

2020 PROSPECTUS

44th ANNUAL RESEARCH CONFERENCE

*Advancing Nursing Research With
Diverse Populations*

April 1 – 4, 2020

Schaumburg, IL



The Midwest Nursing Research Society's (MNRS) 44th Annual Research Conference convenes on April 1 – 4, 2020, outside the Chicago area in Schaumburg, IL.

The conference theme this year is ***“Advancing Nursing Research with Diverse Populations”***.

HOTEL INFORMATION

Renaissance Schaumburg Convention Center Hotel

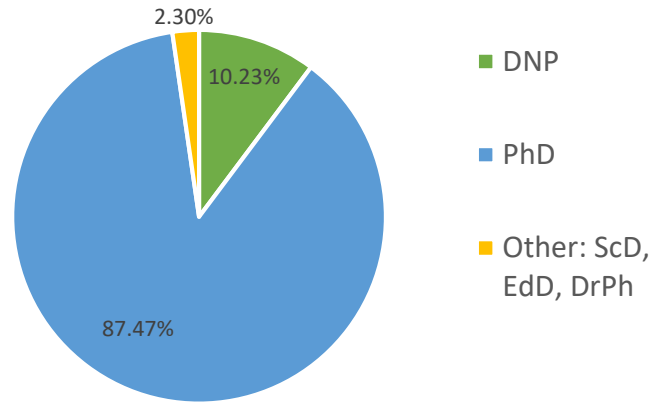
1551 N Thoreau Dr N
Schaumburg, IL 60173

MNRS has reserved a discounted group rate of \$155/night plus tax at the Renaissance Schaumburg Convention Center Hotel in Schaumburg, IL. The group rate will be available until Monday, March 9, 2020 or until the group room block is sold out, whichever comes first. After that time, the prevailing rates for the hotel will apply. Visit <https://book.passkey.com/go/MNRS2020AnnualConference> or call 1-800-468-3571 and reference MNRS to reserve your room(s) within the MNRS room block.

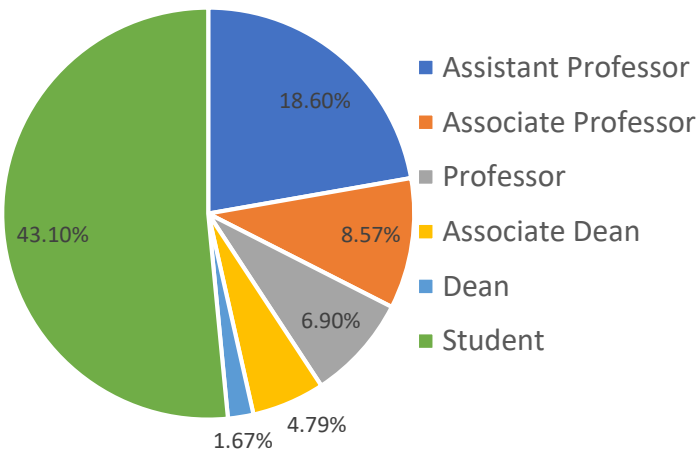
DEMOGRAPHIC INFORMATION

MNRS attendees include top-level nurse executives, deans, faculty, practicing nurses and students. Please note that the MNRS membership is actively growing and expanding the demographics.

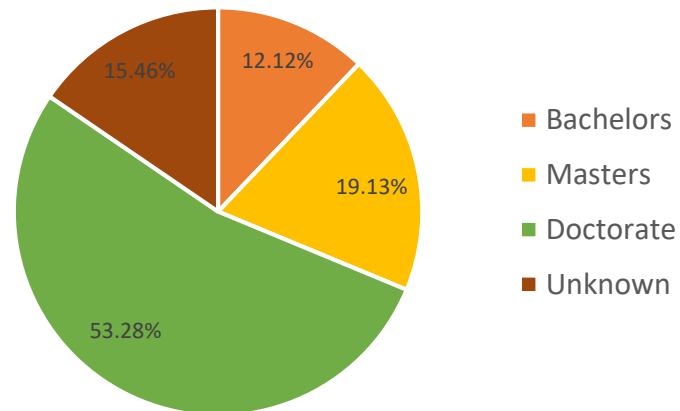
Doctorate Degrees of Attendees



Attendee Position Titles



Education Level of Attendees



Conference Attendee by State

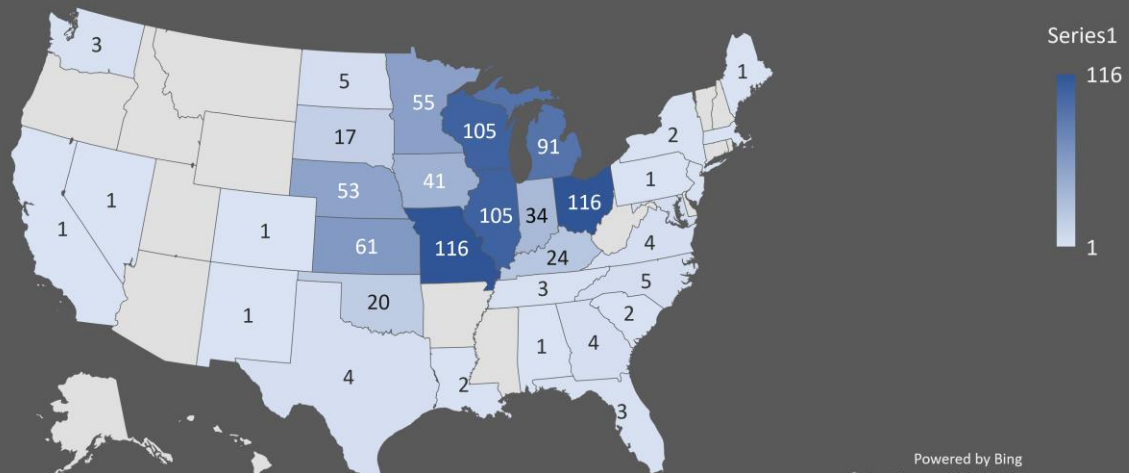


EXHIBIT SPACE FEES*

Non-Profit Organizations:

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

For-Profit Organizations:

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

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

2019 EXHIBIT HOURS

(Includes Receptions and Poster Sessions)

Exhibit Hall hours are subject to change

EXHIBITOR MOVE-IN

Wednesday, April 1, 2020

2:00 PM – 5:00 PM

EXHIBITOR MOVE-OUT

Friday, April 3, 2020

3:30 PM – 5:30 PM

Thursday, April 2, 2020

11:30 AM – 1:30 PM Exhibit Hall Open

3:15 PM – 4:45 PM Poster Session 1

6:30 PM – 7:45 PM Host School Reception

Friday, April 3, 2020

12:00 PM – 1:30 PM Exhibit Hall Open

1:45 PM – 3:00 PM Poster Session 2

EXHIBIT SPACE DETAILS

The exhibit fee includes:

- One (1) complimentary conference registration
- Up to three (3) additional exhibitor passes may be purchased for \$150 each
- Listing in the online program (deadlines apply)
- Recognition/link on the MNRS website
- ID Sign
- One (1) skirted table
- Two (2) side chairs
- One (1) wastebasket

Booth will receive:

- 8' high back drape
- 3' high side drape

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.

CANCELLATION POLICY

Cancellations received in writing by Friday, November 29, 2019 will be subject to a 50% cancellation fee. There will be no refunds issued after November 29, 2019. In the event the conference is canceled due to circumstances beyond the control of the MNRS or the Renaissance Schaumburg Convention Center Hotel, 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. All exhibitors MUST register in advance using the conference registration site. The Executive Office will share a special registration code with exhibitors to ensure the complimentary pass. All exhibitors registering for the conference onsite will be charged an additional administrative fee.

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 are 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.



The following advertising opportunities are available for the 44th 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 21, 2019.**

2. MNRS CONFERENCE ONLINE PROGRAM BOOK

Organizations have the opportunity to place an advertisement in the MNRS 44th Annual Research Conference ONLINE Program Book. There are differing prices for half-page, full page, black & white, or full-color advertisement. All program book advertisers will also have space for the same ad to be viewed within the MNRS 44th Annual Research Conference App. Please note that the online program book ads CAN include live links to your institution's website or social media accounts. **The deadline for submitting your ad is October 21, 2019.**



3. WALK-IN SLIDE ADVERTISEMENT

MNRS will place your predesigned advertisement within the walk-in slides that run before, after, and in-between conference sessions for all three days. This is a highly visible opportunity to spotlight your organization, upcoming seminars/workshops, or open job postings. The fee is \$1,000.

AD OPPORTUNITY	REGISTRATION BROCHURE	ONLINE PROGRAM BOOK
Inside Front Cover	\$850 (full color)	\$1,000 (full color)
Inside Back Cover	\$750 (full color)	\$900 (full color)
Outside Back Cover	\$850 (full color)	\$1,000 (full color)
Full Page	\$700 (full color)	\$700 (B&W) / \$850 (full color)
Half Page	\$600 (full color)	\$600 (B&W) / \$750 (full color)





44th ANNUAL RESEARCH CONFERENCE



ADVERTISING OPPORTUNITIES

4. 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 27, 2020. 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.

5. 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 27, 2020. 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.

Opening Keynote - approx. 1,000 attendees

ESN Luncheon - approx. 250 students/early-career professionals

Closing Keynote - approx. 600 attendees

6. CONFERENCE EMAIL

MNRS will include your logo, a small advertisement, and a live link to your website on the bottom of a conference email blast to all MNRS members and friends. MNRS has the right to approve all content and linked information in the blast. The fee is \$1,000

IMPORTANT DATES:

Reg Brochure Ads Due
October 21, 2019

Exhibitor Description Due
January 3, 2020

Hotel Cut-Off
March 9, 2020

Exhibitor Move-In
April 1, 2020

Exhibitor Move-Out
April 4, 2020





44th ANNUAL RESEARCH CONFERENCE

Each sponsor will be recognized:

- on the MNRS website with a link to their home page
- on signage and walk-in slides throughout the conference
- in the Online Program

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

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	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)
Business Meeting/Awards Ceremony	\$2,500	
PROMOTIONAL ITEMS		
Stylus Pen	\$2,500	
Micro Fiber Cloth	\$2,500	
Hotel Room Drop		\$3,000 (unlimited)
Hotel Room Door Hangers	\$4,000	
Hotel Key Cards	\$5,000	
Attendee Badge Lanyard	\$3,500	
Reusable Water Bottle	\$5,000	
Notepad	\$3,500	
Tech Taco	\$4,000	
Pop-Socket	\$4,000	
Pedometer	\$4,000	
ADDITIONAL OPPORTUNITIES		
Attendee Bag Insert		\$1,000 (unlimited)
Seat Drop – Opening Keynote	\$3,000	
Seat Drop – ESN Luncheon	\$1,000	
Seat Drop – Closing Keynote	\$1,000	
Conference Email Blasts		\$1,000 (unlimited)
Conference Mobile App	\$5,000	



April 1 – 4, 2020
Renaissance Schaumburg
Convention Center Hotel

INSTITUTION/COMPANY: _____
 MAIN CONTACT: _____ PHONE: _____
 E-MAIL: _____
 ADDRESS: _____
 CITY, STATE, ZIP: _____

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

AGREEMENT – By signing this application, we agree that we have read and will comply with the Exhibit Rules & Regulations for the 2020 Annual MNRS Research Conference, which are available on the MNRS website.

Signature: _____

 Date: _____

SPONSORSHIP

Food and Beverage Functions

- Breakfast. . . \$8,000/\$4,000(2)
- Student Lunch. . . \$8,000/\$4,000 (2)
- Water Stations. . . \$1,000
- Pre-Con Wksp. . . \$5,000/\$2,500 (2)
- Business/Awards . . . \$2,500

Promotional Items

- Stylus Pen. . . \$2,500
- Micro Fiber Cloth. . . \$2,500
- Hotel Room Drop. . . \$3,000
- Hotel Key Cards. . . \$5,000
- Hotel Door Hanger. . . \$4,000
- Attendee Badge Lanyard. . . \$3,500
- Reusable Water Bottle. . . \$5,000
- Notepad. . . \$3,500
- Tech Taco. . . \$4,000
- Pop Socket . . . \$4,000

Additional Opportunities

- Attendee Bag Insert. . . \$1,000
- Seat Drop Closing. . . \$1,000
- Seat Drop Student Lunch . . . \$1,000
- Seat Drop Opening . . . \$3,000
- Conference Mobile App. . . \$5,000

ELECTRONIC ADVERTISING

Registration Brochure

- Outside Back Cover. . . \$800
- Inside Back Cover. . . \$750
- Inside Front Cover. . . \$850
- Full Page . . . \$700
- Half Page . . . \$600

Online Program Book

- Outside Back Cover. . . \$1,000
- Inside Back Cover. . . \$900
- Inside Front Cover. . . \$1,000
- Full Page B/W. . . \$700
- Full Page Color . . \$850
- Half Page B/W. . . \$600
- Half Page Color . . \$750

Additional Opportunities

- Walk-In Slide . . . \$1,000
- Conference Email . . . \$1,000
- Attendee Bag Insert. . . \$1,000

FEE SUMMARY:

Exhibit Booth: \$ _____ + Advertising: \$ _____ + Sponsorship \$ _____
 = TOTAL ENCLOSED : \$ _____

PAYMENT METHOD:

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

Credit Card #: _____ Exp. Date: ____/____/____

Name of Cardholder: _____

Signature: _____