



WI Director of
Nursing Council

Symposium 2019

EXHIBITOR SHOWCASE PROSPECTUS

February 26, 2019

Grand Geneva Resort, Lake Geneva, WI

2:00 - 4:30 PM



Wisconsin Director of Nursing Council's
Annual Symposium & Expo



Come show us what you've got!

Symposium 2019 is a 3-day conference (February 25-27) for Directors of Nursing, Nurse Executives, ADONs, Administrators, Nursing Supervisors, Purchasing Agents, wound care and healthcare professionals. They represent the Long Term and Post Acute Care Continuum: Assisted Living and Hospice.

Nearly 200 key decision-makers, serving today's aging population, will be attending 2019 Symposium. These attendees are always interested in visiting with exhibitors to learn the latest in products, equipment, and services available. They're particularly curious to hear how your new product or service can save them time and money!



This is your opportunity to have decision-makers
COME TO YOU!

It's a SHOWCASE SETTING...

The Grand Geneva is a 5 Diamond Resort destination resort in southern Wisconsin, an equal distance from Chicago, Madison and Milwaukee, in Lake Geneva, WI. The Exhibitor Showcase takes place in The Forum of the Grand Geneva Resort, which features a carpeted floor & 17' ceilings, great lighting and acoustics. Electricity is available, as is wireless internet.

The WHO'S WHO in LTC will be there...

Nearly 200 Director of Nursing and Key Nursing Management, Wound Care Certified Professionals, Purchasing Agents and Administrators of Skilled Nursing, Assisted Living and Hospice Organizations from around Wisconsin. These are decision makers. ALL IN ONE PLACE - WITHOUT THE DISTRACTION OF WORK! It's a big bang for your buck!

And you can network with the attendees!!!

Prior to the show, the exhibitors will have the opportunity to have lunch with the attendees. A Buffet Lunch will be served at 11:30 in the Maple Lawn Ballroom of the Resort. The show begins at 2:00 PM.

A snapshot of our Attendees...

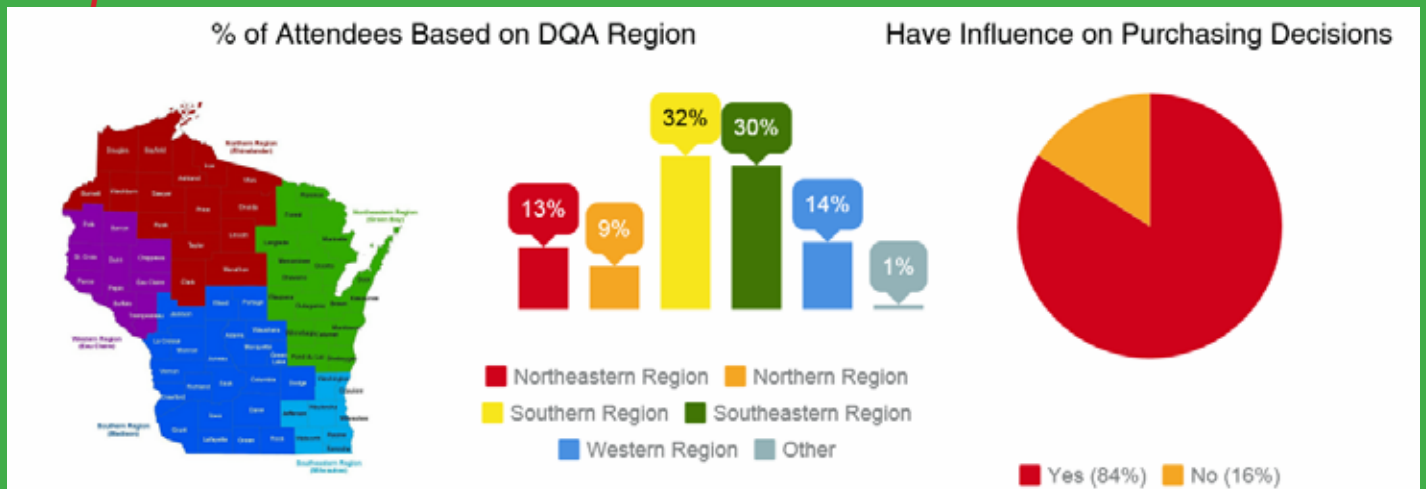
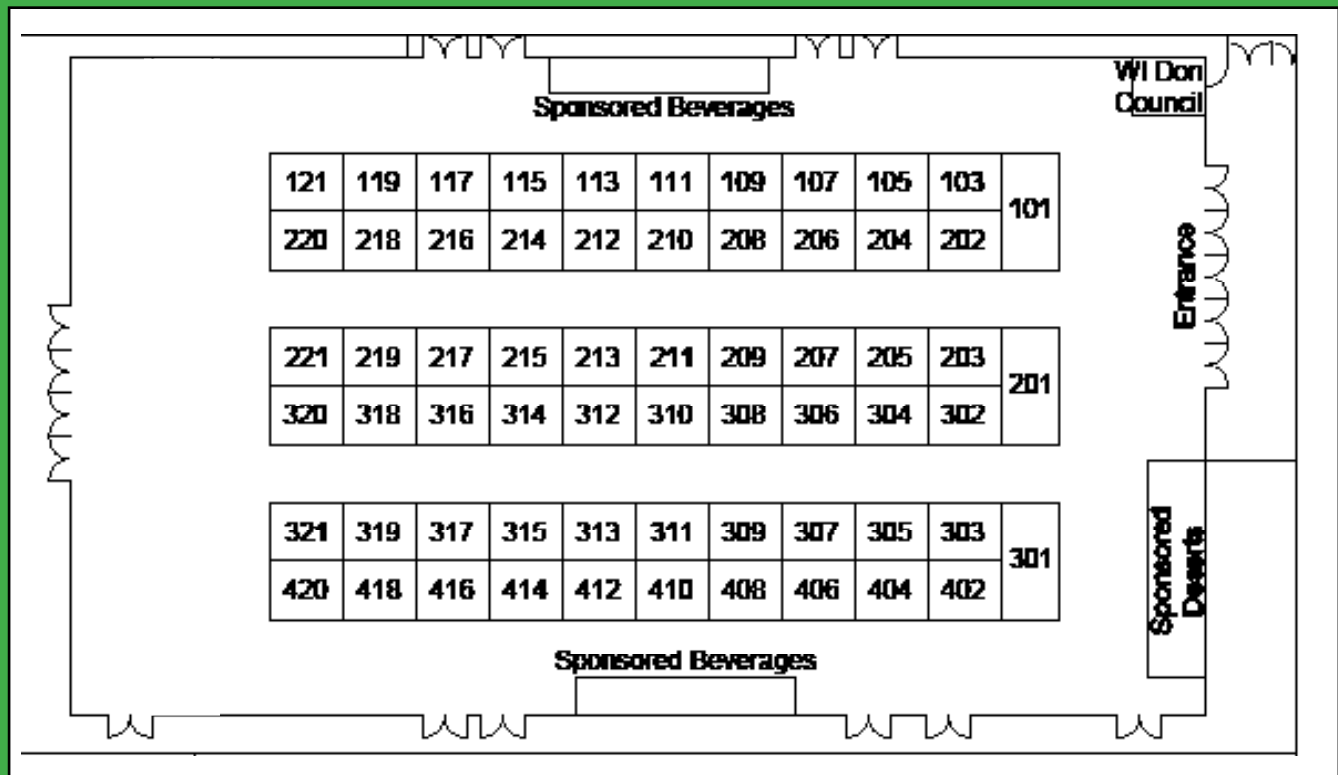


Exhibit Hall Layout...



Visit www.WI-DON-Council.org/SymposiumFloorPlan for an updated layout of the Exhibit

Valley Expo, Inc.

Valley Expo is our setup contractor for Symposium. Their Exhibitor Kit will be sent to you upon our receipt of your contract. The kit provides information for special orders of electricity, phone lines, extra and special furnishings, freight handling – in and out, booth setup.

Register online today at www.WI-DON-Council.org/ExhibitorRegistration

Last Year's Symposium Exhibitors...

- | | | | |
|--|----------------------------------|--------------------------------|-----------------------------------|
| 3M Critical & Chronic Care Solutions | Concordance Healthcare Solutions | Janssen Pharmaceuticals | Pathway Health Services |
| Abbott Nutrition | Cork Medical | Lakeshore Respiratory Therapy | Phillips Total Care Pharmacy |
| ACADIA Pharmaceuticals | DermaRite Industries | Links Medical Products | Preferred Podiatry |
| AdvaCare Systems | Drylock Technologies, Ltd. | Mallatt's Homecare Pharmacy | Sanofi Diabetes |
| AlixaRx | Dynamic Mobile Imaging | McKesson Medical-Surgical | Scrubs on Wheels |
| American Data | EHOB Inc. | Medline | Seasons Hospice & Palliative Care |
| American Medical Technologies | EZ Way | Med-Mizer, Inc. | Select Sound Service |
| Anacapa Technologies, Inc. | First Quality | MetaStar | Shared Purchasing Solutions |
| Apollo Corporation | Fitzsimmons Hospital Services | Mobilex USA | Skil-Care Inc. |
| Assurex Health Genesight | Gentell | Morton LTC Pharmacy | Smith & Nephew, Inc. |
| Aurora at Home | Grand Canyon University | MPM Medical | Specialized Medical Services |
| Avanir Neuroscience | Hartig Pharmacy Services | Northshore Health Care | Symbria |
| Cardinal Health / Medtronic | Health Direct | Northwest Respiratory Services | Thrifty White Pharmacy |
| Center for Aging Research & Education - UW Madison | Herzing University | Nutricia North America | UW - Eau Claire |
| Cherubini Enterprises | Hometown LTC Pharmacy | Omnicare, A CVS Health Company | Vitas Healthcare |
| | Ideacom Mid-America | OP2 Labs | |
| | IQI Systems | Optima Products | |

You are invited to participate in the Exhibitor Showcase at the Wisconsin Director of Nursing Council 2019 Symposium!

THERE'S NETWORKING...

MONDAY NIGHT - Attendees are on their own for dinner. Exhibitors often take this opportunity to host hospitality suites or dinners.

TUESDAY NIGHT - Tuesday evening's conference activities include a banquet dinner for the attendees. Exhibitors are invited to join them! Sign up on the Exhibitor Agreement form or at the show.

AND SPONSORSHIP...

We rely on the generosity of our sponsors to help put on Symposium. Sponsoring is open to Exhibitors and it's a great way to get your company name before the D.O.N.s! Opportunities include sponsoring a presenter, a special event, a break, even Sweet Treats! A list of opportunities can be seen in this prospectus, or, if you have something special in mind, call Melissa at 262-670-6520. She'd love to hear your ideas!

\$800 FEE INCLUDES...

Name tags and lunches for two people, an 8'X10' pipe and draped booth with a 2' x 8' skirted table, 2 chairs, and a booth sign.

Wisconsin Expo is our setup contractor. Their Exhibitor Kit will be sent to you by mid-November or upon our receipt of your contract. The kit provides information for special orders of electricity, phone lines, extra furnishings, freight handling - in and out, labor, etc.

ACCOMMODATIONS...

Sleeping can be arranged directly with the Grand Geneva Resort (1-800-558-3417). A block of rooms has been reserved at \$124/night, single or double (includes Campus/Resort Fee). To take advantage of this price, make your reservation by January 23, 2019 and mention Wisconsin Director of Nursing Council.

RAFFLE PRIZES...

Feel free to bring a gift to be raffled off at the end of the Exhibitor Showcase. You can either draw your own 'winner' from cards you've collected, or you can make use of our large pool of attendee names and draw from that. Either way, we make time for Exhibitor drawings during the last 20 minutes of the show, and prizes MUST be given away at that time.

**SET UP: Monday 3 PM to 7 PM
and Tuesday 7 AM to 11:30 AM
TAKE DOWN is immediately
after the show on Tuesday**

The Wisconsin Director of Nursing Council Educational Forum, Inc. does not discriminate in its policies, practice, or activities, on the basis of origin, gender, sexual orientation, religion, or veteran status.

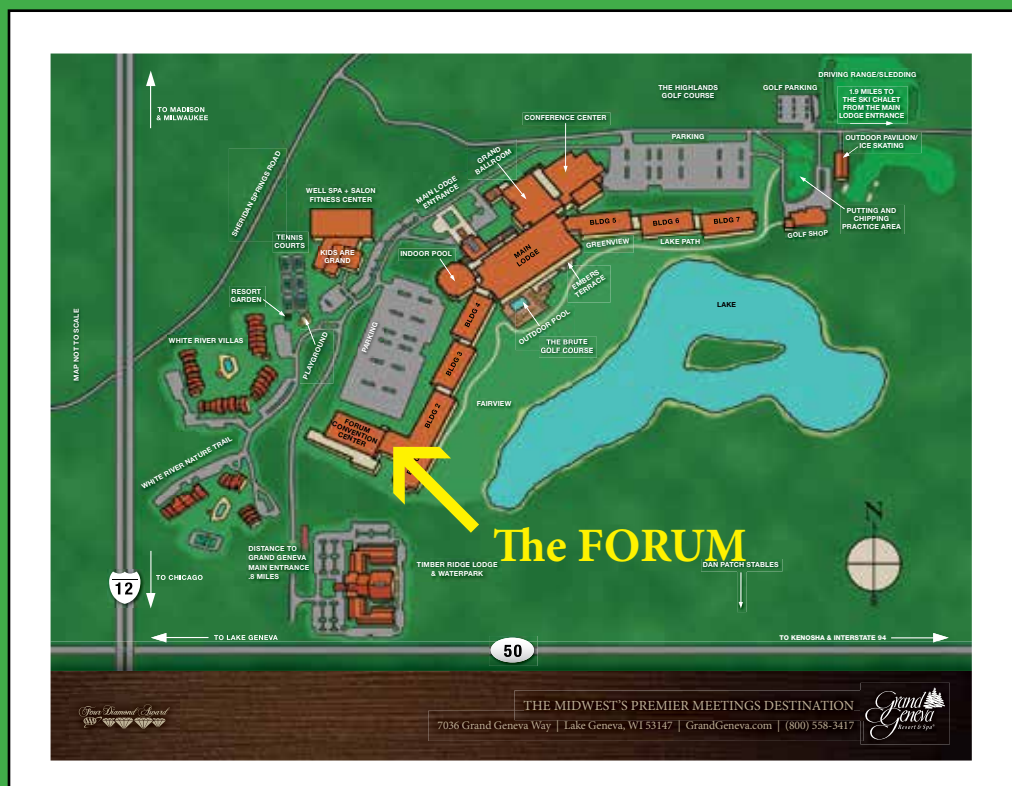
SCHEDULE...

11:30* - Buffet Lunch with attendees in Maple Lawn
Exhibit Opens - 2:00 PM
Exhibit Closes - 4:30 PM
* Lunch time subject to change

REGISTER ONLINE...
[www.WI-DON-Council.org/
ExhibitorRegistration](http://www.WI-DON-Council.org/ExhibitorRegistration)

or contact Cheryl Gorton
Phone/Fax 262-692-9205
Email: DONeventsetc@gmail.com

Federal ID #39-1940049



There are GREAT SPONSORSHIP OPPORTUNITIES available!

\$100 Bronze Level / Sweet Treat Contributor (As many as we can get!!)

- Recognition as a sponsor during the opening remarks
- Make attendees time during the Exhibitor Showcase extra special by combining efforts with other exhibitors to support the buffet of treats and drinks
- Recognition on WDONC website and digital promotions and on signage during exhibit listed alphabetically by exhibitor
- Complimentary Expanded Content Mobile App upgrade

\$1,500 Silver Level / Attendee Gift Sponsor (1 Available)

- One complimentary exhibit booth
- Recognition as a sponsor during the opening remarks
- Logo recognition on WDONC website and digital promotions, on signage at registration and in the meeting mobile app
- Logo recognition in a minimum of 1 issue of the e-newsletter (commitment must be received by publication deadlines)
- Recognition inside attendee invite as Silver Level / Lanyard Sponsor mailed to every nursing home and member (must meet deadline)
- Complimentary Expanded Content Mobile App upgrade and sponsorship recognition in mobile app

\$1,500 Silver Level / Lanyard Sponsorship (1 Available)

- One-time eblast to WDONC members sent on your behalf (message approved by WDONC)
- Printed company name on attendee no-spin lanyards
- Printed company logo and contact information on back of name badge
- One complimentary Symposium exhibit booth
- One complimentary "Additional Exhibitor Name Badge" registration
- Logo recognition on WDONC website and digital promotions, signage at registration
- Logo recognition in a minimum of 1 issue of the e-newsletter (commitment must be received by publication deadlines)
- Recognition inside attendee invite as Silver Level / Attendee Gift Sponsor mailed to every nursing home and member (must meet deadline).
- Complimentary Expanded Content Mobile App upgrade and sponsorship recognition in mobile app

\$2,000 Gold Level / Monday Game Night Sponsor (2 Available)

- Be the host of Nursing Feud or Regulation Jeopardy held on Monday night
- Opportunity to host networking event and interact with attendees during the conference.
- One-time eblast to WDONC members sent on your behalf (message approved by WDONC)
- Recognition as a sponsor during Tuesday lunch remarks and two-minute remarks before lunch
- One complimentary Symposium exhibit booth
- One complimentary "Additional Exhibitor Name Badge" registration
- Logo recognition on WDONC website and digital promotions, on signage at registration and in the meeting mobile app
- Logo recognition in a minimum of 1 issue of the e-newsletter (commitment must be received by publication deadlines)
- Recognition inside attendee invite as Gold Level / Game Night Sponsor mailed to every nursing home and member (must meet deadline)
- Complimentary Expanded Content Mobile App upgrade and sponsorship recognition in mobile app

Call Melissa at 262-670-6520 for details!

EXHIBITOR AGREEMENT

REGISTERING ONLINE IS PREFERRED - www.WI-DON-Council.org/ExhibitorRegistration

Wisconsin Director of Nursing Council Symposium

Tuesday, February 26, 2019 Grand Geneva Resort, Lake Geneva, Wisconsin

Federal ID # 39-1940049

YOUR COMPANY INFORMATION

Company Name as it should appear on booth sign

Name of Contact

Title

Mailing Address

City

State

Zip

Phone

Fax

E-mail

We make every effort to avoid placing competitors in the same area.

PLEASE LIST COMPETITORS!

Email me a Letter of Intent Email me the W-9

ATTENDEE INFORMATION

Names of people working in booth as they are to appear on badges:

2 Reps Included with Booth	1.	Name	Title	E-mail Address
	2.	Name	Title	E-mail Address
Additional Reps \$45 each		Name	Title	E-mail Address
		Name	Title	E-mail Address

BOOTH & PAYMENT INFORMATION

\$800/Booth (for payment on or before January 15, 2019)

\$850/Booth (for payment after January 15, 2019)

BOOTH INCLUDES: 8'X10' PIPE AND DRAPED SPACE (red & white) with ONE 8' SKIRTED TABLE, TWO CHAIRS & SIGN \$ _____

PREMIUM BOOTHS A,B & C = \$1200 and includes 3 reps per booth

Register on-line, and pay with a credit card, at www.WI-DON-Council.org/ExhibitorRegistration

Or mail this completed form with payment to: Wisconsin DON Council • 1366 E. Sumner St. PMB #200, Hartford, WI 53027

Booth (includes 2 Reps) (\$500 or \$1200) \$ _____

Additional Reps (\$45 each) \$45 x _____ (# of persons) \$ _____

Tuesday Evening Banquet (\$80 each) \$80 x _____ (# of persons) \$ _____

(Checks payable to Wisconsin DON Council) **Payment Due** \$ _____

Exhibitor kit for ordering additional furniture, freight handling, shipping information, electricity, phone lines, etc. will be forwarded upon receipt of your agreement.

Provide Email address of where Exhibitor Kit should be sent: _____

TERMS AND CONDITIONS WDONC APPLICATION AND CONTRACT FOR EXHIBIT SPACE

The 2019 WDONC Symposium is sponsored by the Wisconsin Director of Nursing Council - Education Forum, Inc., hereinafter referred to as WDONC. These contract terms and conditions have been established for the mutual benefit and protection of exhibitors, attendees, and WDONC with such additions or changes as may be made in the Exhibitor Service Kit, or other communications being an integral part of the contract to which the exhibitor agrees.

The WDONC exhibit floor tries to protect each company's contractual right to exhibit at the WDONC meeting, the following rule applies for the benefit of all exhibitors.

Violators may, in the sole discretion of WDONC, be removed from the premise. They further agree to indemnify and hold WDONC harmless for and against any damages that might be assessed against WDONC as a result of such an incident. Violators may also be removed from the meeting and barred from exhibiting or participating at any future WDONC event for a period of years, or even permanently.

1. Payments. Applications submitted must be accompanied by payment for booth selection to be held. Pay/ Applications submitted within 45 days of the event must be accompanied by a late registration fee of \$50. Complimentary Exhibit space is the discretion of WDONC and held to the same rules and agreements.

WDONC reserves the right to refuse any registration for exhibit with or without notice or cause. A refund will be issued if a company's exhibit registration is refused.

2. Cancellation of Contract. In the event an Exhibitor must cancel his request for exhibit space, the exhibit fee paid will be refunded in full (less a 10% processing fee) if the notice of cancellation is received by WDONC writing 90 days prior. 89-31 days of the event, 50% refund. No refunds will be made within 30 days of the event, or no-shows. Even if space is resold and the exhibitor is responsible for the total balance of the space rental charge as outlined in the above payment schedule. Complimentary Exhibit Space will agree to reimburse WDONC for Exhibit Space not used in this agreement.

3. Failure to Hold Exposition. In the event that the WDONC Exhibit is cancelled because of reasons beyond the control of WDONC, space rental fees or deposits already made will be returned to exhibitors on a prorated basis after all related show expenses incurred by WDONC through the date of cancellation have been met plus an administrative fee and overhead expenses. However, exhibitors will not be reimbursed if the exposition is canceled, postponed, curtailed or abandoned due to act of war, act of terrorism, an act of God, insurrection, radioactive contamination, pollution, and contamination. This non-reimbursement clause is due to exclusions in coverage in WDONC's Show Cancellation Insurance.

4. Force Majeure. In the event any part of the exhibit area thereof is unavailable whether for the entire event or a portion of the event as a result of fire, flood, tempest, or any other such cause or as a result of governmental intervention, malicious damage, acts of war, acts of terrorism, strike, lockout, labor dispute, riot, or any other cause or agency over which WDONC has no control, or should WDONC decide that because of any such cause it is necessary to cancel, postpone, or re-site the Symposium, or reduce the installation time, exhibit time, or move-out time, WDONC shall not be liable to indemnify or reimburse the exhibitor in respect to any damage or loss, direct or indirect, arising as a result thereof.

5. Exhibit Space Assignment. Previous year's exhibitors are given a 30 day priority period to sign up for their preferred booth. After 30 days sales are open to all prospective exhibitors. Should any exhibitors request the same space at the same time, WDONC reserves the right to make the final determination using membership and previous exhibiting history. WDONC reserves the right to make final determination of all space assignments in the best interest of the exposition.

6. Relocation of Exhibit Space. WDONC may alter the location of exhibit spaces, at its sole discretion, in the best interest of the exposition.

7. Subletting of Exhibit Space. Exhibitors may not assign, sublet, or share their exhibit space with another business or firm. Only the name of the contracting exhibiting company

will be listed in official show publications and promotions. All exhibiting companies are required to complete and submit a contract to WDONC and are required to abide by the terms and conditions of the contract.

8. Liability. Neither WDONC or Exhibiting Location can or will be responsible for damage to, loss, or theft of property belonging to or injury to any exhibitor, his agent, employees, business invitees, visitors, or guests. Each exhibitor is expected to carry his own appropriate insurance. The exhibitor shall protect, save, and hold WDONC and its Exhibit Location forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, except for any of the foregoing indemnified persons or entities, as well as to strictly comply with the applicable terms and conditions contained in the agreement. The exhibitor shall at all times protect, indemnify, save and hold harmless WDONC and the Exhibit Location and Company against and from any and all losses, costs (including attorney's fees), damage, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees, which arises from or out of or by of said exhibitors occupancy and use of the hotel premises or a part thereof, except for those matters directly caused by the sole negligence of the foregoing indemnified persons or entities.

9. Exhibitor Insurance. All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. WDONC and Exhibit Location do not maintain insurance covering exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations, and contractual liability coverage for Personal Injury Liability and for Property Damage Liability. Exhibitor shall also carry Worker's Compensation insurance in full compliance with all federal and state laws and covering all of exhibitor's employees engaged in performance of any work for exhibitor for each accident for bodily injury;

Exhibitor shall deliver to WDONC upon request.

10. Disability Provisions. Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by that Act; and (iii) that it shall indemnify and hold WDONC harmless from and against any and all claims and expenses, including attorney fees and litigation expenses, that may be incurred by or asserted against WDONC, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

11. Damage to Property. The exhibitor is liable for damage caused to any building floors, carpeting, walls, columns, standard booth equipment, or to the other exhibitor's property. The exhibitor may not mar, track, make holes, and apply paint, lacquer, adhesives, or other coating to building columns, carpeting, and floors to standard booth equipment.

12. Photography and Video. Cameras may be carried in the exhibit area, but under no cir-

cumstances may photographs or drawings be made without the expressed authority of the exhibitor concerned in each case. WDONC reserves the right to take photographs or video. These are the property of WDONC and may be used in print, digital or social media promotional material.

13. Exhibits. Minimum space is 8'x10'; booth standard backgrounds are eight feet in height, except where noted on the floor plans, and divider rails are three feet in height. All booth equipment and displays must be maintained within the booth area. Any deviation must be submitted in writing to WDONC for prior approval. All demonstrations and exhibits must be confined to the exhibit booth.

14. Booths and Equipment. The booth price shall include back wall, booth divider, and one company name sign, one skirted table and two chairs. All other furnishings, equipment, services, etc., required by each exhibitor shall be at his/her own expense and responsibility, and may be ordered through the official Exhibit Service Contractor.

15. Delivery and Removal During Show. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the exposition without written permission from WDONC. All arrangements for delivery, during non-show hours, of supplies, such as flexible materials, cartons, and products to be packaged must be made with WDONC. No deliveries may be made during show hours.

16. Conflicting Events During Show Hours. The exhibitor shall not extend invitations, call meetings, hold hospitality events, or otherwise encourage absence of visitors/attendees from the exhibit hall and meeting rooms during official show hours or educational programs.

17. Dismantling. Exhibitor's displays shall not be dismantled or packed in preparation for removal prior to the official closing.

18. Badges. Badges will be required for entry into the exhibit hall at all times. Badges are not transferable and will be confiscated if worn by other than the person to whom it was issued.

19. Character of Exhibits. The general rule of the exhibit floor is to be a good neighbor. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with WDONC, no part of WDONC and its grounds may be used by any organization other than WDONC for display purposes of any kind or nature. Within the hotel property, exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only.

B. Attire. Representatives should be conservatively attired to maintain the professional and businesslike climate of the exposition.

C. Sound. Video presentations relating to exhibitors' equipment will be permitted. Sound movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a

conversational level and if not objectionable to neighboring exhibitors.

D. Lighting. In the best interest of the exposition, WDONC reserves the right to restrict the use of glaring lights or objectionable light effects.

E. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth must be suitably decorated at exhibitor's expense.

F. Noise and Odors. In fairness to all exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisily operating displays, nor exhibits producing objectionable odors be allowed.

20. Display Heights. Display materials including show case displays or storage cabinets, electrical fixtures, wire, conduits, etc. must adhere to the Exhibit Construction Guidelines outlined in the Exhibitor Service Kit.

21. Safety Regulations. Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided by exhibit space for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials may not be stored within the exhibit space. All aisles, corridors, exit areas, and exit stairways must be maintained at all times that the exposition is open. No obstruction such as chairs, tables, displays, or other materials will be allowed to protrude into the aisles.

22. Raffle Prizes. Exhibitors may bring prizes to raffle-off at the end of the exhibit. It is for the best interest of the Exhibitor and the attendee that the prizes advertised must be given away at the end of the WDONC Exhibit Showcase.

23. Complaints. Complaints of any violation of the Contract Terms and Conditions or exhibit construction guidelines are to be made promptly to WDONC, and exhibitors and their personnel agree to abide by the decision of WDONC.

24. Amendment Rules. WDONC reserves the right to make changes, amendments, and additions to these rules at any time and all changes, amendments, and additions to be made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by WDONC.

25. Laws Applicable. The exhibitor agrees to abide by both the laws of the Wisconsin and the rules and regulations of WDONC and the Exhibiting space.

Updated October 2018. Previous versions invalid.