ITNS Annual Meeting

MEETING DATES
Thursday, October 20–Sunday, October 23, 2022

EXHIBIT DATES
Thursday, October 20–Friday, October 21, 2022

Hilton Rosemont Chicago O’Hare  Rosemont, IL, USA

www.itns.org/annual-meeting
REACH YOUR TARGET AUDIENCE BY JOINING THE ITNS ANNUAL MEETING

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 ITNS Annual Meeting 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 post-transplant 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

Primary Work Setting
- University Teaching Hospital 60%
- Ambulatory 13%
- Community Hospital 8%
- Other 8%
- Academic 7%
- Government 3%

Primary Position
- Transplant Coordinator 42%
- Staff Nurse 25%
- Other 15%
- Nurse Practitioner 6%
- Nurse Manager 4%
- Clinical Nurse Specialist 5%
- Administrator 3%

Area of Expertise
- Kidney 26%
- Adults 21%
- Heart 14%
- Liver 17%
- Other 5%
- Renal 4%
- Lung 6%
- Pediatrics 7%

Primary Responsibility
- Transplant 34%
- Outpatient 28%
- ICU 6%
- Administration 4%
- Research 4%
- Other 7%
**Exhibit and Support Opportunities**

### Why You Should Exhibit

- Your customers and prospects are here! Share your information with more than 350 nurses in one location.
- Generate new leads for future sales.
- Test new products or services with your target audience.
- Fill an open position at your hospital or facility.
- Speak directly with leaders in the transplant field.
- Receive a return on your investment with face-to-face contact.
- Virtual exhibit opportunities included to reach virtual attendees for 6 months.
- Gather intelligence from your competitors.

### Exhibit Schedule*

**Thursday, October 20**
- Exhibitor Setup/Registration: 8:00 am–4:00 pm
- Opening Reception with Exhibits and Posters: 5:30–7:00 pm

**Friday, October 21**
- Exhibit and Poster Hours: 9:30 am–4:00 pm
- Break with Exhibits and Posters: 9:30–10:00 am
- Lunch with Exhibits and Posters: 12:00–1:30 pm
- Break with Exhibits and Posters: 3:10–3:40 pm

* Schedule is subject to change.

### ITNS Offers to Exhibitors

- Dedicated, unopposed exhibit hours are scheduled to offer you maximum visibility and exposure to your target market.
- A opening reception, posters, breaks, and lunch are in the exhibit hall, which provides added face-to-face contact with attendees and ensures high-quality traffic.
- Direct access to the decision makers in the profession.

### Booth Fees – See Exhibitor Application for more details

**VIP Exhibitor $3,000 USD**
- Virtual exhibit space and 8x10 booth
- 50-word description with logo
- A link to your website
- Live chat and scheduling capability
- A link to a digital promotional piece
- Four Exhibit Badges

**Premier Exhibitor $5,000 USD**
- All VIP benefits and 8-ft x 10-ft space
- Recognition as a Bronze sponsor
- Passport Program participant
- Video ad -5 minutes or less
- Banner ad in the virtual exhibit hall
- One Full Registration to the meeting

**Nonprofit* $1,995 USD**
- All VIP benefits and 8-ft x 10-ft space

* A letter of request is required. Send an e-mail request to mpaulson@itns.org

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Our nurses are influencers and have buying power! Transplant nurses frequently recommend products to patients or are involved in purchasing products for their facilities. The ITNS Annual Meeting is where you need to be!
**Important Dates and Deadlines**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>January 10, 2022</td>
<td>Company description submitted for the interactive floor planner on the ITNS website</td>
</tr>
<tr>
<td>May 27, 2022</td>
<td>Booths assigned to registered exhibitors</td>
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<tr>
<td>June 6, 2022</td>
<td>Full payment for exhibit space due</td>
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<tr>
<td>August 1, 2022</td>
<td>Decorator kit posted on the ITNS website</td>
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<tr>
<td>September 6, 2022</td>
<td>Deadline for bag insert (all materials must be approved and received by ITNS)</td>
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<tr>
<td>September 6, 2022</td>
<td>Advertising materials for the meeting Mobile App due</td>
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<tr>
<td>September 22, 2022</td>
<td>Deadline for housing reservations</td>
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<tr>
<td>September 29, 2022</td>
<td>Deadline to sign up for exhibitor badges</td>
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**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, Diamond $25,000 USD, Gold $15,000 USD, Silver $10,000 USD, and Bronze $5,000 USD.

Mix and match opportunities and the total spend puts you into the above categories, view the application for more details. [View the application](#).

**Advertising Opportunities**

- Bag Insert
- E-Blasts
- Freestanding Meter Boards
- Mobile App Push Notifications
- Banner Ads
- Exhibitor bulletin
- Step and Stay Banner

**Sponsorship Opportunities**

- Opening Reception
- ITNS Attendee Lounge
- Lanyards
- Tote Bags/Padfolio
- PPE
- WiFi
- Mobile App
Educational Opportunities

Corporate Showcase and Non CE Symposium
Supporters can develop and provide a 30- or 60-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 Annual Meeting, please contact Mary Paulson at mpaulson@itns.org for the Ancillary Meeting Guidelines and Room Request Form. Ancillary meetings may not take place Thursday 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 ITNS Annual Meeting without review and approval by ITNS. There is a $2,500 nonrefundable fee to hold a meeting. All other associated expenses are your responsibility.

Industry Relations Council
Join the ITNS Industry Relations Council (IRC) program for benefits that greatly enhance your organization’s opportunity to engage with ITNS leaders in the study of transplantation. This is a prime opportunity to reach more than 1,200 ITNS members and professionals in transplantation throughout the year. Receive recognition throughout the year along with many benefits. For more information and a list of benefits, please visit www.itns.org/industry-relations-council for details.

Contact Mary Paulson, at +1 847.375.4803 or mpaulson@itns.org to discuss support opportunities and to design a support package that fits your needs.

Visit itns.org/exhibitor-sponsorship for an updated floorplan, booth applications, advertising, travel information, and important dates and deadlines.
REACH
more than 350 transplant nursing leaders interested in learning about new research and improvements in patient care for transplant recipients and donors.

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

ENHANCE
our visibility within the growing medical field of transplantation.

International
Transplant Nurses Society