

Michigan Nurses MARCH!

MARCH 14, 2012

MICHIGAN NURSES MARCH! IS SPONSORED BY THE MICHIGAN NURSES ASSOCIATION

Meet nurses and nursing students face-to-face during Michigan Nurses MARCH!, the largest annual legislative event for nurses in Michigan! With an anticipated attendance of nearly 1,000 registered nurses and nursing students, this event is a not-to-be-missed opportunity to place your product or service in front of today's and tomorrow's nursing professionals. Plan to be in Lansing, MI on March 14, 2012 to participate in this exciting event!

SCHEDULE FOR MARCH 14

Setup: 7-7:30am • Show hours: 7:30am - 11:30 am

For a complete event agenda, go to www.minurses.org

EXHIBIT

Exhibit rate includes a 6' table with tablecloth, two chairs, and up to two breakfasts. Electricity is available if requested in the contract. Breakfast and break are served to attendees and exhibitors in the exhibit area. RN exhibitors who attend the CE offerings and complete the evaluation form receive **FREE** contact hours!

DEADLINE: Exhibit reservations must be received by **February 29, 2012**.

SPECIAL ADVERTISING SAVINGS FOR EXHIBITORS!

Save \$\$\$ when you exhibit **and** reserve ad space in *Michigan Nurse*. You'll receive 20% off your insertion!! Full page and 1/2 page ad sizes are available. Non-exhibitors who make a space reservation will save 10% off their selected ad rate.

DEADLINES: Space reservations are due by **February 29, 2012**. Artwork is due one month prior to the issue in which it will be published.

SPONSORSHIPS

Sponsorships are available for breakfast and break. As a sponsor, you'll receive recognition in the *Michigan Nurse*, recognition from the podium and free signage at the event. Organizations sponsoring at a \$1,000 level will also receive a FREE exhibit booth upon request.

Breakfast\$1,000

Break\$500

DEADLINE: Sponsorships must be finalized by **February 29, 2012**.

LOCATION

Michigan Nurses MARCH! will be held at the **Lansing Center**; 333 E. Michigan Avenue; Lansing, Michigan.

More information about the Lansing Center is available at their web site <http://www.lansingcenter.com/>

MARKETING POLICY

The Michigan Nurses Association reserves the right to reject any sponsor, exhibitor or advertiser whose policies or materials may be contrary to the Association's interests or goals.

The advertising discounts for *Michigan Nurse* may not be combined with any other advertising offers or applied to existing advertising contracts.

QUESTIONS

Contact:

Lisa Gottlieb-Kinnaird

OR

Mariam Robinson

517.853.5527

517.853.5521

lisa.gottlieb@minurses.org

mariam.robinson@minurses.org

Watch for additional details about Michigan Nurses MARCH! on the MNA website (www.minurses.org).

MICHIGAN NURSES MARCH! • WEDNESDAY, MARCH 14, 2012 • LANSING CENTER; LANSING, MI

2012 Michigan Nurses MARCH! Contract

Organization Name _____
 Address/City/State/Zip _____
 Contact Person _____ Title _____
 Phone _____ FAX _____ E-Mail _____
 Person(s) staffing table _____ RN _____ RN
 Signature _____ Date _____

EXHIBIT BOOTH

_____ booth(s) @ \$250 each\$ _____
 Electricity needed yes no
BOOTH SUBTOTAL.....\$ _____

ADVERTISING IN MICHIGAN NURSE

YES! Place my ad in FIVE issues of Michigan Nurse during 2012!

Full pg (5 insertions in 2012) – \$8,334\$ _____
 1/2 pg (5 insertions in 2012) – \$4,167.....\$ _____
ADVERTISING\$ _____
 Less 15% advertising agency discount (if applicable).....\$ _____
 Less 20% exhibitor discount (if applicable)\$ _____
 Less 10% non-exhibitor discount (if applicable)\$ _____
ADVERTISING SUBTOTAL\$ _____

SPONSORSHIPS – must be finalized by February 29, 2012

Breakfast – \$1,000\$ _____
 Break – \$500\$ _____
SPONSORSHIPS SUBTOTAL.....\$ _____

FEES & PAYMENT – Payment or purchase order must accompany contract.

BOOTH SUBTOTAL.....\$ _____
ADVERTISING SUBTOTAL.....\$ _____
SPONSORSHIPS SUBTOTAL.....\$ _____
GRAND TOTAL\$ _____

- Check enclosed payable to Michigan Nurses Association
 Purchase order enclosed
 Charge: Visa Mastercard AMEX Discover

CARD NO. _____

SIGNATURE _____

EXP. DATE _____

ADMINISTRATIVE RULES

Date: Wednesday, March 14, 2012 • **SETUP:** 7-7:30am • **Show Hours:** 7:30am-11:30am

Exhibit Information: Exhibit rate includes a 6' table with tablecloth, two chairs, and up to two breakfasts. Electricity is available if requested in the contract. The contract and payment must be received by February 29, 2012 to receive acknowledgement in *Michigan Nurse*. Exhibit space will be allocated in the order in which the contract AND payment were received. Withdrawal by any exhibitor will not be accepted unless written notice of such withdrawal has been received by MNA no later than March 7, 2012. Any exhibitor who withdraws after this date shall pay to MNA a late cancellation charge equal to 50 percent of their exhibit fee.

Limitation of Liability: The MNA, its service contractors, the management of the Lansing Center, or any of the officers, staff members or directors of any of the aforesaid parties will not be responsible for any loss, injury or damage whatsoever or however arising, which may occur to an exhibitor or to his agents, or employees, or to his or their property or wares, arising from any cause whatsoever, prior, during or subsequent to the period of this exhibit. Each exhibitor, by signing this contract, expressly understands the MNA and the Lansing Center are released from any and all claims for any such loss, injury or damage.

Insurance and Security: If so desired, exhibitors should insure their materials, goods, wares and exhibits against theft, damage, loss or injury of any kind at their own expense.

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RETURN CONTRACT & FEE TO:

Michigan Nurses Association • 2310 Jolly Oak Road • Okemos, MI 48864 • FAX 517.349.5818

QUESTIONS? Contact Lisa Gottlieb-Kinnaid • 517.853.5527 • lisa.gottlieb@minurses.org

OR Mariam Robinson • 517.853.5521 • mariam.robinson@minurses.org