2019 TRANSPLANT NURSING SYMPOSIUM
Presented by the International Transplant Nurses Society

Transplant Nursing in the 21st Century:
The Universal Code for Care

MEETING DATES:
Friday, 15 November –
Monday, 18 November 2019

EXHIBIT DATES:
Friday, 15 November –
Sunday 17 November 2019

The DoubleTree by Hilton
at Universal Orlando
Orlando, FL, USA

EXHIBITOR PROSPECTUS
ITNS.org/AnnualSymposium
**ITNS Mission Statement**
The International Transplant Nurses Society (ITNS) is committed to the promotion of excellence in clinical transplant nursing through the provision of educational and professional growth opportunities, interdisciplinary networking, collaborative activities, and nursing research.

**Target Audience**
The Annual ITNS Symposium is ideal for transplant professionals. ITNS offers educational content appropriate for all levels of practice, from bedside nurses through advanced practice nurses. Attendees benefit from education with both pre- and posttransplant focuses. Attendees include:
- staff nurses
- advanced practice nurses
- transplant coordinators
- administrators
- researchers
- case managers
- clinical educators
- faculty
- nurse managers
- nurse practitioners
- clinical nurse specialists
- students
- and more!

**Member Demographics**

**PRIMARY WORK SETTING**
- University Teaching Hospital 64%
- Community 12%
- Ambulatory 9%
- Academic 5%
- Government 2%
- Other 8%

**PRIMARY POSITION**
- Staff Nurse 20%
- Other 16%
- Nurse Practitioner 6%
- Nurse Manager 6%
- Administrator 5%
- Clinical Nurse Specialist 4%

**AREA OF EXPERTISE**
- Adults 15%
- Renal 15%
- Liver 18%
- Kidney 24%
- Heart 12%
- Other 10%
- Lung 6%

**PRIMARY RESPONSIBILITY**
- Transplant 32%
- Outpatient 38%
- ICU 8%
- Transplant Service 6%
- Administration 5%
- Research 3%
- Other 8%
Improving patient care by supporting those who care for them.

Exhibit and Support Opportunities

WHY YOU SHOULD EXHIBIT
• Your customers and prospects are here! Share your information with more than 350 nurses in one location.
• Generate new leads for future sales.
• Test new products or services with your target audience.
• Fill an open position at your hospital or facility.
• Speak directly with leaders in the neuroscience field.
• Receive a return on your investment with face-to-face contact.
• Gather intelligence from your competitors.

ITNS OFFERS TO EXHIBITORS
• Dedicated, unopposed exhibit hours are scheduled to offer you maximum visibility and exposure to your target market.
• A welcome reception, posters, breaks, and lunch are in the exhibit hall, which provides added face-to-face contact with attendees and ensures high-quality traffic.
• Direct access to the decision makers in the profession.

EXHIBIT SCHEDULE*

Friday, 15 November
Exhibitor Setup/Registration 08:00–16:00
Opening Reception with Exhibits and Posters 17:30–18:30

Saturday, 16 November
Break with Exhibits and Posters 09:30–10:00
Lunch with Exhibits and Posters 12:00–13:30
Break with Exhibits and Posters 15:10–15:40

Sunday, 17 November
Break with Exhibits and Posters 09:40–10:10
Lunch with Exhibits and Posters 11:50–13:20
Exhibitor Teardown 13:30–16:00

*Schedule is subject to change. Visit www.itns.org/exhibitor for a complete schedule.

BOOTH FEES WITH REGISTRATION

8-ft x 10-ft space $2,650 USD
8-ft x 20-ft space $5,200 USD
8-ft x 10-ft space (nonprofit*) $1,975 USD

*A letter of request is required. Send e-mail requests to mpaulson@itns.org.

Your exhibit fee includes:
• one exhibit space—8-ft x 10-ft space or 8-ft x 20-ft space, including one 6-ft table, two chairs, carpeting, and an ID sign.
• One free registration for company representatives to attend all lectures. Additional representatives must each pay the registration fee of $595 USD.

Our nurses are influencers and have buying power!
Transplant nurses frequently recommend products to patients or are involved in purchasing products for their facilities.
The Annual ITNS Symposium is where you need to be!
**IMPORTANT DATES AND DEADLINES**

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Company description submitted for the interactive floor planner on the ITNS website</td>
<td>1 October 2018</td>
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<tr>
<td>Booths assigned to registered exhibitors</td>
<td>1 October 2018</td>
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<tr>
<td>Commitment deadline for inclusion of support in registration brochure</td>
<td>28 March 2019</td>
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<tr>
<td>Proposals for symposium due</td>
<td>28 March 2019</td>
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<tr>
<td>Full payment for exhibit space due</td>
<td>1 May 2019</td>
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<tr>
<td>Decorator kit posted on the ITNS website</td>
<td>2 September 2019</td>
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<tr>
<td>Space reservation for the symposium Mobile App due</td>
<td>30 September 2019</td>
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<tr>
<td>Advertising materials for the symposium Mobile App due</td>
<td>30 September 2019</td>
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<tr>
<td>Deadline for bag insert (all materials must be approved and received)</td>
<td>30 September 2019</td>
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<tr>
<td>Deadline for housing reservations</td>
<td>30 September 2019</td>
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<tr>
<td>Deadline for sign up for exhibitor badges</td>
<td>1 October 2019</td>
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**Become an ITNS Supporter**

Becoming a supporter is an excellent way to drive traffic to your booth or event and position your company as an industry leader. Give your organization valuable insight into the challenges and needs of transplant nursing and the implications of these solutions for both patient care and the industries related to this specialized field.

You can reach this key audience through both educational and promotional support.

**Commercial Support**

Supporter levels are Platinum $50,000 USD, Gold $25,000 USD, Silver $15,000 USD, Bronze $10,000 USD, and Partner $5,000 USD. Benefits are listed in the support tier structure.

**Advertising Opportunities**

- Bag Insert
- E-Blasts
- Table Clings
- Escalator or Window Clings
- Freestanding Meter Boards
- Member Mailing Lists
- Mobile App

**Sponsorship Opportunities**

- Charging Stations
- ITNS Attendee Lounge
- Keycards
- Lanyards
- Mobile App/Video/Twitter Wall
- Tote Bags/Padfolio
- WiFi

Visit [itns.org/exhibitor](http://itns.org/exhibitor) for an updated floorplan, booth applications, advertising, travel information, and important dates and deadlines.
<table>
<thead>
<tr>
<th>Support Opportunities</th>
<th>Partner $5,000 USD</th>
<th>Bronze $10,000 USD</th>
<th>Silver $15,000 USD</th>
<th>Gold $25,000 USD</th>
<th>Platinum $50,000 USD</th>
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<tbody>
<tr>
<td>Recognition banner ad in the symposium Mobile App</td>
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<td>Booth space (8 ft x 10 ft)</td>
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<td>2</td>
<td>4</td>
<td>8</td>
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<td>Registration for company representative to attend sessions</td>
<td>2</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Passport Program participant</td>
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<td>Option to support one of the following: opening reception,</td>
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<td>tote bags or padfolio, keycards, and Non-CE Symposia</td>
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<td>Option to support one of the following: continental</td>
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<td>breakfast, tech corner, WiFi, lanyards</td>
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<td>Sign at the supported event</td>
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<td>Recognition in the symposium Mobile App</td>
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<td>Recognition on the ITNS website</td>
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<td>Support display for your exhibit</td>
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<td>Support ribbon for your representatives</td>
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<td>Registration list (names and addresses for a one-time, ITNS-approved mailing)</td>
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**Non-CE Symposia**
Supporters can develop and provide a 60-minute promotional or educational program in accordance with their own guidelines. These activities do not compete with continuing education programs, allowing you to present your product as a workshop or host a special activity to present branded or non-branded information to attendees.

**Ancillary Meeting**
To hold an ancillary meeting at the symposium, see the Ancillary Meeting Guidelines and Room Request Form at [itns.org/exhibitor](http://itns.org/exhibitor) for complete information. Ancillary meetings may not take place Wednesday through Sunday without prior approval by ITNS. There may be restrictions on available hours. No outside events can be held at or in conjunction with the Annual ITNS Symposium without review and approval by ITNS. There is a $2,500 nonrefundable fee to hold a meeting. All other associated expenses are your responsibility.

**Industry Relations Council**
Join the ITNS Industry Relations Council (IRC) program for benefits that greatly enhance your organization’s opportunity to engage with ITNS leaders in the study of neuroscience. This is a prime opportunity to reach more than 1,200 ITNS members throughout the year. Receive recognition throughout the year along with many benefits. For more information and a list of benefits, please visit [itns.org/IRC](http://itns.org/IRC) for details.

Contact Mary Paulson, at **+1 847.375.4803** or **mpaulson@itns.org** to discuss support opportunities and to design a support package that fits your needs.
REACH
more than 350 transplant nursing leaders interested in learning about new research and improvements in patient care for transplant recipients and donors.

NETWORK
with attendees who work in community hospitals, university health centers, academia, government, organ procurement, and the military.

ENHANCE
our visibility within the growing medical field of transplantation.