



Exhibitor & Sponsor Prospectus

United Advanced Practice Registered Nurses of Georgia and
the Georgia Nurses Association

2nd Annual Unity Conference & Expo for Nursing Excellence

October 31- November 2, 2019 | Atlanta, Georgia

Hilton Atlanta Downtown Hotel



The 2nd Annual Unity Conference and Expo, presented in partnership by the United Advance Practice Registered Nurses of Georgia (UAPRN of GA) and the Georgia Nurses Association (GNA), will take place in Atlanta, Georgia from October 31 through November 2, 2019. Early fall is the perfect time to experience a conference held in a modern and sophisticated hotel setting in downtown Atlanta, walking distance to world renowned attractions such as Centennial Olympic Park and the World of Coca-Cola . The Unity Conference gives exhibitors the opportunity to promote their business, product, or program(s) to all specialties of advanced practice registered nurses (APRNs) and clinicians from the following states: AL, GA, FL, NC, SC, and TN. Members of UAPRN of GA and GNA are innovative healthcare practitioners who are decision makers within their specialty.

Location: The Hilton Atlanta Grand Ballroom located at 255 Courtland Street NE, Atlanta, Georgia, 30303. In the heart of Atlanta, explore the many dining, sightseeing and entertainment options. The hotel is easily accessible via car and the MARTA Transit System. Hotel information is available at [Hilton Atlanta Information](#).

Participate in the 2019 Unity Conference Expo Hall

HALL HOURS – 13 total open hours including over 7 hours of dedicated exhibit hall time

Move in/move out hours:

Exhibitor move in: Thursday, October 31 1:00 - 3:30 pm
Exhibitor move out: Saturday, November 2 1:30 - 3:00 pm

Open hours:

Thursday, October 31 – 4:00p-5:30p (grand opening reception in the exhibit hall)
Friday, November 1 – 7:30a-8a, 9a-1:15, 3:30p-5p (includes breakfast and lunch in the hall)
Saturday, November 2 – 8:15a-1:30p (includes breakfast and lunch in the hall)

PRICING INFORMATION

8' x 10' Booths (35 spaces available – open Thursday, Friday and Saturday) **\$2,000**
Prime space booths - \$100 extra

- 1 full conference badge and 1 exhibit hall badge included per 8x10 (a \$475 value)
- 8' high blue & white drape (this can be another standard color)
- 3' high white side drapes
- One 6' long white skirted table
- Two folding chairs
- One wastebasket
- One booth ID sign
- Badges include all meals held in the exhibit hall

Tabletop Booths (15 spaces available – open Thursday, Friday and Saturday) **\$950.00**
Eligible companies must have five or fewer employees or be in business fewer than 5 years

- 1 full conference badge per tabletop (a \$375 value)
- One 6' long white skirted table
- Two folding chairs
- One wastebasket
- One booth ID sign
- Badge includes all meals held in the exhibit hall

Merchant’s Market (8 spaces available – open on Friday and Saturday) **\$400.00**

The Merchant’s Market is for non-nursing-related companies selling personal items such as jewelry, art, and clothing. Space in the Merchant’s Market (located within the Exhibit Hall) is limited and assigned according to the date an application is received and availability. Additional badges are available for \$100.

- One 8’ table
- 2 chairs
- Overhead sign
- Wastebasket
- 1 Exhibit Hall personnel badge (for Hall access only)

EXHIBITOR HOTEL BLOCK

A LIMITED NUMBER OF SLEEPING ROOMS ARE RESERVED FOR THE UNITY CONFERENCE EXHIBITORS AT THE SPECIAL RATE OF \$169 FOR A SINGLE- OR DOUBLE-BEDDED ROOM. Exhibitors requiring a hotel are required to support the conference by staying within the hotel block. To make a reservation please click on the following link reservations <https://book.passkey.com/e/49851839>

EXHIBITOR SERVICES

An Exhibitor Services Manual will be sent to all companies who sign up for and are accepted as an exhibiting company. The General Services contractor for the Unity Conference is Fern Exposition. Exhibitors may place orders through Fern’s online website once they receive the exhibitor kit from Fern (expected to launch by early August 2019). Contacts, directions, and resources, including online log-in credentials and critical planning information will be included in the Exhibitor Services Manual.

A Fern representative will be available on-site to ensure delivery of all services and provide assistance to exhibitors. Exhibitors may also place an order via the PDF order forms contained in the Exhibitor Service Manual or by email request with their Fern Exhibitor Services Representative.

EXHIBITOR GUIDELINES

The term “Exhibitor” shall mean any person, organization, or other entity that is approved to maintain an Exhibit at the Exhibition. The term ‘venue’ refers to the Hilton Atlanta. Unity Conference Management reserves the right to grant or deny its consent in its sole reasonable discretion and the right to apply, interpret and enforce these rules in its sole reasonable discretion.

Any point not specifically covered in these rules is subject to the decision of Unity Conference Management, whose decision shall be final.

ACCEPTANCE AND ASSIGNMENT OF SPACE: This confirmation shall be deemed accepted by Unity Conference Management upon space assignment. Booth assignments are generally made on a first come, first-served basis, the date a request is received, availability of requested area, the amount of space requested, special needs, and compatibility of Exhibitors. Unity Conference Management also reserves the right to reconfigure booth space and relocate an Exhibit as necessary with the understanding that the Exhibitor shall be notified prior to such relocation.

ELIGIBILITY: Unity Conference Management reserves the right to determine the eligibility of any company or product for inclusion in the Exhibition. The acceptance of a booth for the Exhibition does not carry the Unity Conference Management endorsement of the equipment, supply, or service displayed there. Exhibits and the conduct of Exhibitors are subject to the approval of the Unity Conference Management. Unity Conference Management reserves the right to require the modification of any Exhibit which, in its opinion, is not in

character with the Exhibition. The Unity Conference Management reserves at all times the right to approve the nature of the Exhibits and conditions under which the Exhibits are displayed.

CANCELLATIONS: This confirmation may be cancelled by Exhibitor by giving written notice to Unity Conference Management, subject to the following fees:

- On or before August 1, 2019 50% of the rental space fee will be refunded

These fees apply in the event of Exhibitor cancellation or failure to participate for any reason whatsoever. Cancellation fees will NOT be applied to any other past, current, or future charges incurred by Exhibitor and are non-transferable. In no event will Exhibitor receive a credit from any revenue later generated by reuse of the reserved space by Unity Conference Management.

Exhibitor may also forfeit all exhibitor privileges, including but not limited to:

- Booth Personnel and complimentary full conference badges
- Removal of company listing from the Program and Web site

INSTALLATION AND DISMANTLING: Until full payment of the space rental fee has been received, Exhibitor will not be allowed to set up, nor will freight be delivered to booth.

EXHIBIT SCHEDULE: Employees manning the booth must have Exhibitor badges. The display area will be closed to Exhibition Attendees except during scheduled Exhibit hours; however, registered Exhibitors will have access at all hours. Unity Conference Management shall have sole control over attendance policies at all times. Exhibitor personnel MUST be properly registered in order to staff a display and must wear (non-transferable) registration badges during move-in and Exhibit hours.

SECURITY: General overall 24-hour access control will be provided for the Exhibition period including move-in and move-out. However, Unity Conference Management is not responsible for the loss of any material by or for any cause, and urges the Exhibitor to exercise normal precautions to discourage pilferage. Only registered Exhibition Attendees and Exhibitors and registered guests will be authorized to enter during Exhibit periods.

DELIVERY OF EQUIPMENT: Exhibitors will be responsible for delivery of their own equipment and/or display material to the venue and for removal of equipment and/or display material. The official drayage company shall control all traffic into and out of the Exhibit area to minimize delays and tie-ups. The Exhibitor assumes full responsibility for the delivery of its materials to the space, which is assigned for the purpose of exhibiting its product, service, or materials. The Unity Conference Management assumes no responsibility for the performance of services by common carrier, express services, the US mail, and telephone companies, or any other service for which the Exhibitor may wish to make a confirmation.

MOVE-IN: Exhibit material cannot be received at the venue prior to the move-in date. Exhibitor must complete installation of its exhibit in its confirmed space no later than the times noted in the above schedule. Should Exhibitor fail to do so, Exhibitor will be deemed a “No Show” and its space shall be subject to reassignment or cancellation without notice (unless Unity Conference Management has earlier approved Exhibitor’s late arrival). Should Exhibitor arrive after this deadline, Unity Conference Management reserves the right to assign or withhold space, and any new space assigned shall be subject to the terms and conditions of the confirmation as if it were Exhibitor’s original confirmed space.

MOVE-OUT: Exhibitor must not dismantle exhibit nor begin packing before the final closing of the Exhibition. Exhibitors must be clear of the space by the move-out time noted in the above schedule. Permission from Unity Conference Management is required for delivery or removal of any portion of an exhibit during the open Exhibition hours. If such property is not removed within the period of time for move-out, Unity Conference Management may remove such property at Exhibitor’s expense. The advance written approval of Unity Conference Management shall be required for any additional move-in and/ or move-out time. Exhibitor

agrees that if Unity Conference Management should receive, handle, or have in its care or custody Exhibitor's property, of any kind, shipped or otherwise delivered to the venue prior to, during, or following the Exhibition, Unity Conference Management shall act solely for the accommodation of Exhibitor and Unity Conference Management shall not be liable for any loss, damage, or injury to such property.

“EARLY TEARDOWN” POLICY: Early teardown or dismantling of booths by exhibitors is strictly prohibited. Early teardown or dismantling disrupts the integrity of the show and endangers attendees still in the exhibit hall. By signing the booth space agreement, exhibitors agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as stated above. Any exhibitors dismantling their booths prior to the scheduled time will be penalized a \$250 fine and loss of priority points. Show Management will monitor and enforce this policy. Please plan your travel accordingly.

RESTRICTIONS: Exhibitor's activities shall be restricted to Exhibitor's booth space only. Unity Conference Management reserves the right to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which becomes objectionable due to noise, safety hazards, or other reasons. Unity Conference Management reserves the right to deny access to or eject any person whose behavior becomes objectionable. In any such event, no refunds will be issued.

ADVERTISING, CIRCULARS, AND SOLICITATION: Unity Conference Management reserves the right to prohibit distribution of souvenirs, advertising matter, or any other materials. Distribution from anywhere other than within Exhibitor's booth is forbidden.

SUBLEASING/SHARING SPACE: Exhibitor shall not assign or sublet this confirmation, in whole or in part, nor exhibit any products or services other than those manufactured or handled in Exhibitor's normal course of business, nor permit any third party to solicit business in Exhibitor's space. Multiple-company sharing of exhibit space is not permitted. Exceptions shall require advance written permission from Unity Conference Management.

COMPETING EVENTS: Exhibitor shall not conduct any competing event during official Unity Conference hours. Such meetings must be approved by exhibits manager and are subject to a fee.

MUSIC: Due to licensing restrictions, the use of music in presentations, including video presentations, is generally prohibited unless Exhibitor can provide Unity Conference Management with proof of Broadcast Music Industry (BMI), American Society of Composers & Performers (ASCAP), or Society of European Stage Authors and Composers (SESAC) certification and licensing.

SOUND LEVELS: Sound levels of presentations must be kept at or below 85 decibels and not interfere with surrounding exhibits.

BOOTH PERSONNEL: Exhibitor must have staff present at booth during all open Exhibition hours. Exhibitor's personnel shall conduct themselves in a professional manner at all times. “Only two additional Hall Passes may be purchased per one 8x10, or per Tabletop.

PHOTOGRAPHY AND VIDEO TAPING: Neither photography nor videotaping are permitted in the venue without the express written consent of Unity Conference Management.

CHILDREN: In the interest of safety, no person under 18 years of age will be allowed on the show floor during Exhibition set-up and teardown hours. During open exhibit hours, children 12 years old and under must be accompanied by a supervising adult at all times. Parents of younger children may request an exemption from Unity Conference Management. No matter what the age of the child, as a condition of the child's admission to the Exhibit Hall, parents must agree to abide by Unity Conference Management rules regarding children and to be responsible for the child and assume all responsibility for damage to exhibits and equipment.

FOOD AND ALCOHOL: The venue is the exclusive provider of food, beverage, and catering services within the venue. Any Exhibitor offering alcoholic beverages at any event held in conjunction with Unity Conference Management must (i) carry a minimum of two million dollars (\$2,000,000.00) in liquor liability insurance during the event and (ii) comply with all the rules and requirements of the venue as well as the Unity Conference Management alcohol policy, which may be obtained from Unity Conference Management upon request.

AMERICANS WITH DISABILITIES ACT (ADA): Exhibitor is solely responsible for ensuring that its booth is in full compliance with the ADA, and for all costs related thereto.

FORCE MAJEURE: Unity Conference Management may suspend or terminate this confirmation without penalty in the event the venue becomes unavailable, is destroyed or damaged, or if it becomes inadvisable, impracticable, illegal, or impossible to hold the Unity Conference Management Meeting as scheduled due to any event beyond the control of Unity Conference Management, including but not limited to the following: strike; lockout; injunction; emergency; act of God; act of war; curtailment of local, national, or international transportation facilities with a significant impact on domestic and/or international travel; and economic factors which make it impractical for Unity Conference Management to hold the Exhibit as scheduled or otherwise perform its obligations hereunder (including the unavailability or inadequacy of any venue, headquarters, hotel(s), or necessary expansion space). In such an event, Exhibitor hereby waives any and all damages and claims for damages and agrees that the sole liability of Unity Conference Management shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by Unity Conference Management, such as, but not limited to, advertising, venue fees, etc., to the extent any monies remain after payment of such expenses.

INSURANCE: Exhibitor shall carry adequate insurance to protect itself against bodily injury (including death) and property damage claims arising from Exhibitor's participation in Unity CONFERENCE, including but not limited to (i) worker's compensation as required by law and (ii) commercial general liability insurance in such amounts as are adequate, but in no event less than one million US dollars (\$1,000,000.00) combined single limit for both bodily injury and property damage. Said insurance shall name Unity Conference Management as additional insured's, shall contain an endorsement that such policy shall remain in full force and effect notwithstanding that the insured has waived its right of action against any party prior to the occurrence of a loss, and shall require the insurer to waive all rights of subrogation against Unity Conference Management. Further, said insurance shall include a provision for notification to Unity Conference Management at least thirty (30) days prior to cancellation. Exhibitor shall furnish Unity Conference Management with a Certificate of Insurance verifying such coverage 45 days prior to move in day. Exhibitor shall not do any act or thing in the venue which might violate any insurance policy held by Unity Conference Management.

DAMAGE TO VENUE: Exhibitor shall be solely responsible for any and all damage to the venue caused by Exhibitor, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors.

INDEMNIFICATION: Exhibitor agrees to defend, indemnify, and hold harmless Unity Conference Management, the venue, the Operator, and their respective officers, directors, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgments, and liabilities (including court costs and reasonable attorney's fees) based upon or arising out of any act, omission, negligence, misconduct, or breach of any material condition of this confirmation by Exhibitor, its contractors, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors.

LIABILITY: Unity Conference Management and its agents will use reasonable care to protect Exhibitor against loss. The responsibility of Unity Conference Management to Exhibitor does not extend beyond such

endeavors; provided, however, that Unity Conference Management may choose to provide a refund in an amount up to the fees actually paid by Exhibitor, in its sole discretion. In no event shall Unity Conference Management be liable for any indirect, consequential, punitive, or incidental damages, even if advised of the possibility of such damages. Exhibitor is solely responsible for the security of its property and the property of others under its control.

WAIVER: Exhibitor acknowledges that Unity Conference Management, the venue, and the Operator do not carry insurance coverage for Exhibitor's property. Exhibitor agrees to bear all risk of any bodily injury (including death) or property damage or loss which Exhibitor or its contractors, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors might sustain as a result of Exhibitor's participation in Unity Conference Management. Exhibitor hereby waives any and all rights of recovery, refund, or compensation for bodily injury (including death) or property damage against Unity Conference Management, its Sponsors, the venue the Operator, and their officers, directors, employees, and agents based upon or arising out of Exhibitor's participation in Unity Conference, except such losses as may be the result of the sole gross negligence or willful misconduct of such parties

SALES TAX: Notice to any booths or tabletops that are selling goods within the exhibit hall. It is the applicant's responsibility to submit sales and tax returns to the Comptroller of Georgia. If you have any additional questions concerning sales tax, please contact the Comptroller's office directly. Please allow 2 to 4 weeks for this application to be processed.

PAYMENT INFORMATION

PAYMENTS: A non-refundable 50% deposit of the space rental fee is due at time of receipt of the confirmation. All booth charges must be paid in full by August 1, 2019. If paying a deposit to hold a specific booth, the balance must be paid within 60 days and no later than October 1, 2019, to hold exhibit booth location. Confirmations received after this date must be accompanied by full payment, which is nonrefundable. Should Exhibitor fail to remit timely payment, Unity Conference Management shall have the right to withhold or cancel a booth reservation without notice and retain any non-refundable amounts paid, unless special arrangements have been made.

2019 Unity Conference for Nursing Excellence Sponsorship Opportunities

The 2019 Unity Conference offers a wide range of sponsorship and advertising opportunities designed to match any budget. Drive traffic and/or business appointments to your booth, increase your visibility at the conference, and maximize your impact. If you would like to discuss sponsorship and exhibitor packages in more detail, please contact Jenn Schaeffer, at jenn@stellatosolutions.com

Four great reasons to become a sponsor of the 2019 Unity Conference:

Position your company to receive maximum brand exposure:

Gain immediate competitive advantage for your business – ensure your brand is known.

Drive traffic to your booth:

Sponsorship opportunities will help drive traffic to your booth – valuable visitors who you can do business with.

Your competitors are also sponsoring:

If you are considering sponsoring, then your competitors are too – ensure it's your company that attendees are seeing.

We have a package to suit your budget and goals: Whether you have a small budget or a large one, we have the package to suit you – and whatever level of sponsorship you choose, your name will be seen by over 600 attendees.

<u>Item</u>	<u>Sponsorship Cost</u>	<u>Notes</u>
<u>Imprinted Sponsored Items</u>		
Conference Tote	\$4,500	Enjoy direct exposure to your target market with your logo placed strategically on the conference bag each attendee receives at registration.
Lanyards	\$3,000	Sponsor our 2019 Unity Conference lanyards and be with attendees every step of the way.
Neck Wallets	\$3,000	All attendees will wear their badge lanyards throughout the conference, making this one of the most visible sponsorship opportunities.
Padfolios	\$3,500	Padfolios will be available to attendees. As the sponsor, your company logo will be imprinted on the front of each padfolio.
Pen with Stylus	\$1,500	Your company logo will be with attendees in each educational session as they take notes, either on paper or their mobile device.
Napkins	\$1,000	Your company will receive recognition on napkins at the meal function of your choice (based on availability)

Giveaways

Sanitizer Spray	\$1,500	Your company logo will be on hand-sanitizers, given to each attendee in the conference tote.
Water Bottles	\$3,000	Help keep attendees hydrated by providing water bottles as they check-in at registration.
On-the-Go Emergency Kit	\$2,500	Help keep attendees happy as they travel, by sponsoring this travel emergency kit.
Dual Pocket RFID Phone Wallet	\$3,500	With RFID technology built into these phone wallets, you can help attendees keep their identities safe.

Additional Sponsorships

Mobile App	\$4,000	Put your company logo in every attendee's hands! Your company will have exclusive advertising in the mobile app available to all attendees.
Boxed Lunch (includes napkins)	\$15,000	Be recognized as the co-sponsorship of the boxed lunches with UAPRN/GNA
Grand Opening Halloween Party	\$15,000	This unique and fun sponsorship opportunity will give your company the ability to brand the conference's Halloween kick-off event and exhibit hall opening!
Décor at the Gala Masquerade	\$2,500	As the gala décor sponsor, you'll have the opportunity provide fun giveaways the Grand Opening Halloween party and exhibit hall opening on October 31 st .
Snacks (includes napkins)	\$7,000	Help fuel your fellow attendees by becoming a snack break sponsor.
Coffee Break	\$6,000	Sponsor one of our essential coffee breaks.
Three-Course plated dinner	\$20,000	A special opportunity to co-sponsor the closing-night awards dinner with UAPRN/GNA
Hosted Bar sponsor	\$7,500	This is a great opportunity to have your company name in the hands of all attendees. A drink ticket, good for one drink, with your company logo will be given to each attendee.

Program Guide Advertising

Place your ad in the Unity Conference program guide. The guide will be in the hands of every attendee, not only during the Unity Conference, but long after they return to work. Ad specifications and pricing will be mailed to all interested companies.