



Sponsor and Exhibitor Prospectus

**STABILITY &
LEADERSHIP**
IN THE MIDST OF CHAOS

**LEGISLATIVE
DAY 2020**

Deadline: Friday, February 14, 2020
Des Moines Marriott Downtown
700 Grand Avenue
Des Moines, Iowa

Sponsor & Exhibitor Application

Deadline: Friday, February 14, 2020

Iowa Nurses Association (INA) invite Iowa nurses and nursing students to participate in the 2020 INA Legislative Day. This year's event with exhibitors will take place Wednesday, February 26, 2020 at the Des Moines Marriott Downtown in Des Moines, Iowa.

We look to the leadership of companies and educators to keep us informed and would value your representation at this one-day event.

All sponsorships over \$300 include a FREE exhibit booth (the fee of \$250 will be waived)!

Exhibitor Scavenger Hunt Prize Donations

Exhibitors/Sponsors are asked to donate a prize item that will be given away during each break with Exhibitors. Conference attendees must be present to win. Conference attendees will be encouraged to visit each exhibitor, visits will be tracked via our conference app, and those will be used to draw names for the raffle prizes. To participate, please note your raffle item in addition to indicating your exhibitor level on the online registration form.

We look forward to hearing back from you before the application deadline of Friday, February 14, 2020. For more information, visit www.INA.org. If you have any questions, please contact Andrea Starmer at the INA office at 515.225.0495 or events@iowanurses.org.

Exhibitor Schedule - Tuesday, February 25, 2020

6:30 – 7:30am	Exhibitor set-up
7:30 – 8:45am	Breakfast and exhibit area open
10:00 – 10:15am	Attendee break with exhibitors
11:45am – 1:00 pm	Lunch with exhibitors
1:00 – 2:00 pm	Exhibitor teardown

Agenda

Tuesday 2/25/20

6:00 – 8:00 pm	Iowa Legislature and Nurse Networking Reception
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Wednesday 2/26/20

7:30 – 8:55 am	Registration and Visit Exhibitors
8:55 – 9:00 am	Welcome from the INA Leadership <i>Lisa Caffery MS, BSN, RN-BC, CIC, FAPIC, INA President</i>
9:00 – 10:00 am	Keynote Presentation <i>presenter TBA</i>
10:00 – 10:15 am	Break with Exhibitors
10:15 – 10:45 am	Current Legislative Issues <i>Jim Obradovich, INA Lobbyist</i>
10:45 – 11:30 am	Strategies to Effectively Communicate with Your Legislator - <i>presenter TBA</i>
11:30 – 11:45 am	Navigating Capitol Hill: Wrap-up Instruction
11:45 am – 1:00 pm	Lunch with Exhibitors
1:00 – 5:00 pm	Meet Your Legislators

Tabletop Exhibitors

\$250

Exhibit Hall open on Wednesday, February 26, 2020

- Company name on mobile app with clickable link
- Two company representatives at exhibitor table, extra staff members \$50 each
- Continental breakfast, breaks and lunch included
- 6-foot linen-draped exhibitor table with two chairs
- Exhibit space centrally located in meeting area where food will be served
- Booth placement will be determined by INA staff with priority given in order of sponsorship levels

Specialty Sponsorship Opportunities

Audio/Visual & Wi-Fi Sponsor **\$300**

one available

Exhibit level, company name on mobile app with clickable link and social media recognition.

Education Session Sponsor **\$500**

four available

Exhibit level, exclusive signage at front of general session room, company name on mobile app with clickable link, social media recognition, podium shout outs, one push notification, social media post in February and one complimentary conference registration.

Lanyard Sponsor **\$750**

one available

Exhibit level, company name on mobile app with clickable link and social media recognition. INA will order on your behalf.

Mobile App Sponsor **\$1,000**

one available

Exhibit level, company name on mobile app with clickable link, social media recognition, one banner ad, one push notification and one complimentary conference registration.

Attendee Gift Sponsor **\$1,500**

one available

Company logo on attendee conference gift, exhibit level, company name on mobile app with clickable link, social media recognition, podium shout outs, two push notifications and one banner ad.

Banner Ads **\$250**

five available

Clickable banner app on mobile app. Submit images in sizes below to events@iowanurses.org.

Large – 800 x 100px

Medium – 600 x 100px

Small – 400 x 100px

Meal Sponsorship Opportunities

Breakfast Connections Sponsor

\$1,250

one available

Exhibit level, exclusive signage at breakfast, company name on mobile app with clickable link, social media recognition, podium shout outs, one push notifications and company literature at each breakfast setting.

Lunch Sponsor

\$1,500

one available

Exhibit level, exclusive signage at lunch, company name on mobile app with clickable link, social media recognition, podium shout outs, one push notification, one complimentary conference registration.

Coffee Break Sponsor

\$350

one available

Exhibit level, exclusive signage at breaks, company name on mobile app with clickable link, social media recognition, podium shout outs and one push notification.

Hotel

For your convenience, a block of rooms have been reserved at:

Des Moines Marriott Downtown
700 Grand Avenue
Des Moines, Iowa

To make reservations by phone, call 1-800-228-9290 and use group block name: Iowa Nurses Association Legislative Day.

Deadline for group rate reservations is February 4, 2020.

Application – Deadline: Friday, February 14, 2020

Company: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

Website: _____ Type of Business: _____

Booth Representative Names: 1. _____ 2. _____

Booth Rep Emails: 1. _____ 2. _____

Special dietary or physical requirements _____

Exhibitor Scavenger Hunt

Trivia question and correct answer: _____

Raffle item: _____

Booth Space - Exhibitor Only

- | | |
|--|----------|
| ☐ Booth Space – Six-foot table, spandex covered | \$300 |
| ☐ Additional Booth Space – Six-foot table, covered and skirted (\$100 each) | \$ _____ |
| ☐ Additional Attendee (\$50 each) - Name of additional representative _____ | \$ _____ |
| ☐ Check here if you require electricity for your booth | |

Available Sponsorship Opportunities (all sponsorships over \$300 receive one complimentary tabletop booth)

- | | |
|--|---------|
| ☐ Audio/Visual & Wi-Fi Sponsor | \$250 |
| ☐ Education Session Sponsor | \$500 |
| ☐ Lanyard Sponsor | \$750 |
| ☐ Mobile App Sponsor | \$1,000 |
| ☐ Attendee Gift Sponsor | \$1,500 |
| ☐ Banner Ad | \$250 |
| ☐ Breakfast Connections Sponsor | \$1,250 |
| ☐ Lunch Sponsor | \$1,500 |
| ☐ Coffee Break Sponsor | \$350 |

Total Amount Due \$ _____

PAYMENT METHOD:

(Make all checks payable to INA)

Check enclosed: \$ _____

Credit Card: ☐ Visa ☐ MasterCard ☐ Discover

Card Number: _____ Expiration Date: _____ CVV: _____

Card Holder (name printed on card): _____

Billing Zip Code: _____

Signature: _____

Mail to: Iowa Nurses Association - Events
2400 86th Street, #32
Urbandale, IA 50322
(515) 225-0495
events@iowanurses.org
www.iowanurses.org
Tax ID: 42-0636682

Thank you for your time, consideration and support of the 2020 INA Legislative Day!

The above party hereby wishes to apply for the exhibit space/sponsorship at the 2020 INA Legislative Day. Payment in full is required to reserve tabletop booth spaces and sponsorships. No refunds.