An invitation
to connect, engage,
and celebrate 125 years of nursing leadership

The National League for Nursing will host its annual NLN Education Summit — a must-attend event for all nurse educators, faculty, and nursing leaders. As the oldest nursing organization in the country, the NLN will celebrate its 125-year anniversary September 12-14 in Chicago. Please join the NLN as we return to Chicago to highlight the remarkable story of our 125 years of leadership in nursing education and connect historic milestones to NLN’s current standing as one of the most respected nursing organizations in the world.

The comprehensive three-day conference provides nurse educators with opportunities for collaboration, professional development, innovation, scholarship, and service. Each year, the Summit attracts over 1,000 health care professionals eager to meet with exhibitors offering the latest in nursing education products and services.

Position Your Organization face-to-face with Nursing Leaders.

At the NLN Education Summit you will do more than exhibit. You will:

Connect with new and current partners from all levels of nursing education.

Participate in face-to-face networking opportunities with top decision makers.

Discover the latest trends in nurse education.
Our agenda will include revamped learning tracks, not-to-be-missed keynote speakers, and innovative sessions tailored to nurse leaders at all levels.

**By the Numbers**

2018 Conference Profile

1,500 Attendees
650 Programs Represented
100 Posters
100+ Concurrent Sessions
125 Exhibitors

**Conference Sessions & Program Focus Areas**

- Teaching Excellence
- Transition to Practice
- Global Initiatives
- Leadership
- Active Learning
- Simulation

**Did You Know?**

NLN Members represent all school of nursing types.

In 1893 NLN was known as the American Society of Superintendents of Training Schools for Nurses.
Partner with the National League for Nursing as an exhibitor and/or sponsor and reach 1,500 nurse educators, faculty, and decision makers who are eager to learn more about your products, services, and programs.

### 2018 SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$50,000</td>
<td>125th Anniversary Gala, WiFi</td>
</tr>
<tr>
<td>Platinum Plus</td>
<td>$30,000</td>
<td>Opening Reception, Conference Bags – <strong>SOLD OUT</strong></td>
</tr>
<tr>
<td>Platinum</td>
<td>$20,000</td>
<td>Conference Mobile App – <strong>SOLD OUT</strong>, Pocket Program Guide, Hotel Key Cards</td>
</tr>
<tr>
<td>Gold</td>
<td>$15,000</td>
<td>NLN 125th Historic Display, Thursday Breakfast, Thursday Lunch, Friday Breakfast, Friday Lunch</td>
</tr>
<tr>
<td>Silver</td>
<td>$10,000</td>
<td>Keynote Address – <strong>SOLD OUT</strong>, National Faculty Meeting, Honors Convocation, Thursday Sessions – <strong>SOLD OUT</strong>, Friday Sessions</td>
</tr>
<tr>
<td>Bronze</td>
<td>$5,000</td>
<td>Annual Business Meeting, Thursday Coffee Break – <strong>SOLD OUT</strong>, Friday Coffee Break</td>
</tr>
<tr>
<td>Anniversary Supporter</td>
<td>$1,000 - $2,500</td>
<td>General conference support. Acknowledged on signage and mobile app.</td>
</tr>
</tbody>
</table>

*Showcase your commitment to nurse education at NLN 2018.*

*Secure your booth and sponsorship today.*

# Sponsorship Benefits

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Choose one Option</th>
<th>Benefits Overview</th>
</tr>
</thead>
</table>
| **Diamond** $50,000 | 125th Anniversary Gala WiFi | Summit Mobile App Ads (10)  
Acknowledgment on Digital Signage  
Logo on Printed Materials  
Logo on Summit Website  
Pre-Summit Email to all Registered Attendees  
Full Page Ad in Exhibitor Directory  
Full Page Ad in Member Recognition Program Book  
Logo on NLN Foundation Thank You Wall  
Conference Bag Insert (2)  
Complimentary Exhibit Booth (2)  
Complimentary Meeting/Reception Space*  
Complimentary Conference Registrations (8)  
2-Minute Video During Opening Session  
Invitation to Annual Foundation VIP Reception |
| **Platinum Plus** $30,000 | Opening Reception Conference Bags – SOLD OUT | Summit Mobile App Ad (6)  
Acknowledgment on Digital Signage  
Logo on Printed Materials  
Logo on Summit Website  
Full Page Ad in Exhibitor Directory  
Full Page Ad in Member Recognition Program Book  
Logo on NLN Foundation Thank You Wall  
Conference Bag Insert (2)  
Complimentary Exhibit Booth  
Meeting/Reception Space*  
Complimentary Conference Registrations  
Invitation to Annual Foundation VIP Reception |
| **Platinum** $20,000 | Conference Mobile App – SOLD OUT  
Pocket Program Guide  
Hotel Room Keys | Conference Mobile App SOLD OUT  
Pocket Program Guide  
Hotel Room Keys  
Summit Mobile App Ad (4)  
Logo on Printed Materials  
Logo on Summit Website  
Full Page Ad in Exhibitor Director  
Full Page Ad in Member Recognition Program Book  
Logo on NLN Foundation Thank You Wall  
Conference Bag Insert  
Complimentary Meeting/Reception Space*  
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Invitation to Annual Foundation VIP Reception |

*Benefits continued on next page*
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| **Gold** $15,000   | NLN 125th Historic Display  
                      Thursday Breakfast  
                      Thursday Lunch  
                      Friday Breakfast  
                      Friday Lunch | Summit Mobile App Ad (3)  
                      Logo on Printed Materials  
                      Logo on Summit Website  
                      Logo on NLN Foundation Thank You Wall |
| **Silver** $10,000 |  
                      Keynote Address – **SOLD OUT**  
                      National Faculty Meeting  
                      Honors Convocation – **SOLD OUT**  
                      Thursday Sessions – **SOLD OUT**  
                      Friday Sessions | Summit Mobile App Ad (2)  
                      Logo on Printed Materials  
                      Logo on Summit Website  
                      Logo on NLN Foundation Thank You Wall  
                      Session Podium Acknowledgment  
                      Session Podium Acknowledgment |
| **Bronze** $5,000  |  
                      Annual Business Meeting  
                      Thursday Coffee Break – **SOLD OUT**  
                      Friday Coffee Break | Summit Mobile App Ad  
                      Logo on Printed Materials  
                      Logo on Website  
                      Logo on NLN Foundation Thank You Wall |
DIGITAL ADS

Conference Website Promotional web banner (1050x170px PNG or JPEG)

Conference App

Summit attendees can engage before, during, and up to a year after the meeting ends on the Summit Mobile App. Attendees can easily follow product launches, receive updates, and view interactive content relevant to nursing education, all from their smartphone or tablet. Ads featured in conference app are featured in user’s activity feed.

1 - 3 ad posts: $250 each
4 - 9 ad posts: $200
10+ posts: $150 each

Ads may contain up to 140 characters of text or be an image (640x640 PNG).

PRINT ADS

Guide to Exhibits (exhibits directory given to all attendees)

Full-page, color ad - $2,000
Half-page color ad - $1,200
Back cover - $4,500
Inside back cover - $3,500

NLN Salute to Members Book

Full-page, color ad - $2,000
Half-page color ad - $1,200
Back cover - $4,500
Inside back cover - $3,500
WHERE, WHEN & FEES

FACILITY

Hyatt Regency Chicago
151 E Wacker Dr.
Chicago, IL 60601
312-565-1234

EXHIBIT & CONFERENCE MANAGEMENT

Prestige Accommodations
18022 Cowan, Suite 235
Irvine, CA  92614

Exhibit booth registration is only available online. Please visit nln.org/summit to access the form.

EXHIBIT SCHEDULE

Wednesday, September 12
NLN Education Summit Opening Reception
6:00 pm - 8:00 pm

Thursday, September 13
7:00 am – 8:15 am | 12:00 pm – 2:00 pm

Friday, September 14
7:00 am – 8:15 am | 12:00 pm – 2:00 pm

EXHIBIT BOOTH REGISTRATION FEES

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>NON PROFIT</th>
<th>FOR PROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Line</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’ x 10’</td>
<td>$2,100</td>
<td>$3,100</td>
</tr>
<tr>
<td>20’ x 10’</td>
<td>$3,600</td>
<td>$5,100</td>
</tr>
<tr>
<td>30’ x 10’</td>
<td>$5,100</td>
<td>$7,100</td>
</tr>
<tr>
<td>Island</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’ x 20’ minimum</td>
<td>$7,600</td>
<td>$10,600</td>
</tr>
<tr>
<td>30’ x 30’</td>
<td>$9,600</td>
<td>$13,600</td>
</tr>
</tbody>
</table>

EXHIBIT SET UP

Wednesday, September 12
8:00 am – 4:30 pm

EXHIBIT BREAKDOWN

Friday, September 14
2:00 pm – 6:00 pm.

SECURE YOUR BOOTH

www.nln.org/exhibitor-registration
EXHIBITOR SERVICES

The following services are included in the booth fee:

- Exhibitor name sign
- Eight-foot-high black back drape (for in-line booths)
- Three-foot-high black side dividers
  (for in-line booths)
- One wastebasket
- Daily cleaning of exhibit hall aisles
- Listing in the exhibit hall directory and mobile app
- Discounted advertising opportunities

An exhibitor kit containing literature and rates for all labor services, furniture rentals, electrical connections, Internet, and other miscellaneous services is made available by the exhibit show decorators, Freeman, and is sent to all exhibitors after exhibit space assignment is confirmed.

All furnishing, carpet, and special arrangements must be made through the exhibit show decorator. The following services are not included as part of the booth fee and should be ordered through the exhibit show decorator: tables, chairs, carpeting, drayage/shipping, set-up/break down labor, electricity, and Internet.

Booth Regulations
All exhibits must be freestanding and self-supporting and may not obstruct the view of, or interfere with, any adjacent booths. No part of an exhibit or sign may be pasted, nailed, or otherwise affixed to walls, doors, etc. Exposed, unfinished sides of an exhibit booth must be draped. The subletting or sharing of space is prohibited; two or more firms may not exhibit in a single space.

The official service contractor provides freight handling service. Exhibit material, packages, and/or shipments cannot be received at the hotel unless deliveries are made on move-in days. Otherwise deliveries will be returned to the shipper at the exhibiting company’s expense. Please refer to the shipping instructions in the contractor’s service kit.

Exhibit material left in the hall after the contracted move-out time, or damaged exhibits left behind, will be removed by the official service contractor at the expense of the individual exhibiting company. Any materials left after the official service contractor’s departure is considered trash.

Written cancellations of booth space will be accepted through July 31, 2018 and refunds granted minus a 25 percent processing fee. Refunds will not be granted for cancellations received after July 31, 2018.

Registration & Cancellations
The NLN reserves the right to accept or refuse a booth application from any exhibitor, and, once the exhibit is on the floor, to require its modification or removal, whenever the NLN considers such an exhibit to be detrimental to the NLN’s business, professional, or ethical interests; if the displayed products do not meet the professional standards of the NLN; or the exhibit does not comply with the rules and regulations for exhibiting at the Education Summit. If an
exhibitor is asked to leave the exhibit hall due to an infraction as noted above, it is agreed that no refund shall be made by the National League for Nursing and no demand for redress will be made by the exhibiting organization.

By submitting registration, the exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the NLN, the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Installation/Dismantling/Removal Information
All exhibit set-ups must be completed by 4:30 pm opening day to ensure that the exhibit hall is ready for its 6:00 pm opening. Exhibits must remain open until 2:00 pm on Friday, September 14. Exhibitors who break down their booths prior to 2:00 pm on Friday will not be invited to future NLN Education Summits. Consult with the decorator regarding special work rules for setting up your exhibit booth display.

Exhibit Hall Access
Security personnel will staff the exhibit hall. No one will be admitted to the exhibit hall without a badge. Each exhibit booth reservation receives four badges (does not include meals) per 10’ x 10’ booth or its equivalent, which will permit entry to the hall during move-in, show hours, and move-out. Additional booth staff may attend for $100 per person. Meal packages are available for $230 each.

Exhibitor Access
Registration for the NLN Education Summit educational and business sessions are not included with exhibit booth registration, and exhibitor badges will not be honored for admission to sessions. Exhibitors may purchase full Summit registration at the regular NLN member price to attend any Education Summit 2018 educational or business session. If an exhibitor is a recognized NLN sponsor for a Summit session, the company representative will be issued a sponsor name badge which should be worn for admission to that particular event.

For general inquiries or more information, please call 202-909-2513.