43rd Annual Institute & Conference
Nursing: Multidisciplinary Approaches to Patient Centered Care

EXHIBITOR PROSPECTUS
ATLANTA MARRIOTT MARQUIS
JULY 29–AUGUST 2, 2015
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**ABOUT NBNA:** The National Black Nurses Association represents approximately 150,000 African American nurses from the USA, Canada, Eastern Caribbean and Africa, with 91 chartered chapters nationwide.

**OUR MISSION:** The National Black Nurses Association’s mission is “To represent and provide a forum for black nurses to advocate for and implement strategies to ensure access to the highest quality of healthcare for persons of color.”

**NEW FOR 2015:** There are now three ways to pay and register for your booths.  
1. **Online** at www.nbna.org (Master Card and VISA only).  
2. **Mail** your registration form and check payment to the NBNA office.  
3. **Email** your registration materials and purchase orders, you may use the online which may be completed online, and email directly to NBNA. Be sure to print a copy for your records before submitting the document.  
4. You will receive confirmation by email.  
5. To register for sponsorship or advertising, please use the enclosed forms.

**ABOUT THE COVER:** The following photographs are courtesy of Atlanta Photos. From the top: Stone Mountain Cable Car; Kevin C. Rose; World of Coke - Yellow Truck, Kevin C. Rose; King Center Eternal Flame, James Duckworth; Six Flags Over Georgia, Acrophobia, Kevin C. Rose; Georgia Aquarium, Kevin C. Rose.
EXHIBITS LOCATION
Atlanta Marriott Marquis
265 Peachtree Center Avenue, NE
Atlanta, GA 30303
404-521-0000
Virtual tour:
www.Atlantamarriottmarquis.com

WHO SHOULD EXHIBIT AT THE 43RD NBNA CONFERENCE

NBNA provides numerous vehicles to attain your marketing goals and, as a result, identify, target and influence attendees to purchase your products and services. Whether your goal is to increase brand recognition, drive traffic to your booth or send your company’s message home with each attendee, you will find what you need to meet your goals at NBNA 2015.

COMPANIES NAME THE FOLLOWING REASONS FOR INVESTING IN NBNA

- Generate leads and build relationships with nurse attendees
- Conduct quality conversations with nurse clinicians, researchers, educators and administrators and key leaders that positively impact the way they work
- Create brand and product portfolio awareness
- Participate in educational content
- Gain exposure to state of the knowledge of the latest nursing innovations
- Opportunity to see what competitors are doing and identify new trends and hot button topics
- More than 1,000 nurses attended the 2014 NBNA Conference in Philadelphia

ANY COMPANY OR ORGANIZATION LOOKING TO TARGET THE NURSE MARKETPLACE THROUGH PRODUCT DEMONSTRATIONS, BUILDING BRAND IMAGE AND RECRUITMENT

Please use category numbers when filling out the Exhibit contract. A list of previous exhibitors can be found at www.NBNA.org

Behavioral Health ...........................................(1)
Associations (Medical) .................................(2)
Information Technology ..............................(3)
Consumer Goods (jewelry, travel, etc.) ... (4)
Education/Research Programs ...................(5)
Government Agencies .................................(6)
Hospitals/Medical Centers .........................(7)
Insurance/Financial Investments ...............(8)
Laboratory/Pharmaceutical ......................(9)
Medical Equipment/Supplies .....................(10)
Nursing Homes ........................................(11)
Nutrition/Food .........................................(12)
Publishers ..............................................(13)
Recruitment/Personnel ..............................(14)
Skin Care/Personal Care ...........................(15)
State Nurses Associations ......................(16)
Staffing Agency ......................................(17)
Uniforms/Shoes/Clothing .........................(18)
Universities/Colleges/Schools ................(19)
Wound Care ..........................................(20)

NBNA ATTENDEES ARE WELL EDUCATED:

64% were Masters prepared or higher
28% BSN only
13% APRN
4% RN or Associates

AND HIGHLY EXPERIENCED:

47% Nurse Clinicians
28% Nurse Educators
23% Nurse Administrators
13% APRNS
Exhibit Schedule

—EXHIBIT HOURS MAY CHANGE WITHOUT PRIOR NOTICE—

**WEDNESDAY, JULY 29**
12:00 noon - 6:00 pm Exhibit Set-Up

**THURSDAY, JULY 30**
8:00 am - 12:00 pm Exhibit Set-Up
1:00 pm - 5:00 pm Exhibit Hall Grand Opening
6:00 pm – 8:00 pm NBNA Opening Ceremony

**FRIDAY, JULY 31**
11:00 am - 3:00 pm Local Career Fair and Exhibits Open for NBNA Members

**SATURDAY, AUGUST 1**
11:00 am - 1:00 pm Exhibits Open
12:00 noon Passport Raffle
12:30 pm Grand Raffle
1:00 pm - 3:00 pm Exhibits Dismantle

**TOTAL EXHIBIT HOURS: 10**

In order to protect NATIONAL BLACK NURSES ASSOCIATION and the Hotel, Marriott Hotels, Owner and each of such entity’s owners, parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than $1,000,000 Combined Single Limit for personal injury and property damage. The Hotel, its owners, its operator, and the Atlanta Marriott Marquis, shall be included in such policies as additional named insureds. In addition, EXHIBITOR acknowledges that neither the Hotel, its owners, or its operator, maintain insurance covering exhibitor’s property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.

**BOOTH ASSIGNMENT**
Assignments will be made upon receipt of the Exhibitor Registration Form and your payment in the order of which they are received. Every effort will be made to accommodate your preferred location. NBNA may, at its discretion, accept or reject any application for space and reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the conference. EXHIBIT BOOTHS ARE REQUIRED TO REMAIN OPEN AND STAFFED DURING THE SCHEDULED HOURS. If you anticipate an early departure, please advise the NBNA National Office Exhibit Coordinator as soon as possible.
HOTEL INFORMATION

HOTEL INFORMATION
ATLANTA MARRIOTT MARQUIS
265 Peachtree Center Avenue, NE
Atlanta, GA 30303
www.atlantamarriottmarquis.com
MAIN PHONE: 404-521-0000
The preferred method to reserve your hotel room is the dedicated booking website that has been created for NBNA by the Atlanta Marriott Marquis. https://resweb.passkey.com/go/nbna2015

HOTEL DIRECT RESERVATIONS: 866-469-5475
This number will connect you with the Marriott Central Reservation System. When calling in the guest should just ask for the National Black Nurses Association Conference.

ROOM REgISTRATION
Deadline date for making reservations at the Atlanta Marriott Marquis is 5:00pm ET, Sunday, July 12. After that date, reservations will be accepted on a space and rate availability basis. If the Group rate is not available, the Hotel's rack rate will apply.

ROOM RATES
$159 USD for a single or double room. The room rate for triple occupancy is $179. The rate for quadruple occupancy is $199. The Atlanta Marriott Marquis will honor these dates 3 days pre- and post-conference dates. There is no additional charge for children under age 18 sharing with a parent using existing bedding. Sales and occupancy taxes of 16% will be applied on a daily basis.

CHECK IN: 4:00 PM / CHECK OUT: 12:00 PM
Late check out is complimentary, based on availability and should be requested 24 hours in advance. Check out 2:00 - 6:00 pm: charged additional half day; after 6:00 pm: charged additional day.

ROOM GUARANTEE
The Atlanta Marriott Marquis DOES NOT require the first night’s room and tax to be paid in advance to guarantee your reservation. You must provide a valid credit card when making reservation.

CANCEllATIONS
Must be made 72 hours in advance of your scheduled arrival date. After the 72 hour deadline, your credit card will be charged for one night’s stay. To cancel your reservation with no penalty, you must cancel at least 72 hours prior to arrival, request a cancellation number and retain for your records.

AIRLINE TRAVEL
All major airlines have flights into the Hartsfield-Jackson Atlanta International Airport. Book early for the best rates!

AIRPORT TRANSPORTATION
Super Shuttle will be the official shuttle service for Hartsfield-Jackson International Airport. To book your reservation visit: www.supershuttle.com
The National Black Nurses Association’s Annual Institute and Conference provides its conference attendees with a unique opportunity to network and explore career and educational advancement opportunities with over 120 of the most prestigious hospitals and the finest schools of nursing in the country. We want to thank you for making this possible by letting you know we have heard you and want to enhance your experience at the NBNA conference.

We are pleased to announce that we have expanded the exhibit hall hours on Friday, July 31, 2015 to make way for the Fourth Annual NBNA Career and Educational Fair which will be marketed to nurses in Atlanta’s major metropolitan areas prior to the conference. We know you want to connect with nurses who are on the move, ready to move and want to hear what you may have to offer. We realize that it is important for you to connect with the seasoned RN as well as the first year RN who is eager to grow in their nursing career. We also know you want to meet the RN or MSN who is ready to take the next step in their nursing education. Our goal is to continue to be the meeting of choice, the nurses conference where you will continue to meet the best and the brightest nurses from across the country and from the local markets. We will be asking attendees to come prepared to interview with resumes in hand!

The future of nursing is changing and NBNA will continue to be at the forefront of that change by providing our members and conference attendees the latest and best practices in nursing leadership, research, information technology, health care management, as well as educational and employment opportunities. We hope you will join us!

### SPONSORSHIP LEVELS

NBNA sponsorships are designed to increase brand recognition by engaging and networking with our annual meeting attendees. The chart below outlines the additional benefits your company will receive with each sponsorship level.

<table>
<thead>
<tr>
<th>Sponsorship Levels and Benefits</th>
<th>DIAMOND $50,000+</th>
<th>PLATINUM $49,999-$20,000</th>
<th>GOLD $19,999-$10,000</th>
<th>SILVER $9,999-$5,000</th>
<th>BRONZE $4,999-$1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on supporter signage prominently displayed in select common areas</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in public relations materials</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post conference edition of the NBNA On-line Newsletter</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in Conference up-dates on the website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Corporate identification on event tickets as appropriate</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition by the NBNA Leadership at the Opening Ceremony</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Verbal recognition at the sponsored event</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company recognition on exhibit hall entrance unit</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company logo on NBNA Conference website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in Conference Souvenir Program Book</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A VIP table for 10 at the Presidents Banquet ($1600 value)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary full page advertisement in Conference Souvenir Program Book OR Complimentary exhibit booth ($2000 value)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary full page advertisement in Conference Souvenir Program Book AND Complimentary exhibit booth ($1000 value)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary Literature/Product insertion in conference bag ($500 value)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sponsor Ribbon at your exhibit booth</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>VIP Seating at the Opening Ceremony</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>An additional two tickets to the President’s Gala ($170 value)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary conference registration for five individuals</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary conference registration for two individuals</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
## SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

### EDUCATE

**CEU or Non-CEU Breakfast Sessions**  
Present a hot trend or state-of-the-art 60-minute breakfast presentation for 125 attendees. Abstracts are reviewed and session reserved on a first-come, first-served basis. Your sponsorship includes, hot plated breakfast for attendees, standard AV package, and marketing to the attendees prior to the conference. Sponsorship fee does not include expenses for the speaker.  
*The cost: $8,000 Four (4) sessions are available.*  
**ITEM #2 BELOW**

### EVENT SPONSORSHIPS

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NBNA Board of Directors and Non-Member Local Nurses Networking Reception.</td>
<td>Wednesday, July 29, 5:00 pm - 6:00 pm, Event signage, speaking opportunity, promotional materials. Meet with NBNA Board, Members and first time attendees and potential local members, 100 guests</td>
<td>$5,000 / $1,250</td>
<td>sole sponsor shared (4)</td>
</tr>
<tr>
<td>2</td>
<td>CEU or NON-CEU Breakfast Session (60 minutes)</td>
<td>Friday, July 31 (2) and Saturday, August 1 (2), Event signage and table tents; your speaker, and promotional materials. Reach a target audience to receive specialized information on your latest product or program</td>
<td>$8,000</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Continental Breakfast before the Business Meeting</td>
<td>Thursday, July 30 and Saturday, August 1, Event signage and table tents; opportunity to welcome attendees at the buffet and foyer entrance; promotional materials dropped on tables, and logo napkins</td>
<td>$10,000</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Exhibit Hall Lunch, Thursday, July 31</td>
<td>Event signage, table tents, Logo on the lunch box</td>
<td>$47,000</td>
<td>$10,000 / 5 shared</td>
</tr>
<tr>
<td>5</td>
<td>Exhibit Hall Snack Stations Thursday and Friday</td>
<td>Event signage and prepackaged snacks served from sponsors booth</td>
<td>$2,000 each</td>
<td>8 (4 per day)</td>
</tr>
<tr>
<td>6</td>
<td>NBNA Summer Youth Leadership Institute</td>
<td>Event signage during the program, opportunity to host the children at your School of Nursing or Health Facility</td>
<td>$10,000</td>
<td>$5000 / shared, 3 max.</td>
</tr>
<tr>
<td>7</td>
<td>NBNA Under Forty Forum</td>
<td>Event signage, network with some of the brightest emerging leaders in nursing. Engage in “speed mentoring” with NBNA Under 40 attendees</td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>NBNA Innovations Theater</td>
<td>Friday, July 31: 12:30 - 1:00 pm or 2:00 - 3:00 pm, Saturday, Aug. 1: 11:00 am - 12:00 pm, An exciting venue to promote nursing innovations across the industries. Showcase your companies hottest trends and newest innovations! Event signage</td>
<td>$2,5000</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>NBNA Innovations Theater Box Lunch</td>
<td>Your name and logo will be on each box, table signage</td>
<td>$5,500</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>NBNA Innovations Theater Break Station</td>
<td>Signage at food station</td>
<td>$3,000</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td>NBNA Presidents’ Leadership Institute</td>
<td>Event signage, sponsored speaker, promotional materials</td>
<td>$10,000</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>NBNA CEU Institutes. 4 hour program</td>
<td>Event signage, 1 hour sponsored speak(s)</td>
<td>$10,000 (sole)</td>
<td>multiple</td>
</tr>
<tr>
<td>13</td>
<td>NBNA CEU Institutes. 4 hour program</td>
<td>Event signage, 1 hour sponsored speak(s)</td>
<td>$5,000 (shared)</td>
<td>multiple</td>
</tr>
<tr>
<td>14</td>
<td>Career Fair for Local Students and Non-Member Nurses</td>
<td>Friday, July 31, 11:00 am - 3:00 pm, Recruitment opportunity for local potential hires; logo and company name on bag and neck wallet</td>
<td>$500</td>
<td>Neck wallet Badge Holder</td>
</tr>
<tr>
<td>15</td>
<td>Career Fair for Local Students and Non-Member Nurses</td>
<td>Friday, July 31, 11:00 am - 3:00 pm, Recruitment opportunity for local potential hires; logo and company name on bag and neck wallet</td>
<td>$1,000</td>
<td>Tote Bag</td>
</tr>
<tr>
<td>16</td>
<td>Career Fair Innovation Theater</td>
<td>Event signage, an exciting venue to promote nursing innovations across the industries. Showcase your companies hottest trends and newest innovations</td>
<td>$2,500</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>Corporate Table for the Institute of Excellence Awards Luncheon</td>
<td>Invite your companies employees or colleagues to celebrate and honor nursing's outstanding leaders</td>
<td>$1,500 / Table for 10</td>
<td>Multiple</td>
</tr>
<tr>
<td>18</td>
<td>Corporate Table for The President's Banquet</td>
<td>Invite your companies employees or colleagues to celebrate and honor NBNA's outstanding leaders</td>
<td>$1,600 / Table for 10</td>
<td>Multiple</td>
</tr>
</tbody>
</table>
# PROMOTIONAL SPONSORSHIPS

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>Conference Bags</td>
<td>Company name and logo on 1200 NBNA bags</td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>Conference neck wallet style badge holder</td>
<td>Company Name and logo on 1200 NBNA badge holders</td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td>21</td>
<td>Conference Bag Insert, Literature/Product</td>
<td>1200 attendees will receive your product</td>
<td>$500 per item</td>
<td>multiple</td>
</tr>
<tr>
<td>22</td>
<td>Water Bottles</td>
<td>Company logo on 1200 water bottles</td>
<td>$5,000</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Cyber Cafe Thursday, Friday, Saturday and Sunday</td>
<td>Kiosk will have company name and logo, and screen saver on the computer for 4 days</td>
<td>$2,500</td>
<td>4</td>
</tr>
<tr>
<td>24</td>
<td>Directional Signage</td>
<td>Signage with your company logo and name will guide attendees throughout the conference</td>
<td>$1,000</td>
<td>One meter / one sided</td>
</tr>
<tr>
<td>25</td>
<td>Directional Signage</td>
<td>Signage with your company logo and name will guide attendees throughout the conference</td>
<td>$1,500</td>
<td>One meter / two sided</td>
</tr>
</tbody>
</table>

# ADDITIONAL UNRESTRICTED EDUCATIONAL GRANT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Plenary Sessions / Thursday, July 30 &amp; Saturday, August 1</td>
<td></td>
<td>$10,000</td>
<td>2</td>
</tr>
<tr>
<td>27</td>
<td>Presidents’ Leadership Institute</td>
<td></td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td>28</td>
<td>Institutes (4 hour intensive educational sessions)</td>
<td></td>
<td>$5,000</td>
<td>8</td>
</tr>
<tr>
<td>29</td>
<td>Workshops (2 hour intensives)</td>
<td></td>
<td>$3,500</td>
<td>4</td>
</tr>
</tbody>
</table>

# NBNA AWARDS

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>NBNA Presidential Awards: 3 Lifetime Achievement Awards and 3 Trail Blazer Awards</td>
<td></td>
<td>$400 each</td>
<td>6</td>
</tr>
<tr>
<td>31</td>
<td>NBNA Nurse of the Year Awards (9)</td>
<td></td>
<td>$2,000</td>
<td>1</td>
</tr>
</tbody>
</table>

# DR. LAURANNE SAMS SCHOLARSHIP

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>Your donation will provide tuition assistance to a deserving NBNA student member</td>
<td>A special recognition in program, may present scholarship to winner, tax deductible</td>
<td>$1,000 increments</td>
<td>Multiple</td>
</tr>
<tr>
<td>33</td>
<td>Create a scholarship in the name of your organization or in honor of a nursing icon</td>
<td>A special recognition in program, may present scholarship to winner, tax deductible</td>
<td>$5,000 minimum</td>
<td>Multiple</td>
</tr>
</tbody>
</table>

# EMAIL BLAST

Promote products, services, or an upcoming program through an e-mail advertisement. Highlight a program that you are sponsoring during the NBNA conference. NBNA will send your one-page flyer to registered attendees. You may include the link to a designated webpage. One email between June 1 and September 30, 2015.

Cost to advertise: $1,000 (10 available)
CONFERENCE SPONSORSHIP FORM

Exhibiting Company Information:  Confirmed BOOTH No.

COMPANY NAME:__________________________________________________________________________

CONTACT NAME: ____________________________ TITLE: ________________________________

ADDRESS: ____________________________________________________________

CITY: ____________________________ STATE: ____________ ZIP: ____________

PHONE: ____________________________ FAX: ____________________________

E-MAIL: ____________________________________________________________

SPONSORSHIP LEVEL:  □ DIAMOND $50,000 +  □ PLATINUM $49,999 - $20,000

□ GOLD $19,999 - $10,000  □ SILVER $9,999 - $5,000  □ BRONZE $4,999 - $1,000

SPONSORSHIP OPPORTUNITIES:

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>DESCRIPTION</th>
<th>YOUR INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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PAYMENT INFORMATION
(NBNA accepts only MasterCard and Visa Credit Cards)

PAYMENT TYPE:  □ Check (Payable to NBNA)  □ MasterCard  □ Visa  Amt. Enclosed: ____________________________

Credit Card # ___________________________________________ Exp. Date: ____________________________

Cardholder Name (please type or print): ____________________________ Security code: ____________________________

Signature _______________________________________________________________________________________

AS IT APPEARS ON THE CARD

ALLOW 10 DAYS PROCESSING TIME IF PAYING BY CHECK.

EMAIL, MAIL OR FAX COMPLETED FORM TO:
NBNA Exhibitor Coordinator • 8630 Fenton Street, Suite 330 • Silver Spring, MD 20910
Fax: 301-589-3223 • dmance@nbna.org
EXHIBITOR REGISTRATION FORM AND CONTRACT

Please PRINT or TYPE the following information: ________________________________

DATE SUBMITTED: ________________________________

ORGANIZATION: ________________________________

(NAME THAT SHOULD APPEAR IN THE PROGRAM BOOK)

PHONE: ________________________________ FAX: ________________________________

E-MAIL: ________________________________

BILLING ADDRESS: ________________________________

CITY: ________________________________ STATE: ________________________________ ZIP: ________________________________

CONTACT NAME: ________________________________ TITLE: ________________________________

BOOTH ASSIGNMENTS ARE ON A FIRST COME - FIRST PLACED BASIS!! EXHIBIT RENTAL SPACE IS $1000. DEADLINE FOR SIGNED CONTRACT AND PAYMENT IS MAY 26. EXHIBITS WILL BE DISPLAYED JULY 29 - AUG 1, 2015.

Type of Product/Service: (Use corresponding number listed inside EXHIBITOR PROSPECTUS)

Booth Space Preferences: _______ First Choice _______ Second Choice _______ Third Choice

Hotel Accommodations: ☐ Yes (please complete HOUSING FORM) Estimated No. of Rooms Needed _______ ☐ No

NBNA MEMBERS: If you wish to participate in the business meeting and vote, you must register for the entire Conference. Please complete and submit the NBNA Conference Registration Form.

BOOTH FEE ENCLOSED $___________________

EXHIBITORS CONTRACT FEE DOES NOT INCLUDE THE PRESIDENT’S BANQUET AND THE SUNDAY BRUNCH.

If you would like to order meal functions please check:

☐ Institute of Excellence Luncheon $75 per ticket X No. of tickets __________ SUB TOTAL $__________

☐ President’s Gala $85 per ticket X No. of tickets __________ SUB TOTAL $__________

☐ Sunday Brunch $50 per ticket X No. of tickets __________ SUB TOTAL $__________

☐ Additional Badges $25 per badge X No. of badges __________ SUB TOTAL $__________

TOTAL AMOUNT ENCLOSED $___________________

Payment Type: ☐ Check ☐ MasterCard ☐ Visa

Credit Card #: ________________________________ Exp. Date: ________________________________

Cardholder Name (please type or print): ________________________________ Security code: ________________________________

Signature ________________________________

Make check payable to: National Black Nurses Association, Inc.

8630 Fenton Street, Suite 330

Silver Spring, MD 20910

301.589.3200

FAX: 301.589.3223

NOTE: If you do not receive confirmation of your booth reservation within 15 days from your submission date, please contact the office immediately to confirm receipt of your contract and payment.

Submit exhibit contract and payment by May 26, 2015. Payment must be sent with registration form to secure booth space. If space rental fee is not paid according to contract schedule, it may be re-assigned to another exhibitor at the option of NBNA.

Program exhibitor index listing: In fifty words or less, describe exactly what you want to appear in the Conference Souvenir Program. Include the products or services to be exhibited. Deadline for inclusion in the program is May 26, 2015. Exhibitor index listing MUST BE Emailed in Word format to: dmance@nbna.org

OFFICIAL NBNA USE ONLY:

PAYMENTS: ________________________________

ID# ________________________________ Approved Booth # __________ Date __________ Check # __________ Amount __________
ORGANIZATION/COMPANY CONTACT INFORMATION

Please PRINT or TYPE the following information:

Organization: ___________________________________________________________________________________________________________________________

Phone: ____________________________  FAX: ____________________________

E-mail: _________________________________________________________________________________________________________________________________

Billing Address: _________________________________________________________________________________________________________________________

City: _______________________________________________________ State: _______________ Zip: __________________________________________________

Contact Name: ____________________________________________________________________Title: _________________________________________________

There will be a charge of $25 per person for more than 4 booth personnel per $1000 booth. Please provide the names of the individuals who will staff your booth. Use REGISTRATION & CONTRACT form to pay for additional booth staff.

BADGES WILL NOT BE PRINTED IF NAMES ARE NOT LEGIBLE!

PLEASE DO NOT SEND THIS FORM UNTIL YOU HAVE CONFIRMED THE NAMES OF THE PERSONS WHO WILL BE WORKING IN YOUR BOOTH.

Name: _________________________________________________________________________________________________________________________________

Company: ______________________________________________________________________________________________________________________________

City: _____________________________________________________________________________State: _________________________________________________

Name: _________________________________________________________________________________________________________________________________

Company: ______________________________________________________________________________________________________________________________

City: _____________________________________________________________________________State: _________________________________________________

Name: _________________________________________________________________________________________________________________________________

Company: ______________________________________________________________________________________________________________________________

City: _____________________________________________________________________________State: _________________________________________________

Name: _________________________________________________________________________________________________________________________________

Company: ______________________________________________________________________________________________________________________________

City: _____________________________________________________________________________State: _________________________________________________

NAME, MAIL OR FAX COMPLETED FORM TO:
NBNA Exhibitor Coordinator • 8630 Fenton Street, Suite 330 • Silver Spring, MD 20910
Fax: 301-589-3223 • dmance@nbna.org
**PROGRAM BOOK ADVERTISING OPPORTUNITIES**

43rd Annual Institute and Conference • July 29 - August 2, 2015

(PLEASE PHOTOCOPY THIS DOCUMENT FOR MULTIPLE ADS)

ADVERTISER/CLIENT NAME: ________________________________________________________________

AD AGENCY (COMPANY) NAME: ____________________________________________________________

CONTACT NAME: _______________________________________ TITLE: ____________________________

ADDRESS: ____________________________________________________________________________

CITY: __________________________ STATE: __________ ZIP: ___________________________

PHONE: ___________________ FAX: ___________________

E-MAIL: __________________________

INSERTION ORDER#: ____________________ PO#: __________________

DEADLINES:  Ad space reservations — April 15, 2015 by fax or email  Ad copy — May 26, 2015 by email only

Advertise in the NBNA Conference Souvenir Program

This book is every attendee’s invaluable companion for the duration of the annual meeting. All meeting activities are listed by and times, room numbers and convention maps. Exhibitors are listed alphabetically with booth number, product description and the floor plan. The full color, guide is distributed to all attendees when they pick up their registration materials.

BLACK & WHITE OR COLOR ADS

Email high resolution: 300 DPI files JPG or PDF

ALL ADVERTISING FEES ARE GROSS

INDICATE AD SIZE REQUEST WITH ✔ IN CHART.

<table>
<thead>
<tr>
<th>✔ DESCRIPTION</th>
<th>COST</th>
<th># AVAIL.</th>
</tr>
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<tbody>
<tr>
<td><strong>SOLD</strong> Inside Front Cover (Color)</td>
<td>$1500</td>
<td>1 ONLY</td>
</tr>
<tr>
<td>Inside Back Cover (Color)</td>
<td>$1500</td>
<td>1 ONLY</td>
</tr>
<tr>
<td><strong>SOLD</strong> Outside Back Cover (Color)</td>
<td>$1700</td>
<td>1 ONLY</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$2000</td>
<td>1 ONLY</td>
</tr>
<tr>
<td>2 Page Color Spread</td>
<td>$2500</td>
<td></td>
</tr>
<tr>
<td>Full Page Black &amp; White</td>
<td>$1000</td>
<td></td>
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<tr>
<td>Full Page Color</td>
<td>$1300</td>
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<tr>
<td>1/2 Page Ad Black &amp; White</td>
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<tr>
<td>1/2 Page Color</td>
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<tr>
<td>1/4 Page Black &amp; White</td>
<td>$325</td>
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<tr>
<td>1/4 Page Color</td>
<td>$475</td>
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</table>

BLACK & WHITE OR COLOR ADS

Email high resolution: 300 DPI files JPG or PDF

ALL ADVERTISING FEES ARE GROSS

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<tr>
<td>1/4 Page Color</td>
<td>$475</td>
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</tbody>
</table>

PAYMENT DUE BY MAY 1, 2015 • PREPAYMENT IS REQUIRED

—NBNA accepts only MasterCard and Visa Credit Cards—

Contact Name: __________________________________________________________

Contact E-Mail: _________________________________________________________

**PAYMENT TYPE:**  ☐ Check (Payable to NBNA)  ☐ MasterCard  ☐ Visa  Amt. Enclosed: ___________

Credit Card #: ___________________________________________________________ Exp. Date: ___________

Cardholder Name (please type or print): ____________________________________ Security code: _________

Signature ________________________________________________________________________________________

AS IT APPEARS ON THE CARD

ALLOW 10 DAYS PROCESSING TIME IF PAYING BY CHECK.

**FAX OR EMAIL:**

Fax: 301-589-3223 / Email: dmance@nbna.org

To mail this application and all advertising materials forward to Dianne Mance,

NBNA, 8630 Fenton Street, Suite 330, Silver Spring, MD 20910, Phone: 301.589.3200
2015 PASSPORT ADVERTISEMENT

The deadline to sign up for the PASSPORT sponsorship is MAY 15! We will not be able to provide extensions past the deadline.

COMPANY NAME: __________________________________________________________________________________________________________________________

CONTACT NAME: __________________________________________________________

TITLE : _______________________________________________________

ADDRESS : _______________________________________________________________________________________________________________________________

CITY:  __________________________________________________________

STATE:  ________________

ZIP : _________________________________________

PHONE:  __________________________________________________________

FAX : _______________________________________________________________

EMAIL: ________________________________________________________________________________________________________________________________

PAYMENT TYPE:  

☐ Check (Payable to NBNA)  ☐ MasterCard  ☐ Visa  Amt. Enclosed: _______________

Credit Card #: __________________________________________________________

Exp. Date: _______________

Cardholder Name (please type or print): _____________________________________________________

Security code: _______________

Signature  _______________________________________________________________________________________________________________

AS IT APPEARS ON THE CARD

RETURN TO: DIANNE MANCE  phone 301-589-3200 • fax 301-589-3223 • email: dmance@nbna.org

National Black Nurses Association • 8630 Fenton Street, Suite 330 • Silver Spring, MD 20910

ATTENDEES PARTICIPATION

All registered attendees will receive a PASSPORT and a PASSPORT RAFFLE TICKET when they receive their registration materials. Instructions on how to use the passport and qualify for the PASSPORT RAFFLE will be outlined on page one of the passport and in the conference souvenir program book. A final listing of the prizes will be included on the instruction page in the conference program book and posted at the “Custom Agent’s” station.

The attendee must get a minimum of 45 stamps to qualify to enter the PASSPORT RAFFLE and win popular electronic devices. The Customs Agent will inspect the passports to verify that all of the 45 squares have been stamped. The passport will be stamped “COMPLETE” by the Customs Agent. The attendee will deposit the PASSPORT RAFFLE TICKET in the drum.

EXHIBITORS PARTICIPATION

Upon receipt of your conference materials, a booth representative should stop at the Customs Passport desk to receive several self inking stamps. Stamps will be distributed based on the number of staffers in the booth. Please stamp attendee passport one time.

PASSPORT ADVERTISING OPPORTUNITY

Joining in the fun is so easy! An online statement, logo, or short paragraph designed to entice the conference attendees to visit your booth are offered to you at reasonable prices. You may want to include in your ad an opportunity to stop by your booth to register for a gift, gift certificate, or recharge their cell phones while they visit with you. 1000 attendees will have passports in their hands while in the exhibit hall. All ads are in full color.

<table>
<thead>
<tr>
<th>✔</th>
<th>DESCRIPTION</th>
<th>COST</th>
<th># AVAILABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>Front Cover 4.625h x 3w”</td>
<td>$3,000</td>
<td>Your company name, logo and URL</td>
</tr>
<tr>
<td>✔</td>
<td>Back Cover 4.625h x 3w”</td>
<td>$3,000</td>
<td>Your company name, logo, booth #, URL, a brief message</td>
</tr>
<tr>
<td>✔</td>
<td>Full Page 4.625h x 3w”</td>
<td>$300</td>
<td>Your company name, logo, booth #, URL, a brief message</td>
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<tr>
<td>✔</td>
<td>Half Page 2.25h x 3w”</td>
<td>$175</td>
<td>Your company name, logo, booth #, URL, a brief message</td>
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<tr>
<td>✔</td>
<td>Page Banner .75h x 3w”</td>
<td>$150</td>
<td>Your company name, logo, booth #, URL, a brief message</td>
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</tbody>
</table>
Register today for our newest addition to the NBNA exhibit area NBNA Nursing Innovations Theater, an exciting venue to promote nursing innovations across health industries. Showcase your company or organization’s hottest trends or newest innovations! If you are in the business of education, medical simulation, health information technology, wound care, infusion therapy, patient transport and many others, the NBNA Nursing Innovations Theater is for you!

Theater Dates and Times (Time slots subject to availability)

**FRIDAY, JULY 31 / 12:00 PM - 3:00 PM**
Peach Tree Theater seating capacity 125

**SATURDAY, AUGUST 1 / 11:00 AM - 12:00 PM**
Peach Tree Theater seating capacity 125

**SPONSOR BENEFITS**

• Seating for 125 attendees, 8 x 12 stage, seating for 2 presenters on stage, corporate signage, stage décor
• Audio visual equipment will include: screen, LCD projector, podium microphone
• Pre-conference promotion by NBNA on website and Facebook
• Pre-conference registration for attendees
• Marquis Listing in Program Book

NBNA will provide a drawing for one complimentary conference registration for the 2016 Conference for each of the theater presentations. Sponsors are free to provide an approved incentive to attendees.

Your choices are:

- Book for one hour @ $2,500 per hour
- Book multiple hours @ $2,500 per hour
- Provide CEUs for those attending your show. (You must complete the Call for Abstracts form.)

**TYPE OF PRODUCT OR SERVICE**

Presentation: ________________________________
Lecture/discussion: ________________________________
Video: ________________________________
Demonstration: ________________________________
Other: ________________________________

☐ CEU Presentation ☐ Non CEU Presentation

Please describe: ________________________________

**PAYMENT INFORMATION (NBNA accepts only MasterCard and Visa Credit Cards)**

NAME: __________________________________________ COMPANY: __________________________
ADDRESS: __________________________________________ CITY: __________________________ STATE: _________ ZIP: __________
PHONE: __________________________ FAX: __________________________ E-MAIL: __________________________

**PAYMENT TYPE:** ☐ Check (Payable to NBNA) ☐ MasterCard ☐ Visa

Amt. Enclosed: __________________________

Credit Card #: __________________________ Exp. Date: __________________________

Cardholder Name (please type or print): __________________________ Security code: __________________________

Signature __________________________________________

AS IT APPEARS ON THE CARD

RETURN TO: DIANNE MANCE phone 301-589-3200 • fax 301-589-3223 • email: dmance@nbna.org
National Black Nurses Association • 8630 Fenton Street, Suite 330 • Silver Spring, MD 20910
ANCILLARY EVENT SPACE APPLICATION

43rd Annual Institute and Conference • July 29 — August 2, 2015

ANCILLARY EVENTS INCLUDE:
Non-CEU Programs, Advisory Board meetings, Focus Groups/Market Research Meetings and Corporate Staff Meetings. All ancillary events must receive NBNA authorization whether they are requesting meeting space or holding an event off premises. No space will be guaranteed until confirmed in writing by NBNA. Notification of approval of your event will be forwarded to the Atlanta Marriott Marquis Conference Services Manager for the 2015 NBNA Conference.

BLACKOUT TIMES:
Organizations may not hold programs during these events.
CEU Sessions, Exhibit Hall Hours, NBNA Business Meetings, NBNA Opening Ceremony, NBNA President’s Banquet and NBNA Closing Brunch. (See attached Schedule of Events.) Please contact us if you have questions.

Company/Agency Requesting Meeting Space: ____________________________________________________________

My Company/Agency is a confirmed exhibitor: ◯ YES ◯ NO

Key Contact Person: ___________________________________________ Title: ___________________________________________

Address: ____________________________________________________________________________________________________

City: ___________________________________________ State: ___________ Zip: ___________________________________________ 

Phone: ___________________________________________ FAX: ______________________________________________________

E-mail: ____________________________________________________________________________________________________

Function Type: ________________________________________ Topic/Title of Non-CEU Program: ____________________________________________________________

Number of people: _________ ◯ Meeting Room ◯ Off-site

ANCILLARY EVENT RATES: (Fee includes: Insert for conference bag, all inserts must be approved in advance by May 1, 2015.)
This fee does not include: Audio visual equipment, distribution of promotional materials by mailing list.

Confirmed Exhibitor: $1,500 Non-Exhibitor: $2,500

Payment Type: ◯ Check ◯ MasterCard ◯ Visa

Credit Card #: ___________________________________________ Exp. Date: ________________________

Cardholder Name (please type or print): ___________________________________________ Security code: ________________________

Signature _______________________________________________________________________________________________________

Approved by: ___________________________________________ Date: ______________________________________

Dianne Mance

MAIL OR FAX COMPLETED FORM TO:
Dianne Mance • 8630 Fenton Street, Suite 330 • Silver Spring, MD 20910
Email: dmance@nbna.org • Phone: 301-589-3200 • Fax: 301-589-3223
### NBNA RULES OF ENGAGEMENT AT THE NBNA INSTITUTE AND CONFERENCE

1. Sessions start on time.
2. You can get a CEU certificate upon completion of the class in its entirety and by submitting an evaluation form. The evaluation form is provided to you at the BEGINNING of the class.
3. If you arrive more than 15 minutes after the start of the sessions, you will NOT receive a CEU certificate.
4. If you arrive more than 15 minutes after the start of the sessions, you CAN receive a CERTIFICATE OF ATTENDANCE.
5. You must stay in the room during the entire session in order to receive your CEU or CERTIFICATE OF ATTENDANCE.
6. You cannot switch sessions.
7. You cannot receive a certificate for less than the hours scheduled.
8. If you do not get the CEU certificate on the day of the session, you will not get a certificate. You cannot come the next day to pick up your certificate. You must stay the entire time to get a CEUs.
9. The NBNA National Office staff does not have CEU evaluation forms or CEU certificates. You must get those from the Cedars Sinai Department of Nursing staff who are on site at the NBNA Conference.
10. There are no CEUs for Opening Ceremony.
11. Treat NBNA staff, paid support staff, volunteers, sponsors, exhibitors and hotel staff with respect.
12. Bring your business card and resume to share with sponsors, exhibitors and speakers.
13. The attire is business.
14. Do not place your CEU certificate in your conference book or bag.
15. If you are an exhibitor and also a member of NBNA, you must pay the conference registration fee if you which to attend the NBNA Business Meeting.
16. If you are a speaker and also a member of NBNA, you must pay the speaker registration fee if you which to attend the NBNA Business Meeting.
Modernize Your Booth Marketing

**iLeads Cloud-Based Lead Retrieval**

**What is the iLeads App?**

The award winning iLeads is the first and most widely used exhibitor lead management app. Capture leads by typing Badge ID # or scan the Barcode when available.

**Supported devices:**

- iPod touch®, iPhone®, iPad®
  *(Minimum Operating System required is 7.0)*
- Android™ Smartphone, tablet or Android based Kindle
  *(Minimum Operating System required is 4.0.3)*

**Marketing Extras, included, no extra charge**

- **Attendee Notification**
  Bartizan e-mails each attendee with an interactive list of the booths they visited.
  
  *Lets attendees follow up on you.*

- **Lead Management Software**
  Using LeadsLightning, track the attendees who stopped by your booth. View, sort, print and download leads.
  
  *Identify best leads by filtering and prioritizing.*
  
  *Access anywhere, anytime up to 12 months after the show.*

- **Exhibitor Education**
  Free Exhibitor Marketing Toolkit, guidelines, e-mail templates, check lists and more.
Mobile Lead Management Packages

All Lead App Packages Include:

- iLeads App Data Licenses for Your Booth
- Exhibitor Education: Free Exhibitor Marketing Toolkit, guidelines, e-mail templates, check lists and more.
- Attendee Notification: E-mail with the list of booth visited.

## Lead Retrieval Options

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<tr>
<th>QTY</th>
<th>ORDER BY 6/26/2015</th>
<th>ORDER AFTER 6/26/2015</th>
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<td>1</td>
<td>$199.00</td>
<td>$209.00</td>
<td>$219.00</td>
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<td>3</td>
<td>$339.00</td>
<td>$349.00</td>
<td>$359.00</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>$399.00</td>
<td>$409.00</td>
<td>$419.00</td>
<td></td>
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<tr>
<td>5</td>
<td>$449.00</td>
<td>$459.00</td>
<td>$469.00</td>
<td></td>
</tr>
<tr>
<td>Additional Licenses available after 5th license for $50.00 per license</td>
<td>$50.00</td>
<td>$50.00</td>
<td>$50.00</td>
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</table>

### iPod touch® Rental
Includes iLeads lead retrieval app pre-loaded.

<table>
<thead>
<tr>
<th>QTY</th>
<th>ORDER BY 3G Service</th>
<th>ORDER AFTER 3G Service</th>
<th>3G Service Fee $80.00</th>
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<tbody>
<tr>
<td></td>
<td>$295.00</td>
<td>$315.00</td>
<td>N/A</td>
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### iPad® Rental
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<table>
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<tr>
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<th>ORDER AFTER 3G Service</th>
<th>3G Service Fee $80.00</th>
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<tbody>
<tr>
<td></td>
<td>$395.00</td>
<td>$415.00</td>
<td>N/A</td>
</tr>
</tbody>
</table>

3G Service is available for an additional $80.00

Company Name ________________________________  GRAND TOTAL ________________________________

Please Note: Upon placing this order you agree to the full Terms & Conditions on the attached document. All attendees will receive an email a few days after the show containing a list of booths that they visited, extending your reach after the show. To make the most of this free listing please log on to: [leadslightning.com/leadslightning/NBNA2015](http://leadslightning.com/leadslightning/NBNA2015) to provide your info. Without your complete company contact information, the list sent to attendees will contain only your name and booth number.
**TERMS AND CONDITIONS**

1. Cancellations made 7 or more days prior to the event are subject to a $50.00 cancellation fee. Cancellations made less than 7 days prior to the event will result in forfeiture of the entire rental fee.

2. Limitation of Liability: Bartizan bears no responsibility for any consequential damages suffered by the exhibitor. Its liability is limited to the cost of the goods and services it provides. Bartizan is not responsible for events beyond its control such as power failures, erratic electrical power, exhibitor’s failure to comply with instructions or force majeure.

3. It is the Exhibitor’s responsibility to ensure that the device they use at the show meets the minimum requirements to run the iLeads app. Exhibitor is responsible for returning the rental device to Bartizan Connects within 4 business days using the FedEx label provided.

4. Replacement cost for lost equipment: iPod Touch®: $300.00. iPad®: $650.00

**PAYMENT**

<table>
<thead>
<tr>
<th>Cardholder Name</th>
<th>Authorized Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Card holder &amp; signature represents above company and authorizes this credit card to be used as payment for this contract)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Card Number</th>
<th>Expiration Date</th>
<th>Security Code</th>
</tr>
</thead>
</table>

Order Online: [http://shop.bartizan.com/NBNA.html](http://shop.bartizan.com/NBNA.html)