



43rd Annual
**RESEARCH
CONFERENCE**

NURSING RESEARCH

at the Forefront of Healthcare Crises

2019 Exhibitor & Sponsorship Prospectus

#MNRS2019 • mnr.org

MARCH 27-30, 2019

KANSAS CITY MARRIOTT DOWNTOWN

KANSAS CITY, MO

CONFERENCE INFORMATION

The Midwest Nursing Research Society's (MNRS) 43rd Annual Research Conference convenes on March 27– 30, 2019, in Kansas City, MO. Our conference theme this year is “Nursing Research at the Forefront of Healthcare Crises”.

HOTEL INFORMATION

Kansas City Marriott Downtown

MNRS has reserved a discounted group rate of \$165/night plus tax at the Kansas City Marriott Downtown. The group rate will be available until **Tuesday, February 25, 2019** or until the group room block is sold out, whichever comes first. After that time, the prevailing rates for the hotel will apply. Visit [passkey link](#) or phone 816-421-6800 and reference MNRS to reserve your room(s) within the MNRS room block.

EXHIBIT SPACE FEES*

Non-Profit Organizations:

Table Top Space	\$600
10'X10' Booth Space	\$1,000

For-Profit Organizations:

Table Top Space	\$1,000
10'X10' Booth Space	\$1,500

*Booths and table tops are assigned on a first-come, first-served basis.

2019 EXHIBIT HOURS

(Includes Receptions and Poster Sessions)

EXHIBITOR MOVE-IN

Wednesday, March 27, 2019
1:00 PM – 5:00 PM

EXHIBITOR MOVE-OUT

Friday, March 29, 2019
2:00 PM – 5:00 PM

THURSDAY, MARCH 28, 2019

11:30 AM – 1:00 PM
2:30 PM – 4:00 PM
5:30 PM – 7:00 PM

Exhibit Hall Open
Poster Session 1
Host School Reception

FRIDAY, MARCH 29, 2019

10:45 AM – 12:15 PM
12:15 PM – 1:45 PM

Poster Session 2
Exhibit Hall Open

Exhibit Hall hours are subject to change

EXHIBIT SPACE DETAILS

The exhibit fee includes:

- One (1) complimentary full conference registration per exhibiting company (Up to three (3) additional exhibitor passes may be purchased for \$150 each)
- Listing in the online program (deadlines apply)
- Recognition on the MNRS website – link to website
- One (1) copy of the post-conference attendee list (names and addresses only)

Each Table Top will receive:

- ID Sign
- One (1) 8' skirted table
- Two (2) side chairs
- One (1) wastebasket

Each 10' x 10' Booth will receive:

- ID Sign
- 8' high back drape in blue and white
- 3' high side drape in white
- One (1) 8' skirted table
- Two (2) side chairs
- One (1) wastebasket

ELIGIBILITY FOR EXHIBITING

The purpose of the Midwest Nursing Research Society (MNRS) Annual Conference is to enhance the professional development of our members. Accordingly, MNRS reserves the exclusive and total right to control all aspects of the conduct of the meeting attendees and exhibitors. MNRS specifically reserves the right to determine acceptability of applications for exhibit space.

Applicants must meet all of the following criteria:

- The products or services to be exhibited are to be of a professional or educational interest/benefit to the attendees.
- The applicant is determined by MNRS to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by MNRS not to be harmful, ineffective or illegal.
- The applicant agrees to comply with MNRS' Rule and Regulations governing exhibits, which are posted on the [MNRS website](#).
- The application, fees and any required documents must be received prior to assigning booth space.

CONFERENCE INFORMATION

(continued)

CANCELLATION POLICY

Cancellations received in writing by Friday, November 30, 2018 will be subject to a 50% cancellation fee. There will be no refunds issued after November 30, 2018.

In the event the conference is canceled due to circumstances beyond the control of the MNRS or the Kansas City Marriott, all booth rental payments will be refunded in full.

REGISTRATION & ADDITIONAL EXHIBITOR ONLY PASSES

Additional “exhibit hall only” passes are available for \$150 each, limit of three (3). The “exhibit hall only” passes do NOT include admission to conference sessions or meal functions.

PAYMENT TERMS

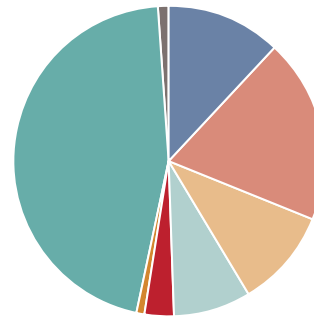
Full payment is to be remitted with the application. Space is not guaranteed until full payment has been received. Payments are to be made via check (payable to MNRS) or credit card.

ENTERTAINMENT OR SOCIAL FUNCTIONS

MNRS provides a limited number of complimentary meeting rooms for receptions. Entertainment and/or social functions cannot conflict with the official MNRS Annual Conference program or Exhibit Hall hours. Requests for meeting space must be made via email to MNRS and is available on a first come, first scheduled basis. Any special room sets, A/V and/or food and beverage ordered for functions is the sole responsibility of the hosting organization.

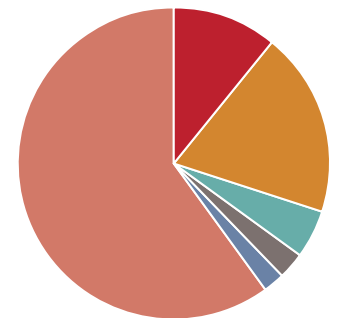
DEMOGRAPHIC INFORMATION

MNRS attendees include top-level nurse executives, deans, faculty, practicing nurses and students.

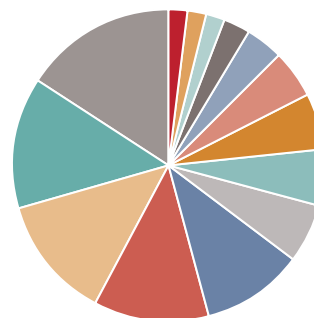


Title	
Other	12%
Assistant Professor	19%
Associate Professor	10%
Full Professor	8%
Associate Dean	3%
Dean	1%
Student	45%
Post Doc Fellow	1%

Credentials	
BSN	11%
MS/ MSN	19%
PhD(c)	5%
DNP	3%
EdD	2%
PhD	60%



Location	
Oklahoma	2%
South Dakota	2%
Kansas	2%
Kentucky	3%
Iowa	4%
Nebraska	5%
Non Mid-West	6%
Missouri	6%
Minnesota	6%
Wisconsin	11%
Michigan	12%
Indiana	13%
Illinois	14%
Ohio	16%



IMPORTANT DATES/DEADLINES

Registration Brochure Ads Deadline: October 27, 2018
 Exhibitor Description: January 5, 2019
 Hotel Cut-Off: February 25, 2019

Exhibitor Move-In: March 28, 2019
 Exhibitor Move-Out: March 30, 2019

ADVERTISING OPPORTUNITIES

The following advertising opportunities are available for the 43rd Annual Research Conference. To purchase an ad or attendee bag insert, please complete the ad order section on the Application Form. Advertising specs will be sent to you upon receipt of your application.

1. ELECTRONIC REGISTRATION BROCHURE

The electronic registration brochure is emailed to more than 2,000 people, including current MNRS members, past members and prospective members. **The deadline for submitting your ad is October 27, 2018.**

2. ATTENDEE BAG INSERT

MNRS will place your brochure, pamphlet, etc. in each attendee's tote bag. The fee is \$1,000/insert. It is the advertiser's responsibility to provide the necessary number of copies (approximately 1,100 copies) and ship the inserts directly to the hotel by March 22, 2019. Advertisers are responsible for any shipping and handling charges. Unused materials will not be returned. If insert is larger than 8.5" x 11" or more than 1 page, please contact MNRS for additional pricing options.

3. KEYNOTE SEAT DROP

MNRS will place your brochure, pamphlet, etc. on each attendee's seat prior to both the Opening and Closing Keynote speakers. It is the advertiser's responsibility to provide the necessary number of copies and ship the inserts directly to the hotel by March 22, 2019. Advertisers are responsible for any shipping and handling charges. Unused materials will not be returned. If seat drop is larger than 8.5" x 11" or more than 1 page, please contact MNRS for additional pricing options.

Seat Drop – Opening Keynote	\$3,000	(approximately 1,100 copies)
Seat Drop – Closing Keynote	\$1,000	(approximately 600 copies)

ELECTRONIC ADVERTISING OPPORTUNITY	REGISTRATION BROCHURE	ONLINE PROGRAM BOOK
Outside Back Cover	\$800 (full color, half page)	\$1,000 (full color, full page)
Inside Back Cover	N/A	\$900 (full color, full page)
Inside Front Cover	\$850 (full color, full page)	\$1,000 (full color, full page)
Full Page	\$700 (full color, full page)	\$700 (B&W, full page)
Half Page	\$600 (full color, half page)	\$600 (B&W, half page)

SPONSORSHIP OPPORTUNITIES

Each sponsor will be recognized:

- on the MNRS website with a link to their home page
- on signage at the Conference
- in the Online Program

PLEASE COMPLETE THE APPLICATION FORM AND RETURN WITH PAYMENT IN FULL.

SPONSORSHIP OPPORTUNITY	EXCLUSIVE	MULTIPLE (AVAILABLE)
FOOD AND BEVERAGE FUNCTIONS		
Breakfast	\$8,000	\$4,000 (2)
Student Lunch	\$8,000	\$4,000 (2)
Water Stations		\$1,000 (unlimited)
Pre-Conference Workshop	\$5,000	\$2,500 (2)
Awards Ceremony	\$2,500	
PROMOTIONAL ITEMS		
Stylus Pen	\$2,500	
Micro Fiber Cloth	\$2,500	
Hotel Room Drop		\$3,000 (unlimited)
Hotel Key Cards	\$4,500	
Attendee Badge Holder	\$3,500	
Reusable Water Bottle	\$5,000	
Notepad	\$3,500	
ADDITIONAL OPPORTUNITIES		
Attendee Bag Insert		\$1,000 (unlimited)
Seat Drop – Closing Keynote	\$1,000	
Seat Drop – Opening Keynote	\$3,000	
Conference Email Blasts		\$1,000 (unlimited)
Conference Mobile App	\$5,000	\$2,500 (2)
Conference Wi-Fi	\$8,000	\$4,000 (2)



43rd Annual RESEARCH CONFERENCE

March 27-30, 2019
KANSAS CITY
MARRIOTT DOWNTOWN
KANSAS CITY, MO

INSTITUTION/COMPANY: _____ TITLE: _____

MAIN CONTACT: _____

E-MAIL: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

WEBSITE/URL: _____

EXHIBIT SPACE

Non-Profit Organizations:

- Table-Top Space..... \$600
- 10' x 10' Booth..... \$1,000

For-Profit Organizations:

- Table-Top Space..... \$1,000
- 10' x 10' Booth..... \$1,500

Upon payment in full, MNRS will contact you to select your booth/table-top space. All exhibit space is accommodated on a first paid/first assigned basis.

Cancellations received in writing by Friday, November 30, 2018 will be subject to a 50% cancellation fee. There will be no refunds issued after November 30, 2018.

AGREEMENT – By signing this application, we agree that we have read and will comply with the Exhibit Rules & Regulations for the 2019 Annual MNRS Research Conference, which are available on the [MNRS website](#).

Signature: _____

Date: _____

RETURN THIS APPLICATION WITH PAYMENT TO:

Midwest Nurses Research Society

5034A Thoroughbred Lane
Brentwood, TN 37027
615-432-0098
info@mnrs.org

Upon payment in full, MNRS will contact you to select your booth/table-top space. All exhibit space is accommodated on a first paid/first assigned basis.

SPONSORSHIP OPPORTUNITIES FOOD AND BEVERAGE FUNCTIONS

- Breakfast \$8,000
- Student Lunch (Friday) \$8,000
- Water Stations
- Pre-Conference Workshop \$5,000
- Awards Ceremony \$2,500

PROMOTIONAL ITEMS

- Stylus Pen \$2,500
- Micro Fiber Cloth \$2,500
- Hotel Room Drop
- Hotel Key Cards \$4,500
- Attendee Badge Holder \$3,500
- Reusable Water Bottle \$5,000
- Notepad \$3,500

ADDITIONAL OPPORTUNITIES

- Attendee Bag Insert
- Seat Drop – Closing Keynote \$1,000
- Seat Drop – Opening Keynote \$3,000
- Conference Email Blasts
- Conference Mobile App \$5,000
- Conference Wi-Fi \$8,000

ELECTRONIC ADVERTISING OPPORTUNITIES

- Outside Back Cover \$800 (full color, half page)
- Inside Back Cover N/A
- Inside Front Cover \$850 (full color, full page)
- Full Page \$700 (full color, full page)
- Half Page \$600 (full color, half page)

FEE SUMMARY:

Exhibit Booth: \$ _____ Sponsorship: \$ _____ Advertising: \$ _____

TOTAL ENCLOSED:

\$ _____

EXCLUSIVE

MULTIPLE (AVAILABLE)

- \$4,000 (2)
- \$4,000 (2)
- \$1,000 (unlimited)
- \$2,500 (2)

\$3,000 (unlimited)

\$1,000 (unlimited)

- \$1,000 (unlimited)
- \$2,500 (2)
- \$4,000 (2)

REGISTRATION BROCHURE

ONLINE PROGRAM BOOK

- \$1,000 (full color, full page)
- \$900 (full color, full page)
- \$1,000 (full color, full page)
- \$700 (B&W, full page)
- \$600 (B&W, half page)

PAYMENT METHOD:

- Check (Made payable to MNRS)
- Visa Master Card American Express

Credit Card #: _____

Exp. Date: ____/____/____ CVV Code: _____

Name of Cardholder: _____

Signature: _____