



# **47th Annual Research Conference March 29- April 1, 2023**

**Prospectus>>>>>**  
**Sponsors & Exhibitors**  
[MNRS.org](https://mnrs.org)

*Iowa Events Center - Des Moines*

# 47th Annual Research Conference

>>>> Welcome to MNRS

## Welcome to the Midwest Nursing Research Society!

MNRS began as an idea to provide a place for nurses to collaborate. Since its formal creation in 1975, it has grown to be the leading nursing association in the Midwest region of the United States. MNRS is a society where scientists, innovators, and drivers of clinical practice across the career trajectory, come together to share ideas and grow the nursing research field through innovative collaboration. **More than 45 years later, MNRS is 1,400 members- strong and growing!**

Each year, MNRS hosts a state-of-the-art conference that draws attendees from all over the United States. This annual event is where members and non-members can come and showcase their work and network with leaders in the field, colleagues, and friends. From current students to seasoned veterans, MNRS can be home to anyone with a passion for nursing research!

### RETURN ON INVESTMENT

Financial partners of the conference receive high visibility throughout the conference via slide presentations, on-site signage, digital materials, webpages, communications, and face-to-face interaction.

### DEMOGRAPHIC INFORMATION

MNRS attendees include all areas of nursing science:

- Top-Level Nurse Executives
- Deans
- Faculty
- Practicing Nurses
- Students
- Community Partners



### HOTEL INFORMATION

#### Hilton Des Moines Downtown

435 Park St., Des Moines, IA 50309  
dsmdi\_hotel@hilton.com  
515.241.1456

#### Des Moines Marriott Downtown

700 Grand Ave., Des Moines, IA 50309  
DesMoinesMarriott.com  
515.245.5500

**Hotel Cut-Off date is March 1, 2023**

## 3% Membership Growth & Expansion

MNRS membership is actively growing and expanding the demographics by approximately 3% each year.

**“True to form, the 46th Annual Research Conference provided high quality and scientifically sound conference content and extensive networking opportunities.”**

Eileen Hacker, PhD, APRN, AOCN, FAAN



# 47th Annual Research Conference

>>>> MNRS 2022 Conference Numbers



**55** Deans & Administrators  
**397** PhDs  
**78** DNPs  
**452** Students  
**345** Professors  
**133** Nurses

**904** attendees

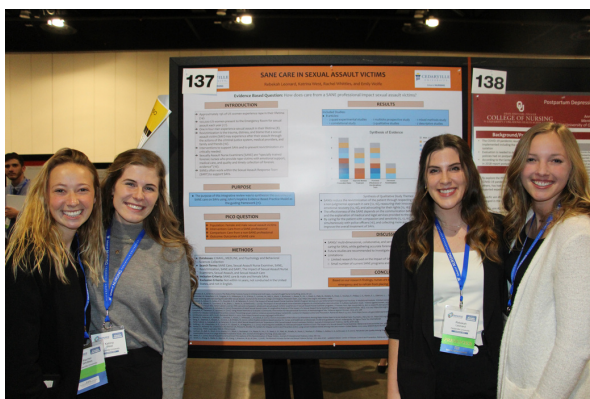
The total number of attendees of the 2022 Conference.

**177**  
Institutions In Attendance

**34**  
States Represented

**WORTH THE INVESTMENT**

**95%** 2022 conference goers reported it was worth the time they invested to attend



**225+**  
Student Poster Presenters  
Representing  
55 Institutions

# 47th Annual Research Conference

## Exhibitor Information

### NEW EXHIBITOR BENEFITS IN 2023

#### Attendee Stamp Book w/ Prizes

- 2023-2024 MNRS Dues
- 2024 MNRS Conference Registration



#### Exhibitor Guide in the Program Book

- Booth Location
- Contact Information
- Website URL
- Your Logo

#### QR Code

- Specialized to each exhibitor
- Linked to your marketing information



# 35+

### exhibit hours available

Conference and exhibit hours for face-to-face interaction and networking

### MARKETING OPPORTUNITIES

MNRS understands that our financial partners have goals and the conference marketing program provides our partners opportunities in:

- Job Recruitment of Students Preparing for Graduation
- Exposure to Institutional Decision Makers
- Reach Students Looking for PhD & DNP Programs
- Product or Service Demonstration & Promotion

### EXHIBIT SPACE DETAILS

The exhibit fee includes:

- One (1) table top exhibit space
- One (1) complimentary conference registration
- Up to three (3) additional exhibitor passes may be purchased for \$165 each
- Exhibitor Guide listing in the Online Program Book
- Recognition/link on the MNRS website
- One (1) skirted table
- Two (2) chairs

### TABLE TOP EXHIBIT SPACE FEES

*Assignments are made on a first-come, first-served basis.*

#### Non-Profit

Single - \$850

Double - \$1,500

#### For-Profit

Single - \$1,250

Double - \$2,100

### Exhibit Space on the Grand Concourse & Grand Ballroom Pre-Function Space

We are excited to have the opportunity to place exhibitors on the Grand Concourse and Grand Ballroom Pre-Function Space near:

- Breakout Sessions
- Main Conference Hall
- Breakfasts & Afternoon Breaks
- Poster Sessions
- Receptions

### 2023 EXHIBIT HOURS

*(Exhibit hours are subject to change)*

#### Exhibitor Move-In

Wednesday, March 29

2:00 PM – 5:00 PM

#### Exhibitor Move-Out

Saturday, April 1

12:30 PM – 2:30 PM

#### Thursday, March 30

7:00 AM – 7:30 PM

#### Friday, March 31

7:00 AM – 5:30 PM

#### Saturday, April 1

7:00 AM – 12:30 PM



# 47th Annual Research Conference

## >>>> Exhibitor Information

### ELIGIBILITY FOR EXHIBITING

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

#### Applicants must meet all of the following criteria:

- The products or services to be exhibited are of professional or educational interest/benefit to the attendees.
- MNRS determines the applicant 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 18, 2022 will be subject to a 50% cancellation fee. There will be no refunds issued after November 18, 2022. In the event the conference is canceled due to circumstances beyond the control of the MNRS or the Iowa Events Center, all booth rental payments will be refunded in full.

### REGISTRATION & ADDITIONAL EXHIBITOR ONLY PASSES

Additional "exhibitor only" passes are available for \$165 each; limit of three (3). The "exhibitor only" passes do NOT include admission to conference sessions. 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 online with a 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 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.

**Room requests will be taken starting on November 5, 2022.**



# 47th Annual Research Conference

## Advertising Opportunities

The following advertising opportunities are available for the 47th Annual Research Conference. Advertising specifications will be sent to you upon receipt of your application and payment. Please complete the advertising, exhibitor, and sponsorship form located online at [www.mnrs.org/mnrs-47th-annual-research-conference/](http://www.mnrs.org/mnrs-47th-annual-research-conference/) or scan the QR code located on the last page.

### 1. ELECTRONIC REGISTRATION BROCHURE

The electronic registration brochure is emailed to more than 6,000 people, including current MNRS members, conference speakers, community partners, and prospective members.

**The deadline for submitting your advisement is November 11, 2022.**

### 2. CONFERENCE ONLINE PROGRAM BOOK

Place an advertisement in the Conference ONLINE Program Book. All program book advertisers will also have space for the same ad to be viewed within the MNRS Conference Mobile App. Online program book ads CAN include live links to your institution's website or social media accounts. **The deadline for submitting your ad is March 13, 2023.**

### 3. NEW POCKET GUIDE

Two advertising spots are available for the **NEW** printed conference pocket guide which will be distributed to all attendees at registration. Pocket guide advertisers will also have space for the same ad to be viewed within the MNRS Conference Mobile App. **The deadline for submitting your ad artwork is February 1, 2023.**

**NEW!**



**6000+** reach

The number reached by MNRS in its conference marketing

AD OPPORTUNITY	REGISTRATION BROCHURE	ONLINE PROGRAM BOOK	POCKET GUIDE
Inside Front Cover	\$950	\$1,100	\$2,000
Outside Back Cover	\$850	\$1,000	\$2,000
Full Page	\$700	\$850	N/A
Half Page	\$600	\$750	N/A

*All advertisements are full-color.*

# 47th Annual Research Conference

## Advertising Opportunities



### 4. 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 deadline for submitting your ad is March 13, 2023.**

### 5. ATTENDEE SWAG BAG INSERT

MNRS will place your brochure or pamphlet in each attendee's swag bag. The advertiser is responsible for providing the necessary number of copies (approximately 1,100 copies) and shipping the inserts directly to the hotel. Advertisers are responsible for any shipping and handling charges. Unused materials will not be returned. If the insert is larger than 8.5" x 11" or more than 1 page, please contact MNRS for additional pricing options. **Swag Bag Inserts are due at the hotel by March 25, 2023.**

### 6. SEAT DROP

MNRS will place your brochure or pamphlet on each attendee's seat before both the Opening and Closing Keynote speakers. The advertiser is responsible for providing the necessary number of copies and shipping the inserts directly to the hotel, and any shipping and handling charges.

Unused materials will not be returned. If the seat drop is larger than 8.5" x 11" or more than 1 page, please contact MNRS for additional pricing options. **Seat Drop materials are due at the hotel by March 25, 2023.**

- **Opening Keynote**, Approx. 1,000 attendees
- **Closing Keynote**, Approx. 600 attendees

### 7. CONFERENCE EMAIL

MNRS will include your small advertisement and a live link to your website at 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.

### 8. WI-FI SPONSOR

Exclusive to one conference partner. MNRS will include your advertisement on the printed wi-fi info card, printed pocket guide, walk-in slides, online program book, and conference web page. **The deadline to submit your ad artwork is February 1, 2023.**

**NEW!**



# 47th Annual Research Conference

## >>>> Sponsorship Opportunities

SPONSORSHIP	EXCLUSIVE	MULTIPLE AVAILABLE
<b>FOOD AND BEVERAGE FUNCTIONS</b> <ul style="list-style-type: none"><li>Meals include one "Seat Drop"</li><li>Sponsors logo or name on signage provided by MNRS at the function</li></ul>		
Breakfast - Thursday	\$8,000	\$4,000 (2 sponsors)
Breakfast - Friday	\$8,000	\$4,000 (2 sponsors)
Emerging Scholar Lunch	\$8,000	\$4,000 (2 sponsors)
Water Stations		\$1,000 (unlimited)
Afternoon Refreshment Breaks	\$5,000	\$2,500 (2 sponsors)
<b>PROMOTIONAL ITEMS</b> <ul style="list-style-type: none"><li>Includes one brochure or pamphlet insert in the attendee swag bag</li><li>All items are customizable with your logo or design</li></ul>		
Ear Bud Storage Pouch	\$4,000	
Gel Bead Hot/Cold Eye Mask	\$3,500	
Travel Neck Pillow	\$4,000	
Luggage Tag	\$2,500	
Pocket Glass Cleaning Kit	\$4,500	
7" Emery Board & Pouch	\$3,500	
16oz. Skinny Can Beverage Koozie	\$2,500	
Attendee Badge Lanyard	\$3,500	
Smart Phone Grip (Loop)	\$4,000	
<b>ADDITIONAL OPPORTUNITIES</b>		
Wi-Fi	\$3,000	
Seat Drop - Opening Keynote	\$3,000	
Set Drop - Closing Keynote	\$2,000	
Conference Mobile App	\$5,000	
Attendee Swag Bag Insert		\$1,500 (unlimited)
Conference Email Blasts		\$1,000 (unlimited)
Walk-In Slide Advertisement		\$1,000 (unlimited)

### EACH SPONSOR WILL BE RECOGNIZED:

- On the conference webpage with a link to their home page
- Listed in the online program book
- On conference signage and walk-in slides



## Contact Us

### **MNRS Executive Office**

5034A Thoroughbred Lane  
Brentwood, TN 37027  
615.432.0098  
info@mnrs.org

## Important Dates:

### **Reg Brochure Ads Due**

November 11, 2022

### **Exhibitor Description Due**

January 5, 2023

### **Pocket Guide & WiFi Ads Due**

February 1, 2023

### **Hotel Cut-Off**

March 9, 2023

### **Program Book & Walk-In Slide Ads Due**

March 13, 2023

### **Swag Bag Inserts & Seat Drop Materials Due**

March 25, 2023

### **Exhibitor Move-In**

March 29, 2023

### **Exhibitor Move-Out**

April 1, 2023

## Thank You >>>>

MNRS is very grateful for your partnership and looks forward to your participation at the 47th MNRS Annual Research Conference. Your generous contribution to the conference helps make the MNRS mission and vision a reality and the meeting successful.

**[MNRS.org](https://www.mnrs.org)**  
**[Submission Form](#)**  
**[2023 Conference Webpage](#)**

