NBNA ANNUAL INSTITUTE & CONFERENCE
JULY 28-AUGUST 2, 2020
The Diplomat Beach Resort
Hollywood, Florida
Welcome... to the 48th Annual Institute and Conference of the National Black Nurses Association, Inc.!

Nursing Resilience: Disruptions in Practice, Research, Education, Policy and Entrepreneurship

The frontline nurse champions show resilience through novel approaches to the nursing practice. “Disruptions” or innovations demonstrate new concepts to deliver safe, high quality, patient centered care while at the same time promoting nursing in a variety of areas, practice, research, education, policy and entrepreneurship. The “disruptions” may offer better patient outcomes, lower costs to the health care system and offer the agility that nurses need to practice at their scope of practice and the top of their game.

Conference Objectives:

• Discuss disruptive trends in health care delivery and financing.
• Examine emerging opportunities for transforming the future of nursing through innovative nursing/interdisciplinary practice, education, research and policy advocacy.
• Identify new models of care to reduce inequities in health care and health outcomes for minority and underserved communities.

TABLE OF CONTENTS

Welcome Letter ........................................................................................................................................3
Conference Overview ...........................................................................................................................4
Hotel Information ...............................................................................................................................5 - 6
Exhibitor Information ..........................................................................................................................7 - 9
Career Fair Information .......................................................................................................................10
Hotel Floorplan ..................................................................................................................................11
Sponsorship Levels & Benefits ..................................................................................................13
Event Opportunities At-A-Glance ......................................................................................14-16
Sponsorship Form ............................................................................................................................17
Registration and Contract Form ...............................................................................................18
Badge Request Form ....................................................................................................................19
Program Book Advertising ..............................................................................................................20
Nursing Innovations Theater .......................................................................................................21
Conference At-A-Glance ...........................................................................................................22 - 24
Important Information ..................................................................................................................25
Welcome... to the 48th Annual Institute and Conference of the National Black Nurses Association, Inc.!

Nursing Resilience: Disruptions in Practice, Research, Education, Policy and Entrepreneurship

Dear NBNA Members and Attendees,

We are beyond excited as we commence planning our 48th Annual Institute and Conference Tuesday, July 28 to Sunday, August 2, 2020 at The Diplomat Beach Resort in Hollywood, Florida. The National Office, Board and hotel staff are working to ensure we have a fabulous, engaging and comfortable learning environment.

Our Conference Committee and staff goals are to offer you the very best in continuing education, career development, leadership enhancement and networking every day. We guarantee you will have a memorable 2020 conference experience. Please thoroughly review the registration materials as there are several changes and new additions to the conference schedule. For example, we are adding poster sections this year.

If you enjoyed the 2019 conference in New Orleans (or missed it), you don’t want to miss this conference. We invite you to bring a friend and join us for this productive and successful conference. Hollywood, Florida, all of our Florida members and we are waiting for you!

Dr. Martha A. Dawson, DNP, RN, FACHE, President

and NBNA Board of Directors
REASONS FOR INVESTING IN NBNA
■ Generate leads and build relationships with nurse attendees
■ Conduct quality conversations with nurse clinicians, researchers, educators, administrators and key leaders that positively impact the way they work
■ Create brand and product portfolio awareness
■ Participate in educational content
■ Gain exposure to the latest nursing innovations
■ Opportunity to see what competitors are doing and identify new trends and hot button topics
■ More than 800 nurses attended the 2019 NBNA Conference in New Orleans

WHO SHOULD EXHIBIT AT THE CONFERENCE:
Any company or organization looking to target the nurse marketplace through product demonstrations, building brand image, develop new contacts and recruit from the brightest and the most highly credentialed pool of nurses in the country.

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)

HOW TO REGISTER: There are two ways to pay and register for booths. You will receive confirmation by email.
1. Mail your registration form and check payment to the NBNA office.
2. Email your registration materials and purchase order directly to NBNA. Be sure to retain a copy for your records before submitting the documents. Send to: dmance@nbna.org

To register for sponsorship or advertising, please use the enclosed forms.

ABOUT NBNA: The National Black Nurses Association represents approximately 250,000 African American nurses from the USA, Canada, Eastern Caribbean and Africa, with 117 chartered chapters nationwide.

OUR MISSION: To serve as the voice for black nurses and diverse populations ensuring equal access to professional development, promoting educational opportunities and improving health.

NBNA QUICK FACTS

ATTENDEES ARE WELL EDUCATED:
64% are Masters prepared or higher
28% BSN only
20% APRN/FNP/DNP
4% RN or Associates

AND HIGHLY EXPERIENCED:
47% Nurse Clinicians
28% Nurse Educators
23% Nurse Administrators
THE DIPLOMAT BEACH RESORT
3555 South Ocean Drive
Hollywood, FL 33019
Individual Call in Reservations dial direct:
1-855-689-2911
diplomatresort.com

Take a Virtual Tour of The Diplomat
CLICK HERE

The Diplomat Beach Resort is a South Florida icon!

Voted one of the top 10 resorts in Florida by Condé Nast Traveler Choice Awards 2018, The Diplomat Beach Resort is ideally situated between Miami and Fort Lauderdale along Hollywood’s Gold Coast.

In your free time, you can soak up the breezy South Florida lifestyle at our playground by the sea. The oceanfront resort features two beachside pools, Kids’ Club, Dip & Slide Waterpark, and a private beach with an array of water sports options such as jet skiing, kayaking, and paddle boarding.

Unwind after a day of stimulating educational sessions at the Diplomat Spa, with soothing treatments and healing therapies. Yoga enthusiasts will enjoy a magical sunrise practice on the sand.

Take your pick from 8 culinary concepts; be sure to visit Candy and Cones!

The hotel features sun filled meeting space, sleeping rooms and suites with stunning views of the Atlantic Ocean or Intracoastal Waterway and thoughtful touches like vintage-inspired art, luxurious amenities, and plush bedding. Enjoy complimentary in room internet, and expresso machine and mini refrigerator.

For your convenience, there is a full-service FedEx business center which is open from 7:00 am – 7:00 pm on week, Saturday from 8:00 am – 4:00 pm and Sunday from 10:00 am – 4:00 pm. Discounted Self-parking is available onsite.

For Your Family’s Comfort and Convenience

• Babysitting Service
• Children’s Menu
• Cribs & High Chairs
• Ocean Ambassadors Kids’ Club for ages 4-12. Call 954-602-8400 for more information

AMENITIES

All sleeping rooms have a coffee maker and a mini refrigerator. The hotel has two 2 outdoor swimming pools or enjoy other recreational amenities including indoor tennis courts and a health club. Additional amenities at this hotel include in room wireless internet, concierge services, and gift shops/newsstands.

DINING

Grab a bite to eat at one of the hotel’s four restaurants and two coffee shops/cafés, or stay in and take advantage of room service. Relax with a refreshing drink at one of the two bars/lounges.

PLEASE BOOK YOUR RESERVATIONS EARLY!
The deadline for making reservations at The Diplomat Beach Resort is July 6, 5:00 pm, Eastern Time, after this 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.

**CALL-IN RESERVATIONS**

The Diplomat individual call-in reservations line: 1-855-689-2911. When calling in, the guest should refer to the National Black Nurses Association Conference.

**ONLINE RESERVATIONS**

To explore the hotel and reserve your room at The Diplomat Beach Resort ➜ CLICK HERE

**ROOM RATES:**

KING OR 2 QUEEN BEDS: Single or Double Occupancy rate is $220 plus 15% tax. Triple Occupancy Rate: $245 plus 15%, Quad Occupancy rate: $270 plus 15%.

For information on the government rate, please email: dmance@nbna.org.

**CHECK IN: 4:00 PM / CHECK OUT: 11:00 AM**

Guest Services Department can arrange to check baggage for those arriving early and rooms are not available or and for guests attending functions on departure day.

**EARLY DEPARTURE FEES:** To avoid a fee of $100 for shortening your reservation if you do not notify the hotel in advance of your arrival or at check-in.

**LATE CHECK OUT:** Please check with the front desk for availability, hours and fees.

**ROOM GUARANTEE:** Attendees should be prepared with a credit card to which the first night’s room and tax will be charged at the time the reservation is made. All guaranteed reservations will be held until 11:59 pm on the day of the confirmed arrival date. We strongly suggest that you do NOT use a debit card to guarantee your room or incidentals at check-in.

**CANCELLATIONS:** Refunds will be issued at the time of cancellation of individual attendee’s reservations only if canceled at least seventy-two (72) hours in advance of the confirmed arrival date. If you cancel your reservation after the deadline, your credit card will be charged for one night’s stay. When you cancel, please note the canceled reservation number.

**GROUND TRANSPORTATION:**

The official ground transportation for the Ft. Lauderdale/Hollywood Airport is provided by GO AIRPORT SHUTTLE & EXECUTIVE CAR.

**Booking Requirements:**

1.) You must book transportation online at least 24 hours prior to your flight arrival time.
2.) Shared Ride: $13.80 one way round trip $27.60
Private Van for 10 passengers: $72.45 one-way
Private Car: $51.98 ➜ CLICK HERE

**HOTEL DIPLOMAT PARKING RATES:** Self-parking with unlimited in/out privileges for overnight hotel guests: $35 per day. Discounted Daily Self-Parking Rate for up to eight hours for local exhibitors, attendees and speakers, $20 per car.

**Scooters:** Scoot-a-Round Rentals. Please do not delay making your reservation! To reserve a scooter: ➜ CLICK HERE

**REGISTRATION: CONVENTION CENTER, THIRD FLOOR**

Registration for all attendees will begin on Tuesday, July 28 from 3 pm to 7 pm. Attendees who registered in advance may check in at the registration desk and pick up all meeting materials, including badges, and conference program book. On-site registration and individual ticket purchases will end at 2 pm on Thursday, July 30.

**NOTE:** “GUESTS” are defined as Non-Nurses. A RN/LPN/LVN cannot register as a guest. Guest registration includes sessions open to the public, conference institutes and workshops, refreshment breaks, exhibits, special activities, scheduled receptions, President’s Gala, and Sunday Brunch. Guests are considered FULL conference attendees. Ticket purchases are available to all interested parties and are restricted to the event indicated.
**NBNA PAYMENT & CANCELLATION POLICY**

Payment by CHECK must be received in the NBNA office by **Friday, June 12**. After this date, payment may be made by money order or credit card (MasterCard or VISA) ONLY. Should it become necessary for you to cancel your registration, WRITTEN notification must be received (not postmarked) by **Friday, June 12**. Refunds will be made 90 days following the conclusion of the NBNA Conference. A $50 administrative fee will be deducted from the total amount refunded.

Register online by CREDIT CARD (MasterCard or VISA ONLY) at www.nbna.org until **Wednesday, July 15**.

**ATTENDEE TIPS / WHAT TO WEAR**

Dress for Success! Business attire is suggested when attending educational sessions, the business meeting and opening ceremony. Bring a sweater or wrap, meeting rooms can be chilly, although Hollywood, FL will be hot and humid, the hotel and meeting rooms will be air conditioned. Wear comfortable shoes. We all love the glam shoes, but they are just not comfortable for visiting the exhibit hall and moving about the hotel. Bring snacks! It is always wise to bring a few power bars, nuts or dried fruit to keep your energy level high.

Show solidarity with women and heart health by wearing a red item of clothing or a red accessory on **Friday, July 31**. The Second Annual Bow Tie Institute will be held on **Saturday, August 1**. Please wear something blue in recognition of Men’s Health Awareness and your best bow tie!

**TICKETING FOR PRE-CONFERENCE AND ONSITE REGISTRATION**

- All members, guest, VIPs, honorees, awardees, exhibitors, speakers, sponsors, spouses and children MUST have a ticket with a table assignment number to attend the Gala.
- CHAPTER TABLES will be designated based on the number of registered members and registered guests that have purchase tickets to the Gala by **Monday, July 13**.
- To guarantee seating with your chapter, individual ticket purchases to the President’s Gala MUST be made by **Monday, July 13**. Sunday Brunch tickets can also be purchased by **Monday, July 13**. Tickets for these events can be purchased ON-SITE in the Registration Office starting **Tuesday, July 28**.
- If you have pre-registered for the Conference your REGISTRATION PACKET will include the GALA and Brunch Tickets.
- Ticket sales will end at **2 pm on Thursday, July 30**.
- For your convenience, a floor plan of the banquet seating will be on view prior to the day of the Gala. On the night of the Banquet, hostesses will have a list of each attendee's table assignment.

**PRESIDENT’S GALA & BRUNCH SEATING PROCEDURES**

- All members, guests, VIPs, honorees, awardees, exhibitors, speakers, sponsors, spouses and children MUST have a Gala or Brunch Ticket.
- Reserved seating for Lifetime Members only; open seating for all other attendees at the Sunday Brunch.
- Tickets will be collected at the door.
THE DIPLOMAT BEACH RESORT
3555 South Ocean Drive
Hollywood, FL 33019
1-855-689-2911
diplomatresort.com

EXHIBIT SCHEDULE
EXHIBIT HOURS MAY CHANGE WITHOUT PRIOR NOTICE

TUESDAY, JULY 28
3:00 pm - 7:00 pm Registration

WEDNESDAY, JULY 29
2:00 pm - 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
10:00 am - 5:00 pm Local Career Fair & Exhibits
Open for NBNA Members & Local Nurses

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

TOTAL EXHIBIT HOURS: 10

BOOTH RESERVATIONS DEADLINE:
May 24, 2020

Booth Cost: $1,500 — 8’ x 10’
(US dollars) $3,000 — 8’ x 20’
$3,000 — 10’ x 16’

EXHIBITOR SERVICES
The following will be provided to each exhibitor:
• 8’ x 10’ exhibit booth
• One 6-foot table and two chairs
• A double booth would receive two- 6ft tables and 4 chairs
• 8’ high back drape and 3’ high side rail drape in show colors
• A standard identification sign showing exhibitor’s name and booth number
• Carpet Exhibit Hall
• Access to Exhibitors Lounge 1 hour before the exhibit hall opens, refreshments will be available throughout the day
• Daily cleaning of aisles in exhibit area
• Exhibit description in the conference souvenir program (submitted by May 24)
• Security Guard service (24-hours)

EXHIBITOR BENEFITS
• Admission to the Opening Ceremony and educational sessions for booth personnel (does not include NBNA Business Meeting, Leadership Institute, President’s Gala or Sunday Brunch)
• Listing in the May NBNA Newsletter (Deadline, April 10, 2020)
• Advertising opportunity in the official souvenir program (See rate sheet page 20)
• Access to conference attendees by email blast (see page 14)

OFFICIAL DECORATING Company:
GES Global Exposition Services: You will receive the Exhibitors Show Kit by email directly from GES beginning in January 2020.

EXHIBITOR SERVICE KIT
Will contain rates for all labor, services, electrical connections, internet access, furniture, and miscellaneous equipment. The kit will be emailed upon receipt of signed contract and payment. We strongly encourage you to ship through the official decorator. If you are unable to, please read information below for instructions when shipping directly to the hotel.

PLEASE NOTE
All requested information must be provided in order to ensure that you receive confirmation for your exhibit space, receipts and event updates. GES is the official show decorator, please contact them regarding your shipping questions. The hotel will charge for shipping and receiving and delivery of all Exhibitor materials to the show floor.
SHIPLMENTS TO SHOW SITE
GES will receive and unload shipments at show site only during scheduled exhibitor move-in times. Do not ship to show site at any other times, as the facility has no provisions to accept advance shipments. Click the link below for shipping instructions.

EXCLUSIVE EXHIBIT HOURS
Dedicated exhibit hours allow participants ample opportunity to meet with you to learn about your products and services.

SECURITY AND LIABILITY
*Security will be on duty at all times.*

EXHIBITOR hereby assumes entire responsibility and hereby agrees to indemnify and hold harmless the NATIONAL BLACK NURSES ASSOCIATION and The Diplomat Beach Lessee LLC dba The Diplomat Beach Resort and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises. Additional Insured THI VI Diplomat Hotel Lessee LLC, THI VI Diplomat Holding LLC, Hilton Worldwide Inc. and its owners, subsidiaries and affiliates (including their respective directors, officers and employees) now or Hereafter existing and The Diplomat Beach Resort.

In order to protect NATIONAL BLACK NURSES ASSOCIATION and The Diplomat Beach Resort and 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 Hilton New Orleans Riverside shall be included in such policies as additional named insured’s. 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. Certificate Holder Diplomat Hotel Lessee LLC dba The Diplomat Beach Resort Attn: Shawn Paynemiller 3555 S. Ocean Drive Hollywood, FL 33019

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.

PAYMENT
THERE ARE THREE WAYS TO REGISTER AND PAY
1. MAIL registration form and check payment to the NBNA office.
2. EMAIL your registration materials and purchase orders directly to NBNA. Be sure to retain a copy for your records.
3. To complete digital contract via Jotform:

CANCELLATION
All exhibitors canceling space will be charged a $250 processing fee. All requests for refunds must be made in writing and received by the NBNA National Office before June 16. Refunds will be issued 90 days after the conclusion of the conference. No refunds will be granted after June 16. There is no refund for individual banquet or brunch tickets after JUNE 30.
JUMP STARTING YOUR FUTURE IN NURSING

The National Black Nurses Association’s 10th Annual Career and Educational Fair: Friday, July 31, 2020

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 to make way for the 10th Annual NBNA Career and Educational Fair which will be marketed to nurses in the Broward, Ft. Lauderdale, Dade, and Miami Counties 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. Attendees are asked 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!
This Could be Your Company’s Event!

The Future of Nursing NBNA is Feeding the Pipeline!

First Annual Men’s Health Bow Tie Breakfast
SPONSORSHIP LEVELS AND BENEFITS

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 ($1500 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 ($2500 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 ($250 value)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary conference registration for five individuals (early bird non-member value at $625 per registration)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary conference registration for two individuals (early bird non-member value at $625 per registration)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
EVENT SPONSORSHIP OPPORTUNITIES

EDUCATE: CEU or Non-CEU Breakfast Sessions
Get the word out about a hot trend or your latest innovation across the health care industries. This 60-minute breakfast presentation will be attended by 130 nurses eager to hear what your company is doing to improve patient care. Your sponsorship includes a hot plated breakfast for 130 people, the standard AV package which includes a screen, power point projector, sound, and a laptop computer. If you require additional AV, our provider will work directly with you to make those arrangements. Your event will be promoted in all the pre-conference communications that will go out to the attendees. Session signage is also provided. The sponsorship does not include expenses for your speaker.

Cost: $12,000 Six (6) sessions are available. ITEM #2

Nursing Innovation Theater CEU- or Non-CEU Presentation
Get the word out about a hot trend or your latest innovation across the health care industries. This 60-minute presentation will be attended by 130 nurses eager to hear what your company is doing to improve patient care. Your sponsorship includes the standard AV package which includes a screen, power point projector, sound, and a laptop computer. If you require additional AV, our provider will work directly with you to make those arrangements. Your event will be promoted in all the pre-conference communications that will go out to the attendees. Session signage is also provided. The sponsorship does not include expenses for your speaker.

Cost: $3,500 FIVE (5) theater times are available. ITEM #7

NBNA Nursing Innovation Lunch and Learn CEU- or Non-CEU Presentation
Get the word out about a hot trend or your latest innovation across the health care industries. This 60-minute presentation and a box lunch for the 130 nurses eager to hear what your company is doing to improve patient care. Your sponsorship includes the standard AV Package which includes a screen, power point projector, sound, and a laptop computer. If you require additional AV, our provider will work directly with you to make those arrangements. Your event will be promoted in all the pre-conference communications that will go out to the attendees. Session signage is also provided. The sponsorship does not include expenses for your speaker.

Cost: $15,000 Four (4) theater sessions are available. ITEM #8

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.

Cost to advertise: $1,000

To confirm your advertisement, please use the Conference Program Book Advertising Insertion Form on page 20. Please send the ads as follows: file type (jpeg or png) at 800 pixels wide by any length.

All logos for printing must be an EPS, Adobe Illustrator or high quality PDF format.
## EVENT SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

<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 Meet &amp; Greet, Tuesday, July 28, 5:00 pm - 6:00 pm</td>
<td>Event signage, speaking opportunity, promotional materials. Meet with NBNA Board, Members and first time attendees and potential local members, 100 guests</td>
<td>$6,000 / $2,000</td>
<td>sole sponsor shared (3)</td>
</tr>
<tr>
<td>2</td>
<td>CEU or NON-CEU Breakfast Session (60 minutes) Thursday, July 30, (2); Friday, July 31 (2); and Saturday, August 2 (2). Reach a target audience to receive specialized information on your latest product or program.</td>
<td>Event signage. Includes one complimentary E-Blast between June 1 and Sept. 30 and inclusion of 1 piece of literature (printed by you) or product in the conference bag</td>
<td>$12,000</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Continental Breakfast before the Business Meeting Thursday, July 30</td>
<td>Welcome attendees at the buffet and foyer entrance; promotional materials dropped on tables, &amp; logo napkins</td>
<td>$15,000</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Exhibit Hall Lunch, Thursday, July 29</td>
<td>Event signage, table tents, Logo on the lunch box</td>
<td>$70,000</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>NBNA Summer Youth Leadership Institute Friday, July 31</td>
<td>Event signage during the program, opportunity to host the children at your School of Nursing or Health Facility</td>
<td>$10,000 / $5,000</td>
<td>sole sponsor shared: 3 max.</td>
</tr>
<tr>
<td>6</td>
<td>NBNA Under Forty Forum Friday, July 31</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>$8,000</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>NBNA Innovations Theater Thursday, July 30: 12:30 - 1:30 pm &amp; 2:00 - 3:00 pm Friday, July 31: 11:00 am - 12:00 pm &amp; 2:00 - 3:00 pm Saturday, August 1: 11:00 am - 12:00 pm</td>
<td>An exciting venue to promote nursing innovations across the industries. Showcase your companies hottest trends and newest innovations! Event signage</td>
<td>$3,5000</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>NBNA Innovations Theater Lunch &amp; Learn Reach a target audience to receive specialized information on your latest product or program.</td>
<td>Event signage. Sponsorship includes one complimentary E-Blast between June 1 and Sept. 30 and inclusion of 1 piece of literature (printed by you) or product in the conference bag</td>
<td>$15,000</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Mentoring in the Moment-Conference Buddy Networking Receptions</td>
<td>Meet with a group of excited nurses, who are planning their next steps in nursing</td>
<td>$4,000 / $16,000</td>
<td>sole sponsor</td>
</tr>
<tr>
<td>10</td>
<td>NBNA Presidents’ Leadership Institute</td>
<td>Event signage, sponsored speaker, promotional materials</td>
<td>$12,000 / $15,000</td>
<td>breakfast sponsor lunch sponsor</td>
</tr>
<tr>
<td>11</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>12</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>13</td>
<td>Career Fair for Local Students and Non-Member Nurses Friday, July 31, 10:00 am - 3:00 pm</td>
<td>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>14</td>
<td>Career Fair for Local Students and Non-Member Nurses Friday, July 31, 10:00 am - 3:00 pm</td>
<td>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>15</td>
<td>Career Fair Innovation Theater Friday, July 31, 11:00 am -12:00 pm</td>
<td>Event signage, an exciting venue to promote nursing innovations across the industries. Showcase your companies hottest trends and newest innovations</td>
<td>$3,500</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>NBNA Awards Ceremony: Nurse of the Year, Scholarship Awardees, Under 40 Awardees, Saturday, August 1</td>
<td>Greet and meet the best and the brightest NBNA Members as they receive their honors. Photo op is included and mention in the program book as a sponsor</td>
<td>$4,000 / $16,000</td>
<td>shared (4) sole sponsor</td>
</tr>
<tr>
<td>17</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>18</td>
<td>Conference Bags</td>
<td>Company name and logo on 1200 NBNA bags</td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td>19</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>20</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>21</td>
<td>Water Bottles</td>
<td>Company logo on 1200 water bottles</td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>CEU Computer Evaluation Kiosk: Thursday through Sunday</td>
<td>Kiosk will have company name and logo, and screen saver on the computer for 4 days</td>
<td>$2,000</td>
<td>4</td>
</tr>
<tr>
<td>23</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>24</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>25</td>
<td>Plenary Sessions /Thursday, July 30 &amp; Friday, July 31</td>
<td>Feature your own speaker or presentation</td>
<td>$10,000</td>
<td>2</td>
</tr>
<tr>
<td>26</td>
<td>Institutes (4 hour sessions) Friday, July 31</td>
<td>Feature your own speaker or presentation</td>
<td>$5,000</td>
<td>8</td>
</tr>
<tr>
<td>27</td>
<td>Workshops (2 hour intensives) Saturday, August 1</td>
<td>Feature your own speaker or presentation</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>28</td>
<td>NBNA Presidential Awards: 3 Lifetime Achievement Awards and 3 Trail Blazer Awards</td>
<td>A special recognition in program, photo-op with awardee</td>
<td>$500 each</td>
<td>6</td>
</tr>
<tr>
<td>29</td>
<td>NBNA Nurse of the Year Awards (9)</td>
<td>A special recognition in program, photo-op with awardee</td>
<td>$3,000</td>
<td>1</td>
</tr>
<tr>
<td>30</td>
<td>Under 40 Awards (20)</td>
<td>A special recognition in program, photo-op with awardee</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>31</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>32</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>

All logos for printing must be an EPS, Adobe Illustrator or high quality PDF format.
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>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All logos for printing must be an EPS, Adobe Illustrator or high quality PDF format.

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: ____________

Billing Address _______________________________________________________________________________________

____________________________________________________________________________________________________

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 910 • 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 $1500. DEADLINE FOR SIGNED CONTRACT AND PAYMENT IS MAY 24. EXHIBITS WILL BE DISPLAYED THURS. – SAT., JULY 30, 31, & AUG. 1.

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

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

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:

☐ President’s Gala $125 per ticket X No. of tickets _________ SUB TOTAL $ ___________

☐ Sunday Brunch $85 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) ______________________________________________________________________________________________

Billing Address ______________________________________________________________________________________

Signature __________________________________________________________________________________________

Make check payable to: National Black Nurses Association, Inc.
8630 Fenton Street, Suite 910 • Silver Spring, MD 20910
301.589.3200 • FAX: 301.589.3223

Submit exhibit contract and payment by May 24, 2020. 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.

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.

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 24, 2020. Exhibitor index listing MUST BE Emailed in Word format to: dmance@nbna.org

OFFICIAL NBNA USE ONLY:

PAYMENTS: ____________________________

ID# _______________ Approved Booth #_____ Date __________ Check # _______ Amount _______
There will be a charge of $25 per person for more than 4 booth personnel per $1500 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: ___________________________________________ City ______________________ State ______ Zip _______________
Company: ___________________________________________________________________________________________________
Email: _______________________________________________________________________________________________________

Name: ___________________________________________ City ______________________ State ______ Zip _______________
Company: ___________________________________________________________________________________________________
Email: _______________________________________________________________________________________________________

Name: ___________________________________________ City ______________________ State ______ Zip _______________
Company: ___________________________________________________________________________________________________
Email: _______________________________________________________________________________________________________
Program Book Advertising Opportunities

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, 2020 by fax or email • Ad copy — May 24, 2020 by email only

All logos for printing must be an EPS, Adobe Illustrator or high quality PDF format.

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 times, room numbers. 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.

PLEASE PHOTOCOPY THIS DOCUMENT FOR MULTIPLE ADS.

<table>
<thead>
<tr>
<th>✔ DESCRIPTION</th>
<th>COST</th>
<th># AVAIL.</th>
</tr>
</thead>
<tbody>
<tr>
<td>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>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 10”H x 7.5”W</td>
<td>$1000</td>
<td></td>
</tr>
<tr>
<td>w/bleed: 11.25”H x 8.75”W (live area 10 x 7.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page Color 10”H x 7.5”W</td>
<td>$1300</td>
<td></td>
</tr>
<tr>
<td>w/bleed: 11.25”H x 8.75”W (live area 10 x 7.5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Ad Black &amp; White 4.875”H x 7.5”W</td>
<td>$600</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Color 4.875”H x 7.5”W</td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Black &amp; White 4.875”H x 3.675”W</td>
<td>$325</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Color 4.875”H x 3.675”W</td>
<td>$475</td>
<td></td>
</tr>
</tbody>
</table>

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.

PLEASE PHOTOCOPY THIS DOCUMENT FOR MULTIPLE ADS.

PAYMENT DUE BY MAY 1, 2020 • 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: ____________

Billing Address: ________________________________________________________________

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 910, Silver Spring, MD 20910, Phone: 301.589.3200
Provident Hospital

In 1937, Dr. James Franklin Sistrunk, a black physician in Fort Lauderdale, and Dr. Von D. Mizell, a Dania native, found Provident Hospital. The hospital began in a ramshackle building near Sistrunk’s office, but the two doctors worked diligently to involve the community in fund-raising efforts. Shortly afterward, the hospital opened on the N.W. 6th Street location. Mizell became the director in 1938. Provident was a general hospital, owned and operated by the black community through a non-profit corporation. It was the hospital for the care of black patients anywhere in South Florida, was operated by an all-black administrative staff and offered medical and surgical care under the standards set by the American Hospital Association.

SPONSOR BENEFITS

• Seating for 130 attendees, 8 x 12 stage, seating for 2 presenters on stage, corporate signage, stage décor
• Audio visual equipment includes: 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 2020 Conference for each of the theater presentations. Sponsors are free to provide an approved incentive to attendees. Sponsoring organization may wish to add on snacks or other refreshments. Your choices are:

• Book for one hour @ $3,500 per hour
• Book multiple hours @ $3,500 per hour
• Provide CEUs for those attending your show. (You must complete the Call for Abstracts form.)

Theater Dates and Times (Time slots subject to availability)

TYPE OF PRODUCT OR SERVICE

- Presentation
- Lecture/discussion
- Video
- Demonstration
- Other
- CEU Presentation
- Non CEU Presentation

Please describe: __________________________________________________________
____________________________________________________________________

THURSDAY, JULY 30 • SISTRUNK AND MIZELL INNOVATION THEATER

1 hour Show  ❑ 2:00 pm - 3:00 pm $3,500
TOTAL HOURS _____ TOTAL AMOUNT $___________

FRIDAY, JULY 31 • SISTRUNK AND MIZELL INNOVATION THEATER

1 hour Shows  ❑ 11:00 am - 12:00 pm ❑ 2:30 - 3:30 pm $3,500 each
TOTAL HOURS _____ TOTAL AMOUNT $___________

SATURDAY, AUGUST 1 • SISTRUNK AND MIZELL INNOVATION THEATER

1 hour Show  ❑ 11:00 am - 12:00 pm $3,500
TOTAL HOURS _____ TOTAL AMOUNT $___________

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: __________________
Billing Address ___________________________________________________________________________________
_________________________________________________________________________________

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 910 • Silver Spring, MD 20910

—21—
Schedule at-a-glance

SUNDAY, JULY 26
1:00 pm - 4:00 pm  Bag Stuffing

TUESDAY, JULY 28
9:00 am - 5:00 pm  NBNA Conference Office
9:00 am - 7:00 pm  NBNA Registration Office
10:00 am - 2:00 pm  Local Chapter Health Fair
12:30 pm - 3:30 pm  Board of Directors Meeting
3:00 pm - 7:00 pm  NBNA Conference Registration
3:00 pm - 7:00 pm  NBNA Collaborative Mentorship Program
      Mentoring in the Moment (MIM) Buddy Café
      Connect with your Buddy!
4:00 pm - 5:00 pm  Moderators and Monitors Orientation
5:00 pm - 7:00 pm  Speaker Ready Room

WEDNESDAY • JULY 29
7:00 am - 6:00 pm  NBNA Conference Office
7:00 am - 5:00 pm  NBNA Conference Registration and Office
7:00 am - 5:00 pm  NBNA Collaborative Mentorship Program
      Mentoring in the Moment (MIM) Buddy Café Connect with your Buddy!
7:30 am - 4:30 pm  Presidents Leadership Institute (Chapter Presidents and Vice Presidents)
7:30 am - 5:00 pm  VITAS PALLIATIVE CARE SYMPOSIUM
      Advance Care Planning: An Ambassador Training
      7 CE hours / space is limited, certificates will be provided upon completion of the full day symposium.
      *Pre-Registration Required*
8:00 am - 4:00 pm  Diversity Advanced Practice Registered
      Nurses (CRNA, CNM, and NP) Doctorate Symposium  *Pre-Registration required*
8:00 am - 5:00 pm  Speaker / Ready Room
9:00 am - 12:00 pm  American Red Cross Workshop Sponsored by: The American Red Cross
10:00 am - 4:00 pm  American Red Cross Blood Drive
      All are invited to give!
1:00 pm - 5:00 pm  Professional Writing Workshop
      Please bring a working manuscript and a laptop or tablet.
2:00 pm - 4:00 pm  CE Workshop
2:00 pm - 4:00 pm  CE Workshop
2:30 pm - 5:00 pm  Credentialing
4:00 pm - 5:00 pm  New Members/First Time Attendees Orientation
4:00 pm - 5:00 pm  Monitors and Moderators Orientation
4:30 pm - 5:30 pm  Chapter Development
### WEDNESDAY • JULY 29 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 5:00 pm - 6:30 pm | NBNA Collaborative Mentorship Program  
Mentoring in the Moment (MIM) Buddy Meet-Up  
Networking and Welcome Reception You must be a Buddy to attend! |
| 7:30 pm - 9:00 pm | NBNA Under 40 Forum  
Sponsored by: VITAS Healthcare  
*Pre-Registration Required* |
| 7:00 pm - 9:30 pm | Special Events |

### THURSDAY • JULY 30 / Last Day to Purchase Event Tickets. No tickets sold after 2 pm.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 am - 7:00 am</td>
<td>Fitness Session</td>
</tr>
<tr>
<td>6:30 am - 7:45 am</td>
<td>CE or Non-CE Breakfast Session</td>
</tr>
<tr>
<td>7:00 am - 4:00 pm</td>
<td>NBNA Conference Registration</td>
</tr>
</tbody>
</table>
| 7:00 am - 4:00 pm | NBNA Collaborative Mentorship Program  
Mentoring in the Moment (MIM) Buddy Café  
Connect with your Buddy! |
| 7:30 am - 10:00 am | NBNA Business Meeting  
Chartering of New Chapters/Continental Breakfast |
| 8:00 am - 5:00 pm | NBNA Office |
| 8:00 am - 12:00 pm | Emerging Leaders Forum  
NBNA Institutes (6) TBD |
| 10:30 am - 12:30 pm | Plenary Session I |
| 1:00 pm - 5:00 pm | Exhibit Hall Grand Opening |
| 2:00 pm - 3:00 pm | NBNA Nursing Innovation Theater |
| 2:00 pm - 4:00 pm | LPN / LVN Forum |
| 3:00 pm - 5:00 pm | Uniformed Services Forum, Federal Service Nursing Council |
| 4:00 pm - 5:00 pm | NBNA Choir Rehearsal |
| 5:00 pm - 6:00 pm | NBNA Chapter Line-up |
| 6:00 pm - 8:00 pm | Opening Ceremony |

### FRIDAY • JULY 31 / RED DRESS DAY!

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 am - 7:00 am</td>
<td>Fitness Program</td>
</tr>
<tr>
<td>6:30 am - 7:45 am</td>
<td>CE or Non-CE Breakfast Session</td>
</tr>
<tr>
<td>7:00 am - 4:00 pm</td>
<td>NBNA Registration</td>
</tr>
<tr>
<td>7:00 am - 4:00 pm</td>
<td>NBNA Conference Registration</td>
</tr>
<tr>
<td>7:30 am - 4:00 pm</td>
<td>NBNA Summer Youth Enrichment Institute</td>
</tr>
<tr>
<td>8:00 am - 12:00 pm</td>
<td>Emerging Leaders Forum</td>
</tr>
<tr>
<td>8:00 am - 5:00 pm</td>
<td>Speaker / Ready Room</td>
</tr>
</tbody>
</table>
### FRIDAY • JULY 31 / RED DRESS DAY! (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 am - 12:00 pm</td>
<td>Career Fair / Innovation Theater</td>
</tr>
<tr>
<td>11:00 am - 5:00 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>12:00 pm - 2:30 pm</td>
<td>Innovation Theater Lunch and Learn (4) TBD CE or Non-CE session</td>
</tr>
<tr>
<td>2:30 pm - 3:30 pm</td>
<td>Innovation Theater</td>
</tr>
<tr>
<td>3:30 pm - 4:30 pm</td>
<td>Plenary II</td>
</tr>
<tr>
<td>4:30 pm - 6:30 pm</td>
<td>NBNA Choir Rehearsal</td>
</tr>
<tr>
<td>6:00 pm - 9:00 pm</td>
<td>Fund Development Event Hosted by the NBNA Ad Hoc Committee on Fund Development</td>
</tr>
</tbody>
</table>

### SATURDAY • AUGUST 1 / WEAR BLUE DAY!!

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 am - 7:00 am</td>
<td>Fitness Session</td>
</tr>
<tr>
<td>6:30 am - 7:45 am</td>
<td>CEU - NON CEU Breakfast Session</td>
</tr>
<tr>
<td>6:30 am - 7:45 am</td>
<td>CEU - NON CEU Breakfast Session</td>
</tr>
<tr>
<td>7:30 am - 11:30 am</td>
<td>2nd Annual Men’s Bow Tie Breakfast Institute</td>
</tr>
<tr>
<td></td>
<td>Please wear blue in recognition of Men’s Health Awareness and your best bow tie!</td>
</tr>
<tr>
<td></td>
<td><em>Pre-Registration Required</em></td>
</tr>
<tr>
<td></td>
<td>Hosted by: NBNA Ad Hoc Committee on Men’s Health. Space is limited, men will be ticketed first.</td>
</tr>
<tr>
<td>8:00 am - 10:00 am</td>
<td>Workshops (7) TBD</td>
</tr>
<tr>
<td>8:00 am - 1:00 pm</td>
<td>Speaker Ready Room</td>
</tr>
<tr>
<td>8:00 am - 4:00 pm</td>
<td>NBNA Conference Registration Office</td>
</tr>
<tr>
<td>8:00 am - 4:00 pm</td>
<td>NBNA Office</td>
</tr>
<tr>
<td>10:00 am - 1:00 pm</td>
<td>Exhibit Hall</td>
</tr>
<tr>
<td>10:30 am - 11:30 am</td>
<td>Innovation Theater</td>
</tr>
<tr>
<td>12:30 pm - 1:00 pm</td>
<td>Grand Raffle</td>
</tr>
<tr>
<td>1:00 pm - 4:00 pm</td>
<td>Breast Cancer Screen Practicum</td>
</tr>
<tr>
<td>2:00 pm - 4:00 pm</td>
<td>NBNA Awards Ceremony</td>
</tr>
<tr>
<td></td>
<td>Nurse of the Year, Under 40, Scholarship, Community Service, Chapter Awards, and Membership Campaign</td>
</tr>
<tr>
<td>3:30 pm - 4:30 pm</td>
<td>NBNA Choir Rehearsal</td>
</tr>
<tr>
<td>6:00 pm - 7:00 pm</td>
<td>Lifetime Member Photo</td>
</tr>
<tr>
<td>7:00 pm - 11:00 pm</td>
<td>President’s Gala</td>
</tr>
<tr>
<td></td>
<td>Presentation of the NBNA Presidential Awards</td>
</tr>
</tbody>
</table>

### SUNDAY, AUGUST 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 9:30 am</td>
<td>Ecumenical Service</td>
</tr>
<tr>
<td>10:00 am - 12:00 pm</td>
<td>Brunch and Closing Session</td>
</tr>
<tr>
<td></td>
<td>Installation of Officers, New Board Members and Nominating Committee</td>
</tr>
<tr>
<td>12:00 pm - 1:00 pm</td>
<td>Post Conference Board of Directors Meeting</td>
</tr>
</tbody>
</table>
All of the NBNA Continuing Nursing Education Program will be approved by the Pennsylvania State Nurses Association Approver Unit, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

Express Evaluations will provide access to the web-based evaluation process through the NBNA website. To access the evaluation, you will use your email address as your username and nbna2020 as the password.

1. All Sessions start on time.
2. If you arrive more than 15 minutes after the start of the session, you WILL NOT be able to receive the log-in code that you will need to complete your evaluation form. You CAN receive a CERTIFICATE OF ATTENDANCE.
3. You must stay in the room during the entire session in order to receive your CEU or CERTIFICATE OF ATTENDANCE.
4. You cannot switch sessions.
5. You cannot receive the session codes, if you do not attend the entire session.
6. You may log into Express Evaluations on the NBNA website to update your evaluation on a daily basis. When you have attended all of the sessions you wish to attend, you may complete the evaluation form and claim your certificate. This may be done on a computer, cell-phone or tablet.
7. Treat NBNA staff, paid support staff, volunteers, sponsors, exhibitors and hotel staff with respect.
8. Bring your business card and resume to share with sponsors, your mentor, exhibitors and speakers.
9. The attire is business casual.
10. If you are an exhibitor and also a member of NBNA, you must pay the conference registration fee if you wish to attend the NBNA Business Meeting.
11. If you are a speaker and also a member of NBNA, you must pay the full speaker registration fee if you wish to attend the NBNA Business Meeting.

You may log into Express Evaluations on the NBNA website to update your evaluation on a daily basis.