando at ChampionsGate

Dear Exhibitor,

The Academy of Medical-Surgical Nurses is offering three opportunities for your company to be positioned as a source of reliable information **and** showcase your products and/or services at our new and expanded Annual Convention.

The **AMSN In-Person and Virtual Annual Convention** will be held **September 30 – October 3, 2021** from both the Omni Orlando Resort at ChampionsGate and virtually from your home or office.

When you participate in the AMSN Convention at any level, you will have an outstanding opportunity to feature your products and/or services. You will reach a targeted audience of skilled and experienced surgical specialists. Attendees are buyers and recommenders for purchases of equipment, products, and services.

Exhibit In-Person

The exhibit program provides proven networking and selling opportunities. Along with **4.5 exclusive non-competing hours**, your hours are concentrated, effective and productive where you can interact with 1,300+ med-surg nurses dedicated to improving quality-of-care in med-surg. In-person exhibitors have an opportunity to also participate virtually.

Exhibit Virtually

While participating in-person might be ideal, virtual participation has distinct advantages. You'll save money; reach more attendees; showcase your company's videos and documents; capture valuable attendee data; and have many opportunities to engage with attendees via live chat and Zoom.

Advertise

Your company's ad on the Virtual Event Portal Page will be seen many times.

Sponsorship

Convention sponsorship is a recognition and positioning package in connection with both the in-person and virtual portions of the Convention.

Take this opportunity to experience and participate in the enthusiasm and excitement of this dynamic specialty nursing organization. Plan now to exhibit with us in-person or virtually – and possibly be an advertiser or sponsor – to ensure high visibility and position your company as a trusted source of information with the AMSN attendee.

Rick Gabler



Director of Marketing
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Thursday, September 30, 2021	Friday, October 1, 2021
10:00 am – 5:30 pm Exhibit Set-Up	8:00 am – 9:30 am Open
6:30 pm – 8:45 pm Open	10:45 am – 11:15 am Coffee Break
<i>All times are Eastern Time</i>	1:45 pm – 3:30 pm Refreshment Break

AMSN reserves the right to modify the exhibit schedule. Exhibitors will be notified at that time if the schedule changes.

**AMSN has 13,000+ members
in 50 states and 14 countries**
and is one of the largest associations of its kind.

Attendees are influential buyers and recommenders for purchases of equipment, products, and services based on their credentials and leadership roles in their health-care organizations.

At AMSN's 2019 Annual Convention:

- Two-thirds (68%) of the attendees reported their Primary Practice as Inpatient Acute
- Almost half (45%) of the attendees reported their position as Clinical Nurse; 12% had a position of Unit Manager/Head Nurse; about 5% had each of these positions: Educator/Faculty, Administrator/Director, Clinical Nurse Specialist
- 38% were Med-Surg Certified

At AMSN's 2020 Virtual Annual Convention:

- Almost two-thirds (63%) of the attendees reported their Primary Practice as Inpatient Acute
- Half (49%) of the attendees reported their position as Clinical Nurse; 12% were Educators/Faculty; about 5% had each of these positions: Unit Manager/Head Nurse, Administrator/Director, Clinical Nurse Specialist
- 57% were Med-Surg Certified

In-Person Exhibit Hall

Thursday, September 30, 2021 | Hours: 6:30 pm – 8:45 pm

Friday, October 1, 2021 | Hours: 8:00 am - 9:30 am, 10:45 am – 11:15 am, 1:45 pm - 3:30 pm

The In-Person Exhibit Hall will be set up with all of the COVID guidelines in place, to ensure your safety and the safety of the AMSN Convention attendee.

IN-PERSON EXHIBIT OPPORTUNITIES

10'x10' Booth

Institutional \$1,950

Commercial \$2,250

- 4.5 hours of exclusive exhibit time
- One 10'x10' booth with a 6' table and two chairs
- List of attendees (distributed onsite; does not include email addresses)
- Complimentary coffee and refreshment breaks
- Booth signage with company name
- Listing in the Program book: company name, address and website

Virtual Exhibitor — Basic included in both Institutional and Commercial

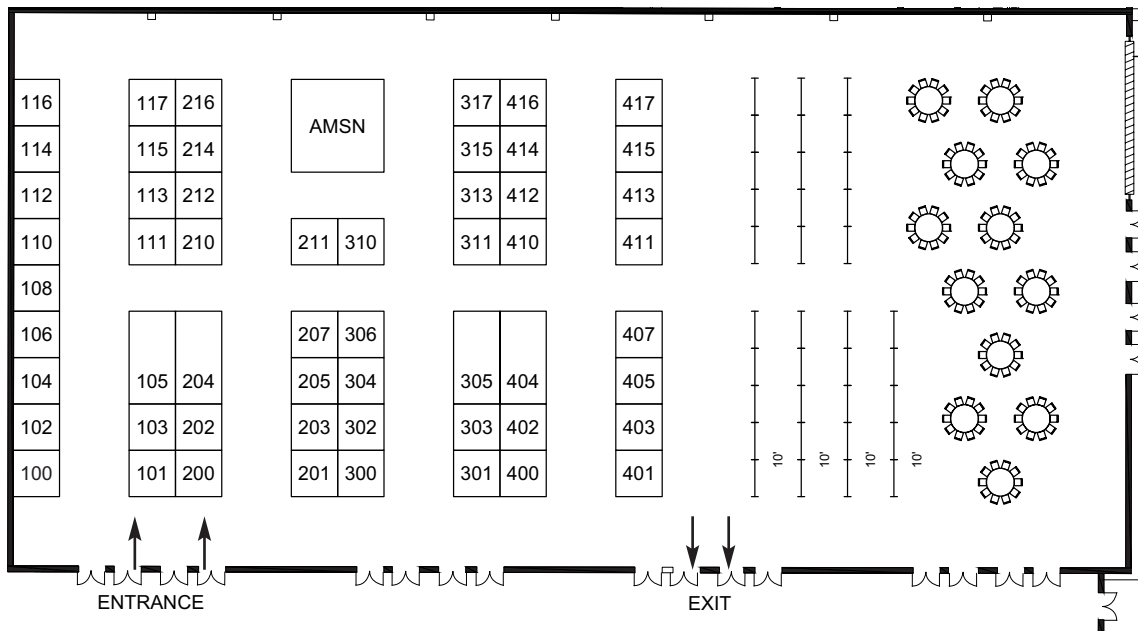
See benefits on page 5

Virtual Exhibitor — Enhanced additional \$750

See benefits on page 5

Virtual Exhibitor — Premium additional \$1,000

See benefits on page 5



For More Information contact:

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By receiving your application for exhibit space at AMSN 2021 Annual Convention, it is assumed you have read the terms as outlined below and agree to abide by these terms. Your application and booth assignment are subject to the acceptance of AMSN. Written confirmation will be sent upon receipt of signed application and payment.

1) WHO MAY EXHIBIT – The exhibition is specifically for those companies offering products, equipment, and services that are related to nursing education. AMSN may accept or reject other applications based on products being displayed. AMSN reserves the right to determine the eligibility of any applicant as an Exhibitor.

2) LOCATION OF EXHIBIT SPACE – Exhibit space will be assigned to Exhibitors by the AMSN on a “priority” or “first- come, first-served” basis, and as much in accord with the Exhibitor’s wishes as is reasonably and conveniently feasible.

AMSN reserves the right to locate and/or relocate an Exhibitor’s assigned exhibit space.

3) COST OF EXHIBIT SPACE – The cost of the exhibit space is \$1,950 / institutional, \$2,250 / commercial. Included in that cost: one 10’ x 10’ exhibit booth, a six foot skirted table and two chairs, a waste basket, an attendee list, two name badges per booth, and one Basic Virtual Listing.

4) CANCELLATIONS – Any cancellation must be made in a written notification to the AMSN National Office.

For the Annual Convention, exhibitors canceling prior to June 11, 2021 will forfeit 50% of the full booth fee.

Exhibitors canceling after that date will be charged full-space rental regardless of whether the space can be resold or not.

5) DRAWINGS – Drawings for exhibitor prizes will be conducted at times specified by the AMSN exhibit manager.

There is no limit to value of prizes, but the range of \$50 to \$200 is recommended.

6) SMOKING – This is a non-smoking conference, no smoking will be allowed in conference sessions or exhibits.

7) CHARACTER OF EXHIBIT – The AMSN 2021 Annual Convention reserves the right to restrict any exhibit that, because of noise, method of operation, materials, and any other reason, in the opinion of AMSN becomes objectionable and also to prohibit or remove any exhibit that, in the opinion of AMSN, may detract from the general character of the Exhibitions as a whole, or consists of product or services inconsistent with the purpose of the Exhibition, without liability for any refunds or other exhibit expenses incurred.

8) COMPLIANCE WITH LAWS – Exhibitors shall bear responsibility for the compliance with any and all local, city and state, and federal safety, fire, and health laws, ordinances, and regulations, including the Policies, Rules, and Regulations of the Omni Orlando Resort at ChampionsGate regarding the installation and operation of the exhibit.

9) LIABILITY, INSURANCE, & WAIVER OF SUBROGATION – The AMSN 2021 Annual Convention and the Omni Orlando Resort at ChampionsGate shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their employees from any cause prior to during, or subsequent to the period covered by the exhibit contract. Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss, or damage. The Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor’s insurance contracts for real and personal property.

Should any circumstances beyond the control of, and not the fault of, the AMSN 2021 Annual Convention prevent the conference from being held as scheduled, or the exhibit space not being available for uses herein specified due to war, governmental action or order, act of God, terrorism, fire, strikes, labor disputes, or any other causes beyond the control of the AMSN 2021 Annual Convention, management will determine if a refund is appropriate after due consideration of expenditures and commitments already made.

10) HOSPITALITY FUNCTIONS – Scheduling of private functions, cocktail parties, special events, or other hospitality functions must be coordinated directly with AMSN. Functions during the period of move-in, show hours, or move-out are prohibited.

11) CHANGES – The AMSN 2021 Annual Convention reserves the right to make any reasonable changes in the rules necessary to insure the health and safety of those in attendance, the significance of the exhibition, and the harmony of operation. Exhibitors will be advised of any changes via email.

This Application/Agreement is made and entered into by and between AMSN, and the entity and persons named in the application/contract inserted in this prospectus (hereinafter, Exhibitor), on the date set forth. The undersigned agrees that this Application is effective and an Agreement only upon its acceptance by AMSN.



ACADEMY OF MEDICAL-SURGICAL NURSES

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Can't join us in-person in Orlando?

Don't miss out on reaching the AMSN attendees.

Join us in our Virtual Exhibit Hall!

Thursday, September 30, 2021

Hours: 6:30 pm – 8:45 pm EDT

Friday, October 1, 2021

Hours: 8:00 am - 9:30 am,
10:45 am – 11:15 am, 1:45 pm - 3:30 pm EDT

VIRTUAL ONLY EXHIBIT OPPORTUNITIES

Attending the AMSN Annual Convention in-person might be ideal for your company, however if you can't attend in-person, being a virtual exhibitor is the next best thing:

- Save money and time on travel, lodging, and exhibit booth shipping and set-up
- Virtual events have more attendees than in-person events; hybrid events have more attendees than in-person only events
- You can capture a wealth of data about users, visits, and downloads from the detailed report you will receive as an Enhanced or Premium Exhibitor
- Attendees can easily access and download your videos and resources/handouts
- There are many opportunities to engage directly with attendees with the live chat feature (Enhanced and Premium Exhibitors) and especially with your company's own live Zoom room to showcase products and services (Premium Exhibitor)

Exhibitor – Basic\$750

- Company name
- Company logo
- Company description
- Company contact information
- Company website link

Exhibitor – Enhanced\$1,500

- Includes Industry Listing included with Basic
- Opportunity to upload your company's digital banner (various sizes)
- Area to embed your company's videos from YouTube and/or Vimeo for viewing by convention attendees
- Ability to upload your company's resources/handouts/PDFs to be accessed by convention attendees
- Ability to list multiple points of contacts so attendees can easily reach your company
- Live chat feature built into listing so your company executives can communicate with attendees
- Detailed report for your company includes users, visits, and downloads
- Includes one (1) complimentary registration to the Virtual Convention
- Company required to manage their enhanced listing

Exhibitor – Premium\$2,000

- Includes Industry Listing included with Basic
- Opportunity to upload your company's digital banner (various sizes)
- Area to embed your company's videos from YouTube and/or Vimeo for viewing by convention attendees
- Ability to upload your company's resources/handouts/PDFs to be accessed by convention attendees
- Ability to list multiple points of contacts so attendees can easily reach your company
- Live chat feature built into listing so your company executives can communicate with attendees
- **EXCLUSIVE FOR PREMIUM EXHIBITORS:** Capability to host a live Zoom room to showcase products and services live up to 100 attendees
- Detailed report for your company includes users, visits, and downloads
- Includes two (2) complimentary registrations to the Virtual Convention
- Company required to manage their premium listing

ADD-ON to your virtual INDUSTRY LISTING – PREMIUM LISTING ONLY \$500 EACH: This add-on will highlight your company at the top of the Industry Showcase listings page, keeping your company at the top of the mind of the AMSN attendees

The following advertising and sponsorship opportunities are available to both Virtual Exhibiting and In-person Exhibiting companies – to give you even more exposure with the AMSN Attendee.

All sponsors will get recognition both in-person and on the Virtual Event’s Portal Page.

ADVERTISING OPPORTUNITIES

Program Ad on Main Portal Page\$1,500

Whether exhibiting in-person or virtually, advertise with us on the Virtual Event Portal Page. The AMSN In-person/Virtual and Exhibits page will be available to all registrants attending the 2021 Convention, so your ad will be seen again and again! Full Page, 4-color (dimensions are 6” x 9” in a hi-res jpeg).

SPONSORSHIP OPPORTUNITIES

Convention Sponsor

The Annual Convention Sponsor package is a recognition and positioning package in connection with both the in-person and virtual portions of the Convention. The package includes visibility and awareness benefits, sole sponsorship of two (2) proprietary components, in-person and virtual exhibit space, as well as key access opportunities to AMSN members as it related to the full hybrid convention.

- Sole sponsorship of 2 Proprietary Components. Sponsors can select from (among others):
 1. Education Session or General Session Keynote Address
 2. Resources for attendees such as a Product Theater or an Ask the Expert session
 3. Lunch Symposia
 4. Focus Groups
 5. Mobile App
 6. Closed Captioning Sponsor
 7. Virtual Page Sponsor
 8. Several other branding opportunities such as a Virtual Networking Break Video, Bags, Inserts, Lanyards, Breaks, etc.
 9. Co-created Session or Activity
- Sponsor level **includes** the In-person Commercial Booth benefits and the Premium Virtual Exhibit benefits included 4 complimentary registrations included
- Excel registration list post-conference to promote your products and services to Convention attendees

Convention Supporter

The Annual Convention Supporter package is a recognition and positioning package in connection with both the in-person and virtual portions of the Convention. The package includes visibility and awareness benefits, sole sponsorship of one (1) proprietary component, live and virtual exhibit space, as well as limited access opportunities to AMSN members as it relates to the full hybrid convention.

- Sole sponsorship of 1 Proprietary Component. Sponsors can select from (among others):
 1. Mobile App
 2. Closed Captioning Sponsor
 3. Virtual Page Sponsor
 4. Several other branding opportunities such as a Virtual Networking Break Video, Bags, Inserts, Lanyards, Breaks, etc.
- Sponsor level **includes** the In-Person Institutional Booth benefits and the Enhanced Virtual Exhibit benefits included 2 complimentary registrations included
- Excel registration list post-conference to promote your products and services to Convention attendees

Other Select Branding Opportunities Available Upon Discussion

For more information about sponsorship opportunities please contact:

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