



Annual Convention

March 18 - 21, 2020

Denver, CO – Crowne Plaza Denver

Heightened Inspiration:

Learning, Leading, Engaging in Dermatology Nursing

dna
DERMATOLOGY NURSES' ASSOCIATION®

Exhibit Prospectus

Dermatology Nurses' Association

38th ANNUAL CONVENTION

March 18-21, 2020

Crowne Plaza • Denver, CO

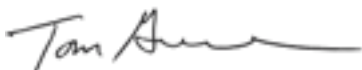
The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care. Members work with board certified dermatologists in offices, outpatient facilities, hospitals, and other settings where patients need dermatology care.

We are pleased to invite you to exhibit during the DNA 2020 Annual Convention to be held March 18-21, 2020 at the Crowne Plaza Denver, Denver, CO. We anticipate more than 400 dermatology nurse professionals to attend.

As an exhibitor, you will have an outstanding opportunity to personally present your important sales and marketing message to hundreds of nurses who initiate product evaluations and who purchase products for use. If your products are used in the dermatology market, your participation with DNA is certain to benefit your sales and marketing program.

The exhibit schedule has been designed to provide the best time for nurses to view exhibits and speak with representatives about products and services. Take advantage of this opportunity to exhibit among dermatology nurses and increase your sales while you support the DNA! Join us in Denver, CO!

Sincerely,



Tom Greene

Corporate Relations Manager

856-256-2367 • Fax: 856-589-7463

tgreene@dnanurse.org

YOU'LL
HAVE 
exclusive

HOURS...
NON-COMPETING

Tuesday, March 17

Exhibit Set-up
12:00pm - 5:00pm

Wednesday, March 18

10:15am - 12:15pm

Grand Opening

2:30pm - 4:00pm

Refreshment Break

Thursday, March 19

9:00am - 10:30am

Coffee Break

2:00pm - 3:00pm

Refreshment Break (NPs only)

Exhibits Dismantle

3:00pm - 7:00pm

DNA reserves the right to modify the exhibit schedule. Exhibitors will be notified at that time if the schedule changes.

Dermatology Nurses' Association

38th ANNUAL CONVENTION | March 18-21, 2020

The rental price includes the following ...

- Five hours of exhibit time
- A 10'x10' booth (hall is carpeted)
- Two exhibitor name badges per 10'x10' booth
- Complimentary coffee and refreshment breaks
- List of Attendees (distributed onsite)
- Opportunity for sponsorship — (email tgreene@dnanurse.org for details)

Crowne Plaza | Exhibit Hall Salon C&D

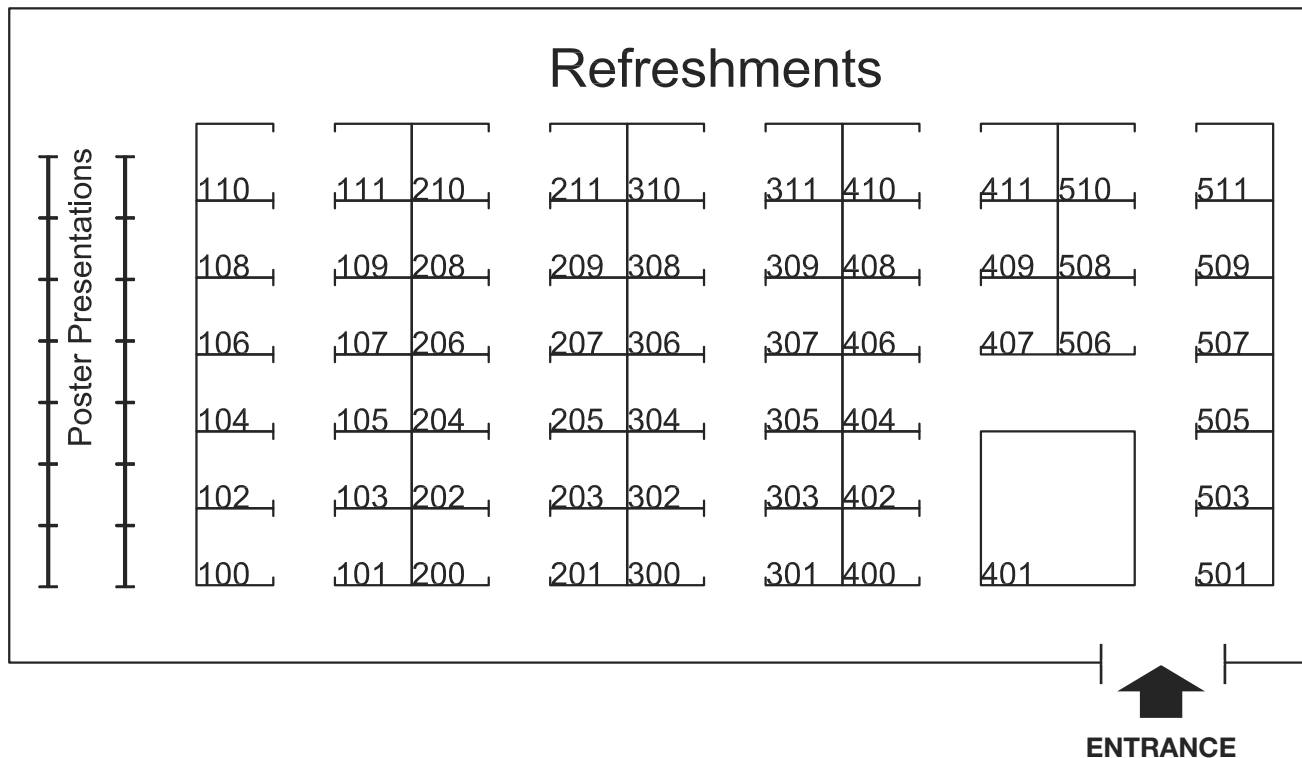


Exhibit Rates

10'x10' inline booth	\$2,400
10'x10' corner booth	\$2,550
Non-Profit booth	\$850
<hr/>	
20'x20'	\$10,000

Notice of cancellation or downsizing of space must be received by DNA in writing. If cancelled prior to February 10, 2020, a 50% refund will be given. After that date, no refunds will be given.

Contact:

Tom Greene
Corporate Relations Manager
tgreene@dnanurse.org
856.256.2367

Heidi Perret
Marketing Coordinator
heidi.perret@ajj.com
856.256.2375

Mailing Address:

DNA Annual Convention
East Holly Ave. Box 56
Pitman, NJ 08071

Fedex/UPS Overnight Address:

DNA Annual Convention
200 East Holly Ave
Sewell, NJ 08080

Hotel Accommodations

Crowne Plaza Denver Airport
15500 East 40th Avenue | Denver, CO 80239 | 303-371-9494

Information for Exhibitors

Rules and Regulations

Assignment of Space

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records. The primary consideration in the assignment of space to exhibitors shall be in the best interest of the Association. The Dermatology Nurses' Association may at its discretion accept or reject any application for space and reserves the right to relocate or reassign space at any time for the overall benefit of the convention. In determining your overall level of support to DNA, DNA takes into account: your past and present exhibit participation; participation in DNA's Corporate Membership Program; advertising support of DNA publications; miscellaneous grants and sponsorships; etc.

Exhibitor Services

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

- A standard pipe/drape set
- A standard identification sign showing exhibitor's name and booth number
- Exhibit description in the Convention Program Book
- Pre-registration of booth personnel
- Pre-registration list of attendees (distributed on-site)
- Complimentary refreshment breaks served in exhibit hall

DNA Policies

If material on display is not in keeping with DNA policy and philosophy, we reserve the right to demand its removal. Canvassing outside of the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time within the hall. All business must be conducted from within each exhibitor's booth.

Program Guide Advertising

DNA will publish a Convention Program Guide containing program and exhibit information. Advertising information is contained on a separate sheet within this prospectus. Closing date for space reservations is January 24, 2020.

Decorator Services Shipping Instructions

DNA will make arrangements with an official contractor to handle all exhibit-related needs. They will have labor available for set-up and will also provide furnishings. The drayage firm will receive, store, and deliver exhibits directly to the exhibit hall on set-up day. All shipments must be prepaid and consigned as indicated on the floor plan page.

Security and Liability

All efforts will be made to provide adequate security for the exhibit area. However, each exhibitor must make provisions to safeguard their valuables from the time they are placed in the exhibit area until they are removed. Neither the Dermatology Nurses' Association nor the Hotel will be responsible for loss or damage due to any cause. DNA is not liable for any additional expenses incurred by exhibitors beyond booth fees and the exhibitor hereby releases DNA from any and all claims of every sort it may have against DNA based upon, arising out of, or in connection with or related to the trade show, including, but not limited to loss, theft, damage, destruction, or delay or non-delivery of goods, display material and other effects.

These rules and regulations are to be construed as part of all space contracts. The Dermatology Nurses' Association reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

Registration

Advance registration will be provided. All exhibitors will be required to register. A special exhibitor registration area will be provided on-site. Exhibitors are entitled to two complimentary exhibit badges per booth. Additional badges over two will be available for \$75 each. Admission to the exhibit area will be by badge only.

Communications with reference to exhibits at DNA's Annual Convention should be addressed to:

Heidi Perret: Marketing Coordinator
DNA Annual Convention
Phone: 856-256-2375
FAX: 856-589-7463
Email: heidi.perret@ajj.com

DNA's Annual Convention attracts more than 400 attendees, both members and non-members of the DNA representing all segments within the dermatologic arena.

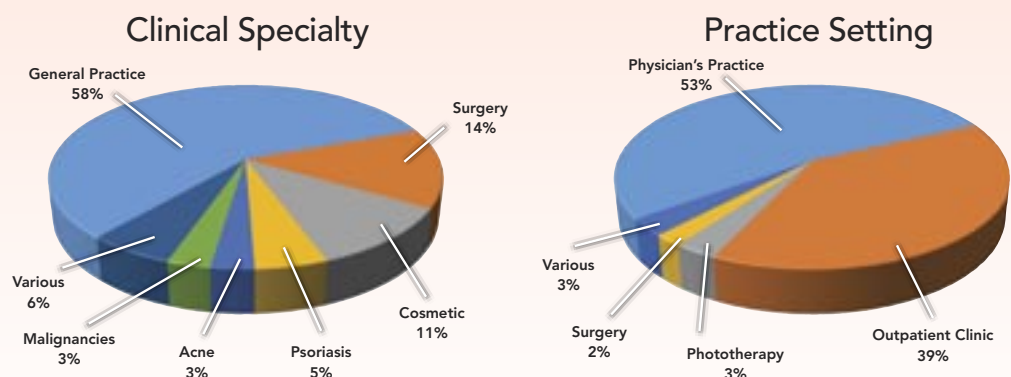
Convention attendees come from all over the US and Canada for educational opportunities and peer-to-peer networking.

The Exhibit Hall offers companies the opportunity to highlight products and services that keep this expanding specialty moving forward. DNA nurses look forward to learning about new procedures, tools and techniques that they can immediately adopt in their practices and facilities.

WHO SHOULD EXHIBIT?

Dermatology nurses hold significant decision-making power and are influential in the areas of investments and product referrals being made within their respective practices and facilities. If you want to reach this highly influential audience, you can't afford to miss the DNA 2020 Annual Convention!

2019 Convention Attendees



2020 Application for Exhibit Space

DNA Annual Convention

March 18 - 21, 2020

Crowne Plaza Denver, Denver, CO



Booth Prices

\$ 2,400 10'x10' inline

\$ 2,550 10'x10' corner

\$10,000 20'x20 island booth

\$ 850 Non-Profit rate

DNA Office Use Only

Received _____

Booth Assigned _____

We hereby apply for space in the exhibit area, subject to the terms of your printed prospectus of this meeting. Please list firm name as you wish it to appear on the identification sign and in printed materials. Retain a copy for your file.

Company Name

Street and Number

City

State

Zip

Telephone

*E-mail

Contact

Web site

Signed

Date

You will be listed in the 2020 Attendee Program Book and Mobile App by Company name, address, website address and booth number. Please make sure the above information is correct as the information will be taken directly off this application.

**Email address necessary to receive confirmation packet and decorator kit.*

Number of booths requested:

Choice of Booth(s) –

1st Choice

2nd Choice

3rd Choice

We agree that: 1) We may not receive one of our preferred choices. However, DNA will try to make assignment in the requested area. 2) Assignment of space made by the Dermatology Nurses' Association will be considered accepted unless rejected within 14 days from the date of receipt of notification of space assignment. Once initial booth assignments are made, booths will be assigned on a first come, first served basis. 3) Payment in full is due upon receipt of confirmation. A deposit in the amount of 50% of the booth fee is requested with the application for exhibit space. 4) All provisions of the official rules and regulations, a part of the official prospectus, shall be a part of this contract.

Payment:

Number of booths requested: _____ at a cost of \$ _____

Check here, if payment will be made with a check (**see box below for mailing instructions**)

ALL BOOTH applications must be sent to:

DNA Annual Convention
East Holly Ave., Box 56
Pitman, NJ 08071
Fax 856-589-7463/ heidi.perret@ajj.com
Phone: 856-256-2375

If paying via check, CHECKS must be sent to:

DNA Annual Convention
435 N. Bennett Street
Southern Pines, NC 28387-4814
DNA Tax ID # **22-2485816**
Mail checks payable in U.S. Funds to DNA
Include a copy of the application as well.

Full Payment by Credit Card

Visa MasterCard AMEX

Name on Credit Card

Credit Card Number

Security Code

Expiration Date

Charge Amount \$

Credit Billing Address street #

zip code

Signature

DNA 2020 Annual Convention
March 18 - 21 2020
Crowne Plaza Denver - Denver, CO
SPONSORSHIP APPLICATION

Exhibiting Company

Booth #

Contact:

Phone:

Email:

SUPPORT/SPONSORSHIP PROMOTIONAL OPPORTUNITIES		
Item	Price (check off item)	Total
Luncheon Symposium (<i>exclusive</i>)	\$45,000 Wednesday March 18/ 12:15 pm – 1:30 pm	\$
Luncheon Symposium (<i>exclusive</i>)	\$52,500 Thursday March 19/ 11:45 am – 1:00 pm	\$
Luncheon Symposium (<i>exclusive</i>)	\$45,000 Friday March 20/ 11:30 am – 1:00 pm	\$
Breakfast Symposium (<i>exclusive</i>)	\$35,000 Friday March 20 / 7:00 am – 8:00 am	\$
Product Theater – wine & cheese	\$19,000 Wednesday March 18 / 5:00 pm – 6:00 pm	\$
Product Theater – wine & cheese	\$19,000 Thursday March 19 / 6:00 pm – 7:00 pm	\$
Product Theater - breakfast	\$16,000 Wednesday March 18 / 7:00 am – 8:00 am	\$
Product Theater - breakfast	\$16,000 Thursday March 19 / 7:00 am – 8:00 am	\$

Mobile App	\$12,000	\$
Tote Bags	\$12,000	\$
Photo Booth	\$ 9,000	\$
Aisle Signs (logo on all aisle signs – 2 sided)	\$ 8,000	\$
Benches in Exhibit Hall (<i>exclusive</i>)	\$ 8,000 (4 benches and signs)	\$
Hotel Key Cards	\$ 8,000	\$
Logo on floor sticker placed in Exhibit Hall Entrance (max 5'x8')	\$ 7,500	\$
Lanyards	\$ 6,500	\$
Charging Station (2 Units)	\$ 6,000	\$
DNA Membership Booth	\$ 5,000	\$
Foot Prints in Exhibit Hall	\$ 5,000	\$
Room Drop - outside room/under door	\$ 4,000	\$
Tote Bag Insert	\$ 3,000	\$
Pre-Convention Mailing List	\$ 500 (fill out below request form)	\$
TOTAL SUPPORT/SPONSORSHIP PROMOTIONAL OPPORTUNITIES AMOUNT		\$

Please complete the Credit Card information on the following page for both the Support/Sponsorship and Program Book totals, if paying by check make payable to: **DNA Annual Convention** and mail to the address listed** on the next page.

For all advertising in the **DNA Annual Convention Program Book**, kindly complete Program Book Advertising Section on the next page.

DNA 2020 Annual Convention
March 18 - 21, 2020
Crowne Plaza Denver - Denver, CO
SPONSORSHIP APPLICATION



Exhibiting Company

Booth #

Contact:

Phone:

Email:

PROGRAM BOOK ADVERTISING		
One Full Page / Color	\$ 3,000	\$
2 nd Full Page / Color	\$ 2,500	\$
Back Cover	\$ 4,000	\$
Inside Front Cover	\$ 3,500	\$
Inside Back Cover	\$ 3,500	\$
TOTAL PROGRAM BOOK ADVERTISING AMOUNT		\$

PROGRAM BOOK SPECS: Trim Size: 6" x 9" Bleed Size: 6 ¼" x 9 ¼" Keep live matter ½" from both trim and gutter.

No Agency or Cash Discount extended

Closing date for reserving Advertising Space by January 24, 2020

Return this form to Heidi Perret / Fax: 856-589-7463, email: heidi.perret@ajj.com, Telephone: 856-256-2375

Please forward all ad materials via email (high resolution pdf files) to: heidi.perret@ajj.com no later than February 7, 2019

Full Payment to be made via Check see below for mailing instructions**

Full Payment to be made via Credit Card

Visa MasterCard AMEX

Name on Credit Card

Credit Card Number

Security Code

Expiration Date

Charge Amount \$

Credit Billing Address street #

zip code

Signature

ALL SPONSORSHIP FORMS must be sent to:

DNA Annual Convention
 East Holly Ave., Box 56 / Pitman, NJ 08071
 Phone: 856-256-2375 / Fax 856-589-7463 / heidi.perret@ajj.com

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