

*Deeply Rooted,
Bending with Change,
Growing with the Future*



2011 ANNUAL CONGRESS

May 14–18, 2011
Exhibits: May 15–17, 2011
Baltimore Convention Center
Baltimore, Maryland

naon[®]

NATIONAL ASSOCIATION OF ORTHOPAEDIC NURSES

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Dear Prospective Exhibitor:

The **National Association of Orthopaedic Nurses' 31st Annual Congress** will be held May 14–18, 2011 at the Baltimore Convention Center in Baltimore, Maryland. NAON is the organization of choice for orthopaedic nursing professionals, including more than 6,000 RNs, LPNs, LVNs, student nurses, and associate members from across the country (and around the world) who share an interest in musculoskeletal healthcare.

Orthopaedic nurses are at the forefront of educating and advocating for patients, empowering them in their discussions and decisions to assure each one achieves the best possible care. The NAON Annual Congress is the pre-eminent conference for these professionals, featuring high-caliber, progressive educational programs along with an Exhibit Hall showcasing products and services that will help them to provide optimum patient care.

More than 1,000 attendees wield the buying power you need to energize your sales:

- **83%** of attendees found that the exhibits provided an opportunity to **learn about products relevant to their practice.**
- **94%** of attendees will **discuss a product or service** they saw in the Exhibit Hall with a colleague.
- **86%** of attendees **found the exhibit hall valuable** in making purchasing decisions for their practice setting.
- **73%** of attendees **have more than 10 years of experience** in orthopaedic nursing – the experienced, trusted professionals and leaders you want to reach.
- **96%** are RNs who **work full-time.**

In addition to exhibiting, **maximize your exposure** at the Annual Congress and throughout the year by supporting NAON with sponsorships or grants. Industry support helps advance NAON programs. We've been at the forefront of orthopaedics for more than 30 years and we hope you make the choice to join us. **Register to exhibit today!**

NAON Executive Board

naon[®]
National Association
of Orthopaedic Nurses
Advancing the Art and Science of Orthopaedic Care

QUESTIONS? Jennifer Shupe | 312.673.5742 (Direct) | jshupe@smithbucklin.com

Connect

Join more than 1,100 NAON members in Baltimore and help unite the world of orthopaedics! Network with your target market and boost your sales in 2011 and beyond!

Connect with NAON Attendees – Your Target Audience

NAON's 31st Annual Congress attendees include your best customers – orthopaedic nursing professionals from across the country who are decision makers for products *and* services. What better way to see and speak with so many of your customers in person over a three-day period?

Connect with Decision Makers with Purchasing Power

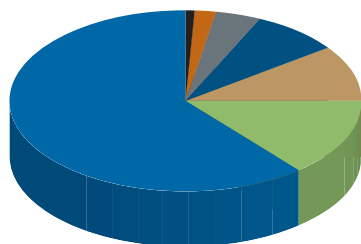
Time is money – and the NAON Annual Congress is the perfect opportunity to save both time *and* money! You'll meet excellent prospects all in one place – remember, NAON attendees make the decisions and recommendations on purchasing equipment and services.

The World of Orthopaedics – Your Bottom Line

NAON's Annual Congress provides tremendous value for your marketing dollar. You'll be able to visit with more than 1,100 solid prospects – prospects who continually cite the Exhibit Hall as one of the highlights of the conference. Exhibiting with NAON is a great way to boost your 2011 results and get a head start moving into 2012.

Maximize Your Visibility – Connect with NAON Attendees

This prospectus contains all the information you'll need to reserve your booth space and make your plans for partnership, Vendor Programs, marketing and advertising. Be sure to take advantage of this opportunity to make a great impact and a lasting impression on every attendee.



Congress Attendee Practice Settings

Adult Orthopaedic Unit	61%
Operating Room	14%
Physician's Office	10%
Medical/Surgical Unit	8%
Clinic	4%
Pediatrics	2%
ER	1%

Top Five Congress Attendee Positions

Staff Nurse (Various Settings and Future Leaders!)
Supervisor/Coordinator
Head Nurse
Clinical Specialist
Nurse Practitioner

Sixty-seven percent of NAON attendees recommend or approve purchases for new equipment and/or medical supplies in their practice settings!

All quotes and statistics extracted from 2009 NAON Overall Course Evaluations, Annual Congress registrants and 2008 NAON Member Needs Assessment Survey.

If you have products and/or services in any of the following categories, you should be marketing to orthopaedic nurses!

- Ambulatory devices
- Arthroscopy equipment and products
- Bone substitute materials
- Casting and splinting precuts
- Compression wrap equipment
- Computer plus hand-held equipment and software for reference
- Drug administration devices – PCAs, localized pain pumps, epidurals
- DVT
- Educational materials/products, resource textbooks and research information (for patients or nurses)
- Electrical bone growth stimulators
- Fixation devices
- Fluid management
- Foot injuries including shoes and foot supplies
- Hand injury equipment and splints
- Implants
- Limb preservation
- Operating room supplies
- Orthopaedic implants, devices and surgical instruments
- Osteogenic grafting equipment and technology
- Pain management
- Pharmaceuticals – opioids, NSAIDs, anti-thrombotics, antibiotics
- Post-surgical and rehabilitation equipment
- Pressure-relieving support
- Recruitment of orthopaedic nurses
- Safe patient handling/transfer equipment
- Sports medicine products
- Total joint replacement products
- Trauma products
- X-ray imaging devices

Who supports NAON? Companies like these!

A Fashion Hayvin Inc.

ADVANCE for Nurses

Aligned, Inc

Amgen Inc.

Aspen Medical Products

aXtraHand L.L.C.

Bams Manufacturing Co., Inc.

Biomet

BJC Health Care (Barnes Jewish Hospital)

Brasseler

Breg, Inc.

Bristol-Myers/Pfizer

Cardinal Health

Carilion Clinic

Cedars-Sinai Medical Center

Champion Mfg., Inc.

Children's Medical Center

Clint Pharmaceuticals, Inc.

Community Tissue Services

Covidien, formerly Tyco Healthcare

DePuy, a Johnson & Johnson Company

DJO

DM Systems, Inc

DryPro

Duke Medicine

EHOB, Inc.

Elsevier/Mosby/Saunders

ENVI International

ErgoNurse, Inc.

Exactech, Inc.

EZ Way, Inc.

Game Ready

Gebauer Company

Gentiva Health Service

The Gideons International

gSource, LLC

Guldmann Inc.

Haemonetics Corporation

Hapad, Inc.

Huntleigh Healthcare, LLC

Innomed, Inc.

Innovative Medical Products Inc.

The Insall Foundation

Intermountain Healthcare

Joerns Healthcare

Joslin Orthopedic Gear

Krames

Liko North America

Marshall | Steele

Martin Innovations

Masimo

Mayo Clinic Rochester

McAuley Medical, Inc.

Medcare Products, Inc.

Midlyn Coastal Health

MTF – Musculoskeletal Transplant Foundation

New Medical Technology, Inc.

NIAMS (National Institute of Arthritis and Musculoskeletal and Skin Diseases)

Novation

Nurses Service Organization

Orlando Regional Healthcare

Orthopaedic Nurses Certification Board (ONCB)

OSI

Otto Bock HealthCare

Phelps County Regional Medical Center

Posey Company

Presbyterian Hospital

Recover Care

Rehab Seating Systems, Inc.

Restorative Care of America

RS Medical

Sanofi-aventis

SAS Shoemakers

Schering-Plough

Scios, a Johnson & Johnson Company

Shukla Medical

Smith & Nephew Orthopaedics

Solution Matrix, Inc.

St. Luke's Health System

St. Johns Mercy Medical Center

Stryker Orthopaedics

Sunmedica, Inc.

Superior Medical

Swedish Medical Center

Synthes

Thomas Edison State College School of Nursing

Twin Cities

Tyco Healthcare/Kendall

University of Maryland Medical Center

US Army Medical Recruiting

Vancouver Coastal Health

VBM Medical Inc.

Wolters Kluwer Health – Lippincott Williams & Wilkins

Xero Products

Yale-New Haven Hospital

Z Coil Pain Relief Footwear™

Zimmer

Bold Text Denotes Past Partner



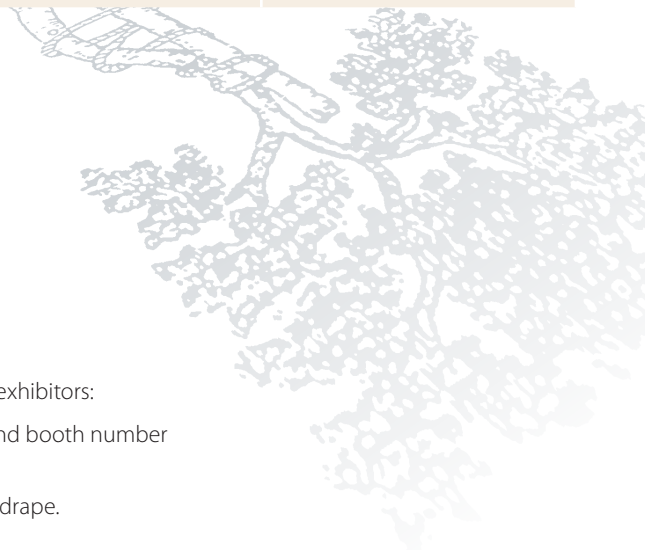
*Grow your market share –
Reach 1,100+ orthopaedic specialists in 3 days!*

GROW

31st Annual Congress Exhibit Schedule*

Saturday, May 14	Exhibit Set-up	8:00 am – 5:00 pm
Sunday, May 15	Exhibit Set-up	8:00 am – 2:00 pm
	Opening Reception in Exhibit Hall	3:45 pm – 6:45 pm
Monday, May 16	Exhibit Hall Open	10:15 am – 12:00 pm
	Exhibit Hall Open	3:30 pm – 5:30 pm
Tuesday, May 17	Exhibit Hall Open	9:30 am – 11:00 am
	Exhibit Dismantle	11:00 am – 5:00 pm
Wednesday, May 18	Exhibit Dismantle	8:00 am – 11:30 am

*Dates/times are subject to change.



2011 Booth Costs

\$25 per square foot/\$2,500 per 10' x 10'

\$200 per corner

Booth Package

The following services are included at no extra charge for 2011 NAON exhibitors:

- A standard identification sign (7" x 44") indicating company name and booth number as listed on the Application & Contract for Exhibit Space.
- Eight-foot-high (8') back wall drape and three-foot-high (3') side rail drape.
- Perimeter security guard service during all show hours (24-hours).
- Exhibitor listing and description (50-word maximum) in the Annual Congress Program.
- Listing on the NAON Web site, including URL link, in 2011.
- Three (3) complimentary exhibitor badges per 100 square feet of booth space.
- Pre-registration mailing list of all Congress attendees.
- Post-event registration mailing list of all Congress attendees.

**Be sure to check out
page 10 for information
on the popular Vendor
Programs! Reserve
yours today!**

Reserve your booth today!

Spaces will be assigned beginning **November 3, 2010.**

Corporate Partnership Opportunities

Reach NAON Members at Annual Congress – and Throughout the Year!

Industry partnerships help advance NAON’s mission and enhance the programs offered to members. Additionally, corporate support underscores your leadership and commitment to the orthopaedic nursing community. NAON offers recognition of its partners throughout the year and during the Annual Congress. Please make the important decision to support NAON in 2011.



Exclusive Benefits

In appreciation of your support, NAON will be pleased to recognize your company with a number of valuable benefits based on your total level of annual support.

PARTNERSHIP LEVELS*	
Platinum	\$30,000+
Gold	\$20,000-\$29,999
Silver	\$10,000-\$19,999

**Exhibit space revenue not included in determining partner levels.*

Platinum Partners

\$30,000 +

- One-time use of NAON’s membership mailing list, which includes more than 4,400 contacts
- Logo recognition on the NAON Web site homepage for 12 months, including URL link
- Recognition in the Annual Congress Registration Brochure (must commit by October 11, 2010)
- Recognition in the Annual Congress Program (must commit by March 21, 2011)
- Recognition on Annual Congress signage, including company signage at Congress Registration Desk
- Congress registration bag insert
- Verbal acknowledgement by NAON President at Annual Congress
- Complimentary one-time access to Annual Congress attendee mailing list (pre- and post-show)
- Recognition in quarterly newsletter, *NAON News* (includes a complimentary subscription)
- Recognition in *Orthopaedic Nursing*, NAON’s official journal (includes a complimentary subscription)
- Partner name badge ribbon for all company personnel attending Congress

Gold Partners

\$20,000 - \$29,999

- Eligibility to rent NAON’s membership mailing list at a 50% discount
- Logo recognition on the NAON Web site homepage for six months, including URL link
- Recognition in the Annual Congress Registration Brochure (must commit by October 11, 2010)
- Recognition in the Annual Congress Program (must commit by March 21, 2011)
- Recognition on Annual Congress signage
- Verbal acknowledgement by NAON President at Annual Congress
- Complimentary one-time access to Annual Congress attendee mailing list (pre- and post-show)
- Recognition in quarterly newsletter, *NAON News* (includes a complimentary subscription)
- Recognition in *Orthopaedic Nursing*, NAON’s official journal (includes a complimentary subscription)
- Partner name badge ribbon for all company personnel attending Congress

Silver Partners

\$10,000 - \$19,999

- Eligibility to rent NAON’s membership mailing list at a 25% discount
- Logo recognition on the NAON Web site homepage for three months, including URL link
- Recognition in the Annual Congress Registration Brochure (must commit by October 11, 2010)
- Recognition in the Annual Congress Program (must commit by March 21, 2011)
- Recognition on Annual Congress signage
- Verbal acknowledgement by NAON President at Annual Congress
- Complimentary one-time access to Annual Congress attendee mailing list (pre- and post-show)
- Recognition in quarterly newsletter, *NAON News* (includes a complimentary subscription)
- Recognition in *Orthopaedic Nursing*, NAON’s official journal (includes a complimentary subscription)
- Partner name badge ribbon for all company personnel attending Congress

NAON Educational Partnership Opportunities

Lifelong learning is essential for orthopaedic nurses to maintain and increase competence in their nursing practice. NAON offers a variety of ways for our members to continue their education and evolve as orthopaedic professionals. Let members know you support their continuing education by supporting educational opportunities.

Online Continuing Education Starting at \$5,000 per session

NAON is pleased to offer our members online courses and will work with you to structure the content of these sessions to develop topics of interest that are eligible for contact hours. Members will greatly appreciate your company's support of their education and will see your logo prominently placed on the NAON Web site.

Advanced Practice Guidelines

\$8,000 per 25-page PDF*

**Printed Guidelines available for additional fee*

Help NAON create cutting-edge guidelines that are based on an extensive review of nursing and other healthcare literature. The content will describe a competent level of generally accepted orthopaedic nursing care for specific areas of interest. The guidelines will provide a solid reference for individualizing the plan of care for orthopaedic patients.

Partnership includes company's logo on pages. NAON will also promote availability of guidelines on our Web site and via e-mail to membership.

TKA & THA Guidelines \$7,500 per 26-page PDF

These guidelines will be created based on an extensive review of nursing and other healthcare literature. The document describes a competent level of generally accepted orthopaedic nursing care for those with total hip or total knee arthroplasty. The guidelines provide a solid reference for individualizing the plan of care post TKA and THA.

Partnership includes company's logo on pages. NAON will also promote availability of guidelines on our Web site and via e-mail to membership. *Please note: Sponsorship is of the production of the product, not the content.*

Core Curriculum for Orthopaedic Nursing 6th Edition \$15,000+

Become a partner for NAON's top-selling product! This textbook of basic orthopaedic content is the recommended resource for preparation for the Orthopaedic Nursing Certification exam. This text provides a number of visual displays to assist the reader in a greater understanding of the concepts. Nearly 500 copies are sold each year and this edition will be in circulation for five years, giving your company exposure to more than two thousand nurses! Partner benefits include company recognition and promotion of partnership.

Scope & Standards of Orthopaedic Nursing Practice \$3,000 12-page PDF

The Scope and Standards of Orthopaedic Nursing Practice defines the practice of orthopaedic nursing and issues specific to the specialty, while providing guidance for professional growth and development. This manuscript contains specific criteria for defining expectations and competent care within basic and advanced clinical orthopaedic nursing practice. This will be available online and will be offered free to NAON members. Partner benefits include company recognition and promotion of partnership. *Please note: Sponsorship is of the production of the product, not the content.*

Four Position Statements \$5,000

NAON is in the process of creating four position statements that describe NAON's stance related to elder care, osteoporosis, promoting musculoskeletal health in children and safe patient handling. These position statements will be easily accessible to all through NAON's Web site.

Practice Points: Constipation and Postoperative Urinary Retention \$6,000 (PDF)

Place your logo and information on a NAON Practice Point, which is a specific, evidence-based reference manual that can be used to answer today's most common questions in orthopaedics. Practice Points are available for purchase for twelve dollars. Additional topics are available.

Patient Education Brochures Contact for pricing and availability

NAON is pleased to offer our corporate partners the opportunity to create patient education brochures, which will be distributed to more than 6,000 NAON members. Brochures are customized based on partnership and costs vary.

Pre-Congress Workshop(s) Starting at \$10,000

NAON invites your company to participate in the Pre-Congress Workshops. During the workshops on Saturday, May 14, 2011, your company has the option of becoming a partner for a session of up to four hours. NAON will prepare a successful program by providing management services, which include searching for and confirming a speaker, solicitation of speaker's program materials and syllabus development. Past Pre-Congress Workshop topics have included State-of-the-Art Total Joint Workshop, Arthritis Workshop, Pharmacology Update for Advanced Practice Nurses and more.

Annual Congress Opening Session & Keynote Speaker Annual Congress Closing Session & Keynote Speaker \$6,000 each

Sponsor an Opening or Closing Keynote Speaker for the 2011 Congress. By either welcoming or sending off the members, you will be remembered for years to come. A representative from your company will introduce the keynote speaker and your logo will be placed on the slides during the introduction.

Congress Dinner Symposium \$50,000 + expenses

A dinner symposium is a unique and effective way to become involved in the educational element of NAON's Annual Congress, giving you the opportunity to host a very special evening of learning for all Annual Congress attendees. With a topic of your choice, you can be a part of the professional development process. NAON will prepare a successful program by providing program management services, speakers, solicitation of speakers' program materials and syllabus development.

NAON Educational Partnership Opportunities (CONTINUED)

Industry-sponsored Congress Breakfast Session(s)

Starting at \$25,000 + expenses

These are wonderful opportunities to customize a learning session featuring current topics and trends in orthopaedic nursing. NAON will help prepare a successful program by providing program management services, speaker confirmation, solicitation of speaker's program materials and syllabus development.

Educational Poster Session \$5,000

The Poster Sessions are an important part of the educational experience at the Annual Congress and include clinical and research abstracts. They are on display in the Exhibit Hall to assure heavy traffic and high visibility. Members value the learning experience that your support will provide.

Congress Educational Sessions/ Dedicated Topics

- **\$15,000 each Dedicated Topic**
- **\$3,000 each Individual Session**

Focus your support on your target audience while providing in-depth learning experiences to attendees. More than 100 separate topic-specific sessions explore new, refined and emerging advances in orthopaedic care. Topics include:

- Advanced Practice
- Pediatrics
- Pharmacology
- Sports Medicine
- OR
- Osteoporosis
- Pain Management
- Spine/Neuro
- Total Joint
- Trauma
- ...and more.

Speakers Fund Starting at \$1,000

One of the reasons attendees come to the Annual Congress is to learn from highly qualified speakers. This fund helps support NAON's ongoing educational efforts by covering incidental costs incurred by the speakers.

Special Interest Groups (SIGs) \$5,000 each

Focus your support on your target audience by supporting NAON's Special Interest Groups:

- Advanced Practice
- Pediatrics
- Case Management
- RN First Assistant
- Gerontology
- Spine
- Management
- Sports Medicine
- Staff Education
- Total Joint
- Replacement
- Operating Room
- Osteoporosis
- Trauma
- Patient Education
- Office Practice

Orthopaedic Nursing Review Course \$9,000

The Orthopaedic Nursing Review Course is a one-day review course that is hosted by local facilities or chapters and also offered as a Pre-Congress Session. This course provides a comprehensive overview of the entire spectrum of orthopaedic nursing. In one day, attendees will be able to learn the most important concepts and pearls of wisdom needed to care for a broad range of orthopaedic patients. This course provides an excellent final review for those planning to take the Orthopaedic Nurses Certification Exam or those wanting to enhance their orthopaedic knowledge base and provides contact hours for orthopaedic nurses. Sponsor the printing of the syllabi and reach nearly 900 nurses across the country each year!

Orthopaedic CNS Review Course \$10,000

The Orthopaedic CNS Review Course explores how the CNS sub-roles of professional clinician/practitioner, educator, consultant, manager and researcher are alternately and simultaneously applied within the orthopaedic nursing specialty to address the various health issue topics of degenerative disease, trauma, sports injury, neuro/peds/congenital, inflammatory, metabolic bone disease and oncology. This course provides contact hours and gives attendees an opportunity to gain advanced orthopaedic knowledge or prepare for the CNS exam.

Orthopaedic NP Review Course \$10,000

The Orthopaedic NP Review Course explores how the NP sub-roles of professional clinician/practitioner, educator, consultant, manager and researcher are alternately and simultaneously applied within the orthopaedic nursing specialty to address the various health issue topics of degenerative disease, trauma, sports injury, neuro/peds/congenital, inflammatory, metabolic bone disease, oncology and operative orthopaedics. This course provides contact hours and gives attendees an opportunity to gain advanced orthopaedic knowledge or to prepare for the NP exam.

Awards/Scholarships

Through your support of a NAON award or scholarship, you demonstrate your company's endorsement of the association's educational goals in a truly meaningful way. These offerings provide an excellent opportunity for you to promote your company name and demonstrate your commitment to the profession. Additional partnership benefits include recognition at the Annual Congress Awards Ceremony.

Distinguished Service Award \$5,000

The Distinguished Service Award is given each year in recognition of an outstanding contribution by an individual in the field of orthopaedic care. Have your company name associated with this coveted achievement. Partner acknowledgment includes the official naming of the award as the "Partnership Company" Distinguished Service Award as well as your company's logo on the award and on the slide recognizing the winner.

Advancing Leadership Education Scholarship \$2,000

In 2011, NAON will provide the Advancing Leadership Education Scholarship to a registered nurse working in orthopaedics who wishes to continue her or his education through participation in various professional meetings throughout the year. Eligible applicants must have been a NAON member for two years or more, demonstrate support of NAON's goals and objectives and demonstrate financial need.

Annual Congress Scholarship(s) \$1,000 each

When your company makes a contribution for an educational grant, this benefits patients, families and caregivers by broadening access to quality education in the specialty of orthopaedic nursing.

Marketing and Advertising Partnership Opportunities

Orthopaedic Nurses Day Poster

\$10,000

Each October, Orthopaedic Nurses Day is celebrated worldwide to show appreciation to caregivers and raise awareness of orthopaedic nursing. Join in the commemoration by being the exclusive partner of NAON's Orthopaedic Nurses Day poster which will be mailed to all 6,000+ members. Additional partnership benefit includes logo on attractive 16" x 24" (approximate size) poster which will be displayed in members' facilities.

NAON News

\$2,500 per issue

NAON News is an electronic publication sent six times per year to all 6,000+ NAON members. Current and past issues of this newsletter can also be accessed by members on the NAON Web site. Each issue includes informational content, Web sites to watch, government studies, research updates, Chapter news, reminders for upcoming events and a letter from the leadership on current happenings in the field. This is a great opportunity for your company to raise your profile with NAON members by sponsoring an issue and including a 100-word description of your products and/or services. Additional partnership benefits are available with this offering.

Web Site Segment and Banner Advertisements

• **\$5,000 for six months**

• **\$3,000 for three months**

• **\$1,200 for one month**

As the medical profession becomes increasingly Web-savvy, the NAON Web site (www.orthonurse.org) is an important medium for reaching orthopaedic professionals, and it has become one of the most used and valued member benefits with more than 1,000 visitors each month. Increase your company's brand recognition and advertise to NAON members by placing your logo (linked to the Web page of your choice) on our Homepage. Secondary pages are available at discounted rates.

NAON Membership Mailing List

• **\$1,800 for exhibitors**

• **\$4,000 for non-exhibitors**

Reach more than 4,400 orthopaedic nurses through a direct mail piece. Mailing must be sent through a third-party bonded mail house and your company is responsible for graphic design, printing, postage and handling. The 2011 Exhibit Space Contract must be submitted to receive discounted rate.

Annual Congress Registration Bag Insert

• **\$1,500 for exhibitors**

• **\$2,000 for non-exhibitors**

Insert a promotional item into the Registration Bag distributed to all Congress attendees. *Restrictions may apply. Subject to NAON approval.*

Annual Congress CD-ROM

\$1,500

Because there isn't time for attendees to enjoy every session at the Annual Congress, this CD-ROM gives them the ability to view the handouts to all sessions after they return home! Your partnership will include your company's logo on the cover of the CD-ROM that attendees review and pass on to colleagues who could not attend Congress. In addition, CD-ROMs will be available for purchase by individuals who could not attend the event, giving your company even more exposure!



Annual Congress Program Advertisement

• **\$5,000: Front Cover Logo and Inside Front Cover Four-color Ad**

• **\$3,000: Inside Back Cover Four-color Ad**

• **\$1,500: Full-page Black & White Ad**

• **\$750: Half-page Black & White Ad**

(Available to exhibiting companies only)

Distributed onsite to all attendees, exhibitors and members of the press, the Annual Congress Program is your opportunity to get in front of key industry professionals who refer to this program daily during the event. Don't miss this opportunity to be showcased to those with buying power for your products and services.

NAON Advertising Opportunity

NAON Journal – Orthopaedic Nursing

Orthopaedic Nursing is the official publication of the National Association of Orthopaedic Nurses. As the only national journal fulfilling the continuing education needs of orthopaedic nurses, it provides a focus on the wide variety of settings where orthopaedic nurses function – hospital unit, physician's office, outpatient department, emergency room, operating room, community service programs, rehabilitation facility and many others. The Journal reaches more than 6,000 NAON members, orthopaedic nurses, associates and researchers.

For rate information please contact Robert Reed:

Reed Media Group
598 Gray Street
Geneva, IL 60134
Phone: 630.845.1285
Fax: 630.845.1286
reedmedi@sbcglobal.net

For customized packages, please contact Jennifer Shupe at 312.673.5742 or jshupe@smithbucklin.com.

Annual Congress Marketing

Congress Social Events

- Annual Congress Party
- Exhibit Hall Opening Reception
- Chapter Leadership Development Reception/Dinner
- Chapter Welcome Center & NAON Mall

Congress Specialty Items

A great way to have “portable” advertising throughout the conference and promote your company to your target audience.

- Annual Congress Registration Bag
- Annual Congress Portfolios
- Annual Congress Pens
- Badge Holder
- Internet Pavilion



Congress Social Events and Specialty Items can be customized!

Please contact Jennifer Shupe at 312.673.5742 or jshupe@smithbucklin.com for availability and pricing.

Vendor Program and Focus Group Opportunities

NAON is pleased to offer corporate partners the opportunity to host a Vendor Program at NAON's Annual Congress. As host of a Vendor Program, your company is entitled to present a session dedicated exclusively to your organization and its products. Our membership has expressed great interest in learning more about product innovations and enhancements, new services, and in-depth explanations of applications and product benefits. This is your forum for providing more than just a sales pitch. It's your chance to educate NAON members on the value, benefit and uses of your products in a full presentation. Exhibitors may structure the content of their Vendor Program such that attendees will be eligible to earn contact hours for attendance. Additionally, consider a Focus Group to gather feedback from your customers and target market.

Please note: Vendor Programs include the following standard audio/visual equipment: LCD Projector, screen, podium, lavalier microphone and sound system.

Vendor Program(s)

\$3,000 (Limit eight)

NAON also is pleased to offer you 60-minute sessions outside the Exhibit Hall. All sessions will run concurrently in various session rooms, yet will not conflict with Congress educational sessions. Eight sessions are available during the lunch hour.

**Eight sessions are available
Monday, May 16, at 12:00 pm – 1:00 pm**

Focus Group(s)

\$6,000 + expenses (Limit two)

NAON will work with you to convene a group of eight to 12 members to help your company gauge interest and promote services. NAON will provide a meeting room in which to hold the 60-minute focus group, signage and a list of meeting registrants prior to the Annual Congress.

For more information about Vendor Programs or Focus Groups please contact Jennifer Shupe at 312.673.5742 or jshupe@smithbucklin.com.

Contract Conditions/Rules & Regulations

1. ASSIGNMENT OF SPACE

The National Association of Orthopaedic Nurses (hereinafter "NAON") may at its discretion accept or reject any Application & Contract for exhibit space and reserves the right to relocate or reassign exhibit space at any time. Space assignments are scheduled to begin on November 3, 2010. Application & Contracts received after this date will be assigned on a first-come, first-served basis.

The primary consideration in the assignment of space to exhibitors shall be in the best interest of NAON. Space determinations are also contingent upon a receipt of Application & Contract; the size of exhibit space requested; physical layout and characteristics of the Exhibit Hall; and compatibility of exhibitors.

All applications for space must be filed on the Application & Contract. Please keep a copy for your records. Each exhibiting company must have contiguous booths, unless other set-up is approved by NAON Show Management at its discretion.

2. NAON PRIORITY POINTS

A priority point system has been established to equitably assign space to exhibitors. All points are accrued based on the previous three calendar years (2008, 2009 and 2010) for the company's participation in NAON priority projects including: Congress exhibit space, Congress educational partnership and grants, advertising in Congress Program, other meeting participation, and special projects and/or grants to NAON in priority areas.

3. PAYMENT, CANCELLATIONS & REFUNDS

Prices of exhibit space are indicated on the Application & Contract. Applications submitted on or before January 31, 2011, must be accompanied by payment in the amount of 50% of the total space rental charge to secure exhibit space. Application & Contracts submitted after January 31, 2011 must be accompanied by payment in full. Make all checks payable to NAON. Tax ID Number 22-2308575.

In order to participate in the online space selection on November 3, 2010, contracts must be received by Friday, October 15, 2010. Contracts received after that date cannot be guaranteed participation in the online space selection.

All cancellations must be made in writing on exhibitor letterhead via certified mail, return receipt requested and directed to the NAON Tradeshow Manager. A charge of 50% of the space rental will be made on all cancellations made any time up to or on January 31, 2011, and must be received or postmarked prior to this date. A 100% cancellation fee applies on or after this date.

If for any reason beyond NAON's control, the 31st Annual Congress must be canceled, shortened, delayed or otherwise altered or changed, exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of NAON, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to NAON for space, as well as other costs and expenses it has incurred, including travel to Congress, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by NAON to be an exhibitor at the 31st Annual Congress, agrees to indemnify and hold harmless NAON, its directors, officers, employees, agents of the service contractors, management of the Exhibit Hall (hereinafter "Show Management"), from any and all loss, which exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused while or in part by any reason outside NAON's control.

4. SUBLETTING OF EXHIBIT SPACE & CARE OF BUILDING

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors may not exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their own products, or those of their subsidiaries.

5. EXHIBITOR BENEFITS

The following services will be provided to exhibitors at no additional charge:

- A standard identification sign (7" x 44") indicating company name and booth number as listed on the Application & Contract
- Eight-foot-high back wall drape and three-foot-high side rail drape
- Perimeter security guard service during all show hours (24-hours)
- Daily cleaning of Exhibit Hall aisles and common area
- Exhibitor listing and description (50-word max.) in the Congress Program
- Three (3) complimentary exhibitor badges per 100 square feet of booth space
- Pre-registration mailing list of all Congress attendees (made available three-four weeks prior to Congress)

* NOTE: Booth carpeting is not provided, but exhibitors are required to carpet their booths if exhibit hall is not carpeted.

6. BOOTH CONSTRUCTION RULES & REGULATIONS

Exhibitors must abide by all of the facility rules and regulations of the Baltimore Convention Center. A detailed list of all convention center rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. All display rules and regulations outlined by the International Association of Exhibitors and Events (IAEE) in "Guidelines for Display Rules and Regulations" (2009 Update) apply.

To obtain these rules and regulations prior to February 2011, please contact NAON's Tradeshow Manager at 800.289.NAON (6266). The Baltimore Convention Center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

7. EXHIBITOR SERVICES MANUAL & SHIPPING INSTRUCTIONS

An official general service contractor for the 31st Annual Congress will be in charge of show production. NAON will make arrangements on behalf of all exhibitors with GSC to receive and deliver exhibits directly to the exhibit area. Exhibitor Services Manuals are made available 90 days prior to the show opening.

8. EXHIBITOR LIABILITY, INDEMNIFICATION & INSURANCE

Exhibitor remains solely responsible for the safety of its personnel and property at all times during transit to and from the Exhibit Hall and within the Exhibit Hall. Show Management is not responsible for the exhibitor's personnel and/or property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIMS OR DEMAND IT MAY HAVE AGAINST ANY OF THE SHOW MANAGEMENT BY REASON OF INJURY, ANY DAMAGE OR LOSS OF ANY OF ITS PERSONNEL OR PROPERTY.

Exhibitor agrees that it will indemnify and hold Show Management harmless against all claims on account of injury to any person to the extent that any such injury was caused wholly or in part by any act or omission of exhibitor or any agents, employees, contractors, guests, licensees or invitees.

This indemnification of Show Management by exhibitor is effective unless such injury was caused by the sole negligence or gross negligence or willful misconduct of Show Management. If Show Management is made a party to any litigation commenced by or against exhibitor, or relating to this lease or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEYS' FEES, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY REASON OF LITIGATION. NAON recommends that exhibitor obtain its own insurance at its expense for loss or damage to property or injury to persons, and cover its obligation under this paragraph 8.

9. CARE OF BUILDING

Exhibitor is liable for any damage caused by fastening displays or fixtures to the building floors, walls or columns, or to standard booth equipment or for damage caused in any other manners. Exhibitors may not use paint, lacquer, adhesives or any other coating on the building columns, floors or standard booth equipment.

10. HOSPITALITIES

When there is no other official NAON planned activity, companies may use their discretion in offering hospitality functions for registered NAON attendees. At NO time may hospitalities be offered during Congress session hours, the NAON Annual Congress Party or other official Congress functions designated by NAON. NAON will have control of assignment of all suites and meeting space contracted at the Baltimore Convention Center and will release space to exhibitors on a first-come, first-served basis. Monies from exhibitor hospitalities do not count toward NAON priority points.

UNDER NO CIRCUMSTANCES WILL FIRMS NEITHER EXHIBITING, NOR MAKING CONGRESS CONTRIBUTIONS EQUAL TO THE AVERAGE BOOTH FEE, BE PERMITTED TO SPONSOR NAON-RELATED ACTIVITIES DURING CONGRESS.

11. HANDOUTS/GIVEAWAYS/PRODUCT DEMONSTRATION

Exhibitors who distribute items to participants are expected to adhere to the professional environment of the Exhibit Hall. Items should be limited to those routinely produced for sale that can be used in a professional setting or during Congress. All educational materials that offer nursing continuing education credit must have approval of the NAON Education Division.

Items considered appropriate for distribution are educational materials, bags, pens, pencils, luggage tags, calendars, note pads, mugs and key chains. Balloons, noisemakers and tobacco products are prohibited as well as other items at the discretion of NAON Show Management.

If models are utilized for product demonstration, their conduct and manner must adhere to the professional environment of the Exhibit Hall. Gimmicks such as clowns, mimes, jugglers, cartoon characters, etc. may not be used in product or booth demonstrations.

12. EXHIBITOR REGISTRATION

Advance exhibitor registration is provided to all exhibitors. All exhibitors are required to register. Exhibitor receives three complimentary exhibitor badges per 100 square feet of exhibit space; additional exhibitor badges are \$100 each. Exhibitors may pick up their badge onsite at the "Exhibitor Registration" counter. "No Show" badges are non-refundable. Admission to the Exhibit Hall is by badge only.

13. SPECIAL REGULATIONS

MINIMUM AGE FOR ADMISSION – Children under the age of 18 are not permitted on the Exhibit Hall floor at any time.

NO SMOKING POLICY – NAON's policy is No Smoking. Therefore, smoking is not allowed within the Exhibit Hall at any time including installation and dismantle. Smoking during Congress is allowed within designated areas by the facility. All exhibitors are required to obey local fire ordinances.

AUDIO-VISUALS – Audiovisual presentations must be arranged so that aisles are not blocked and must be presented in a sound-proof room.

COURTESY – The right and privileges of an exhibit shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made from inside the exhibitor's booth. Exhibitors may not enter another exhibitor's booth or photograph/ investigate another exhibitor's products at any time without the express permission of that exhibitor.

CANVASSING – Canvassing outside the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time. All business must be conducted from within each exhibitor's booth.

CONDUCT – Unethical conduct or infraction of rules on part of the exhibitor or its representatives will subject the exhibitor and/or representatives to dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by NAON.

MUSIC – Exhibitors are responsible for establishing any necessary license agreements for copyrighted music within the booth space or hospitality functions. Music has to be kept at a level so as not to disturb or interfere with the other exhibits.

HOTEL ACCOMMODATIONS – Information regarding hotel accommodations will be included in the Exhibitor Service Manual under the Housing & Registration tab. Exhibitors are responsible for making their own hotel reservations. No hotel accommodations will be made for non-exhibiting firms.

INTERPRETATION – The rules and regulations outlined are to be construed as part of the Application & Contract for Exhibit Space. NAON reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

PRODUCT LOGO VS. COMPANY LOGO – Because NAON is a 501(c) 6 organization, certain Tax Code Regulations must be followed to remain within the qualified partnership payment safe harbor. Following are NAON's guidelines for the use of product logos:

- A product logo can be placed on a non-educational sponsored item as partnership recognition.
- A product logo cannot be used for general recognition (overall Congress banners, Web site page, publications, etc.). For general partner recognition, a company logo is required.
- The product logo can be a logo only, and cannot contain any quantitative or comparative language, price information or other indications of savings or value, an endorsement or an inducement to purchase, sell or use the product or service.

LOGO REQUIREMENT AND USE – To ensure that your company receives the highest quality logo recognition, NAON must receive your logo in a Vector-based .eps format, as well as in a high resolution .jpg format. NAON also requires one hard-copy, black-and-white version of your company's logo. All logo recognition will be a single color, to be determined by the NAON marketing team. Logo size will be based on the following criteria:

- The level of partnership (this will determine size of logo in relation to other logos on general partnership signage).
- Sponsored item (NAON marketing team will determine the appropriate size for item).

NAON RESERVES THE RIGHT TO EXPEL AND EJECT ANY EXHIBITOR AND "BAR IT FROM FUTURE PARTICIPATION" FOR CONDUCT DETRIMENTAL TO CONGRESS, IN NAON'S SOLE JUDGMENT, WHOSE DECISION SHALL BE BINDING UPON THE EXHIBITOR. LIKEWISE, NAON SHALL HAVE THE RIGHT TO LEVY FINES AGAINST EXHIBITORS WHO VIOLATE THE ABOVE RULES & REGULATIONS IN A MONETARY SUM UP TO \$2,500 AND RESERVES THE RIGHT TO EJECT THE EXHIBITOR IN ADDITION TO THE ASSESSMENT OF THE FINE.

*Deeply Rooted,
Bending with Change,
Growing with the Future*

2011 ANNUAL CONGRESS

May 14–18, 2011

Exhibits: May 15–17, 2011

Baltimore Convention Center

Baltimore, Maryland



naon[®]
National Association
of Orthopaedic Nurses
Advancing the Art and Science of Orthopaedic Care

NAON National Office
401 North Michigan Avenue
Suite 2200
Chicago, Illinois 60611-4267
Phone: 800.289.NAON (6266)
Fax: 312.673.6941
E-mail: naon@smithbucklin.com
Web site: www.orthonurse.org

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Application & Contract for Exhibit Space & Partnership

NAON 31ST ANNUAL CONGRESS

Congress Dates: May 14–18, 2011 • Exhibit Dates: May 15–17, 2011



COMPANY INFORMATION

For printing in the Congress Program

COMPANY NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EXT _____

TOLL-FREE PHONE _____ EXT _____

FAX _____

E-MAIL _____

WEB SITE _____

50-word company descriptions must be submitted by March 18, 2011.

EXHIBITOR CONTACT INFORMATION

For coordinating all exhibit booth information

CONTACT NAME _____

ADDRESS (IF DIFFERENT THAN ABOVE) _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EXT _____

FAX _____

E-MAIL _____

BOOTH INFORMATION

\$25 per sq. ft. • \$200 per open corner
Booths are sold in 100-square-foot increments.

Size Booth Requested: _____ ft. x _____ ft. = Total Square Feet _____

_____ Total Square Feet x \$25 per square foot = \$ _____

_____ # of Corners x \$200 = \$ _____

Total: \$ _____

First Choice _____

Second Choice _____

Third Choice _____

PARTNERSHIP INFORMATION

Indicate the partnership requested and the cost as indicated on pages 7–10. If there is a day or time specific to the partnership requested, you will be contacted by the NAON National Office to finalize the details as necessary.

Partnership 1 _____ Cost \$ _____

Partnership 2 _____ Cost \$ _____

Total \$ _____

PAYMENT INFORMATION

NAON Tax ID Number 22-2308575.

A 50 percent deposit must accompany all applications. Applications submitted after January 31, 2011 must be accompanied by full payment. Make checks payable to NAON in U.S. Funds.

Mail check with copy of application to:

National Association of Orthopaedic Nurses Sales

Lockbox 778281

8281 Solutions Center

Chicago, IL 60677-8002

Fax to: 312.644.0575

Total cost: \$ _____ Amount paid: \$ _____

Check (enclosed) AMEX MasterCard VISA

CARD NUMBER _____

EXPIRATION DATE _____

NAME AS IT APPEARS ON CARD _____

SIGNATURE _____

NOTE – PLEASE READ AND SIGN

The Rules & Regulations on page 11 are part of the NAON Congress Application & Contract for Exhibit Space and should be read carefully before signing the Application & Contract. Please forward the Rules & Regulations to the person(s) in charge of your exhibit space at NAON 31st Annual Congress.

Upon signing of the Application & Contract, the exhibitor and/or partner acknowledges that they have read, understand and will abide by the Rules & Regulations for NAON 31st Annual Congress.

NAME _____

SIGNATURE _____

DATE _____

QUESTIONS?

Jennifer Shupe

312.673.5742 (Direct)

jshupe@smithbucklin.com