TRANSPLANT NURSING SYMPOSIUM

Presented by the International Transplant Nurses Society

Reflections of Transplant Nursing
Meeting dates: Friday 23 June–Monday 26 June, 2017
Exhibit dates: Friday 23 June–Sunday 25 June, 2017
Buena Vista Palace  •  Lake Buena Vista, FL, USA

EXHIBITOR PROSPECTUS
JOIN US
AT THE 26TH ANNUAL
ITNS SYMPOSIUM
AND EFFECTIVELY
REACH YOUR
TARGET MARKET.

ITNS Mission Statement
The International Transplant Nurses Society (ITNS) is committed to the promotion of excellence in clinical transplant nursing through the provision of educational and professional growth opportunities, interdisciplinary networking, collaborative activities, and nursing research.

Target Audience
The Annual ITNS Symposium is ideal for transplant professionals. ITNS offers educational content appropriate for all levels of practice, from bedside nurses through advanced practice nurses. Attendees benefit from education with both pre- and posttransplant focuses.

Attendees include
• staff nurses
• advanced practice nurses
• transplant coordinators
• administrators
• researchers
• case managers
• clinical educators
• faculty
• nurse managers
• nurse practitioners
• clinical nurse specialists
• students
• and more!

Member Demographics

WORK SETTING

- University Affiliate 63%
- Community 20%
- Ambulatory 4%
- Academic 6%
- Other 4%
- Government 3%

PRIMARY POSITION

- Transplant Coordinator 46%
- Staff Nurse 24%
- Clinical Nurse Specialist 6%
- Team Lead/Supervisor 5%
- Nurse Practitioner 6%
- Other 13%

AREA OF EXPERTISE

- Renal 23%
- Pancreas 16%
- Liver 21%
- Heart 11%
- Lung 9%
- Kidney 7%
- Pediatrics 3%
- Other 10%

PRIMARY RESPONSIBILITY

- Transplant 50%
- Outpatient 35%
- ICU 4%
- Research 4%
- Other 7%
## Support Opportunities

<table>
<thead>
<tr>
<th>Support Opportunity</th>
<th>Partner $5,000 USD</th>
<th>Bronze $10,000 USD</th>
<th>Silver $15,000 USD</th>
<th>Gold $25,000 USD</th>
<th>Platinum $50,000 USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page recognition ad in the symposium program guide</td>
<td></td>
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<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Booth space (10 ft x 10 ft)</td>
<td></td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>X</td>
</tr>
<tr>
<td>Registration for company representative to attend sessions</td>
<td></td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Passport Program participant</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Option to support one of the following: opening reception, tote bags or padfolio, keycards</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Option to support one of the following: continental breakfast, tech corner, WiFi, lanyards, corporate showcase</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sign at the supported event</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Recognition in the symposium brochure (due 1 Nov 2016)</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Recognition in the symposium program guide (due 10 April 2017)</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Recognition on the ITNS website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Support display for your exhibit</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Support ribbon for your representatives</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Registration list (names and addresses for a one-time, ITNS-approved mailing)</td>
<td></td>
<td>X</td>
<td>X</td>
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<td>X</td>
</tr>
</tbody>
</table>

### Non-CE Symposia
Supporters can develop and provide a 90-minute promotional or educational program in accordance with their own guidelines. These activities do not compete with continuing education programs, allowing you to present your product as a workshop or host a special activity to present branded or non-branded information to attendees.

### Ancillary Meeting
To hold an ancillary meeting at the symposium, see the Ancillary Meeting Guidelines and Room Request Form at [www.itns.org/exhibitor](http://www.itns.org/exhibitor) for complete information. Ancillary meetings may not take place Wednesday through Sunday without prior approval by ITNS. There may be restrictions on available hours. No outside events can be held at or in conjunction with the Annual ITNS Symposium without review and approval by ITNS. There is a $2,500 nonrefundable fee to reserve a room. All other associated expenses are your responsibility.

### Corporate Showcase
Showcase your company’s products, services, or programs by conducting a seminar or product demonstration. Corporate showcase sessions are 30 minutes in length and will be held in a designated area. These sessions are unopposed by any continuing education programs but may run concurrent with other corporate showcases and during exhibit hall hours.

Contact Mary Paulson, at [847.375.4803](tel:8473754803) or [mpaulson@itns.org](mailto:mpaulson@itns.org) to discuss support opportunities and packages to fit your needs.
Improving patient care by supporting those who care for them.

Exhibit and Support Opportunities
This is your chance to present your products and services to the more than 300 transplant nurses who make decisions that impact the transplant industry.
• Innovative programming draws more than 300 attendees.
• Dedicated, unopposed exhibit hours are scheduled to offer you maximum visibility and exposure to your target market.
• A welcome reception in the exhibit hall provides added face-to-face contact with attendees and ensures high-quality traffic.
• Posters are featured in the exhibit hall to drive traffic to the area.
• Exhibiting at the Annual ITNS Symposium gives you direct access to the decision makers in the profession.

EXHIBIT SCHEDULE*
Friday 23 June
Exhibitor Setup/Registration 08:00–16:00
Opening Reception with Exhibits and Posters 18:00–20:00

Saturday 24 June
Breakfast with Exhibits and Posters 07:00–08:00
Break with Exhibits and Posters 09:30–10:00
Lunch with Exhibits and Posters 12:00–13:30
Break with Exhibits and Posters 15:10–15:40

Sunday 25 June
Breakfast with Exhibits and Posters 07:00–08:00
Break with Exhibits and Posters 09:40–10:10
Lunch with Exhibits and Posters 11:50–13:20
Exhibitor Teardown 13:30–16:00

*Schedule is subject to change. Visit www.itns.org/exhibitor for a complete schedule.

SAVE $100 IF YOU RESERVE YOUR 2017 SPACE BY 1 NOVEMBER 2016.

BOOTH FEES WITH REGISTRATION
10-ft x 10-ft space $2,600 USD
10-ft x 20-ft space $5,000 USD
10-ft x 10-ft space (nonprofit*) $1,950 USD

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Your exhibit fee includes
• one exhibit space—10-ft x 10-ft space or 10-ft x 20-ft space, including one 6-ft table, two chairs, carpeting, and an ID sign.
• two free registrations for company representatives to attend all lectures. Additional representatives must each pay the registration fee of $575 USD.
• verbal and written acknowledgment of your support.

Your exhibit fee includes
• one exhibit space—10-ft x 10-ft space or 10-ft x 20-ft space, including one 6-ft table, two chairs, carpeting, and an ID sign.
• two free registrations for company representatives to attend all lectures. Additional representatives must each pay the registration fee of $575 USD.
• verbal and written acknowledgment of your support.
IMPORTANT DATES AND DEADLINES

Upon booth application
- Company description submitted for the interactive floor planner on the ITNS website

1 November 2016
- Booths assigned to registered exhibitors; deadline to save $100
- Commitment deadline for inclusion of support in registration brochure

15 January 2017
- Proposals for symposium due

1 March 2017
- Full payment for exhibit space due

23 March 2017
- Decorator kit posted on the ITNS website

10 April 2017
- Space reservation for the symposium program guide due

28 April 2017
- Deadline for bag insert (all materials must be approved and received)

28 April 2017
- Advertising materials for the symposium program guide due

24 May 2017
- Deadline for housing reservations

2 June 2017
- Deadline to sign up for exhibitor badges

Become an ITNS Supporter

Becoming a supporter is an excellent way to drive traffic to your booth or event and position your company as an industry leader. Give your organization valuable insight into the challenges and needs of transplant nursing and the implications of these solutions for both patient care and the industries related to this specialized field.

You can reach this key audience through both educational and promotional support.

Commercial Support
Supporter levels are Platinum $50,000 USD, Gold $25,000 USD, Silver $15,000 USD, Bronze $10,000 USD, and Partner $5,000 USD. Benefits are listed in the support tier structure.

Advertising Opportunities
- Bag Insert
- E-Blasts
- Table Clings
- Escalator or Window Clings
- Freestanding Meter Boards
- Member Mailing Lists
- Program Guide

Sponsorship Opportunities
- Charging Stations
- ITNS Attendee Lounge
- Keycards
- Lanyards
- Mobile App/Video/Twitter Wall
- Tote Bags/Padfolio
- WiFi

Visit www.itns.org/AnnualSymposium/content/exhibitors for an updated floorplan, booth applications, advertising, travel information, and important dates and deadlines.
REACH more than 300 transplant nursing leaders interested in learning about new research and improvements in patient care for transplant recipients and donors.

ENHANCE your visibility within the growing medical field of transplantation.

NETWORK with attendees who work in community hospitals, university health centers, academia, government, organ procurement, and the military.