

# **26th Annual Conference**

## **EXHIBITOR'S PROSPECTUS**



**Westin Peachtree Plaza Hotel  
Atlanta, Georgia  
November 21 – 23, 2013**



**For more information visit us at [www.nursesinaidscare.org](http://www.nursesinaidscare.org)**

# An Invitation from ANAC

Dear Health Care Exhibitor:

The Association of Nurses in AIDS Care would like to extend to you a personal invitation to exhibit, enjoy a sponsorship opportunity or advertise in the conference program for its annual conference in Atlanta, Georgia at the Westin Peachtree Plaza, November 21–23, 2013.

As with all exhibitors in this increasingly competitive and challenging market, you are looking for the most return on your exhibition dollar. The Association of Nurses in AIDS Care Twenty-Sixth Annual Conference offers you:

- A broad cross-section of nurses and other healthcare providers, from nurse practitioners to educators, researchers to students, clinical specialists to nurse managers.
- A beneficial exhibitor-to-attendee ratio — with less than forty exhibitors, the over 400 expected attendees' attention is focused on you and your product...
- Ten full hours of exhibit time along with numerous and varied sponsorship opportunities designed to help you solidify brand and name recognition to the ANAC attendees...

plus many more exciting and productive benefits. This informative conference will provide you with an excellent opportunity to meet some of the most informed and empowered health care providers in the nation. This group includes decision makers and prescribers who want to hear what you have to offer.

Please come and be a part of one of the most exciting and attentive healthcare conferences this year. Take a moment to review this prospectus and reserve your exhibit space, advertising and sponsorship opportunities today.

On behalf of the Board of Directors and the membership of ANAC, thank you for your ongoing support and interest in participating in our annual conference. We look forward to seeing you in Atlanta.



## Highly Qualified Attendees

In this focused environment, you will have direct access to a large community of influential nurses in the practice of HIV/AIDS care, many of whom have prescriptive authority. In 2012, ANAC had over 350 attendees, and we are aiming to break that record in 2013 by welcoming 400+ attendees in Atlanta.

## Cost Effective

Reduce sales costs by exhibiting at the ANAC Conference. Research shows the cost to close a sale to a prospect from a trade show is almost two-thirds less than the cost of closing a sale in the field.

## Educational and Networking Environment

Our nurse attendees are important decision makers when it come to prevention, care and treatment. The ANAC Conference is the educational and networking forum where you can obtain increased visibility by participating in group meals, educational sessions and social opportunities.

## Atlanta, Georgia

Atlanta is a world-class, modern city with a rich, passionate history. Experience how Atlanta is exactly what you make of it—where your moment in time meets the excitement around you. Atlanta is a Brave and Beautiful City with an impressive legacy of leadership, progress and inspiration. Atlanta is the capital of the New South, birthplace of the Civil Rights movement, Coca-Cola and CNN. Set in the rolling foothills of North Georgia, Atlanta's dramatic skyline and tree-lined neighborhoods are a far cry from the days of Scarlett and Rhett.

## Exhibit Area

The exhibits will be located in the spacious Atlanta Ballroom at the Westin Peachtree Plaza. Set up will be on Thursday, November 21 from 9:00 am to 3:00 pm and on Friday, November 22 from 8:00 am to 12:00 noon. Running concurrently

with the opening of the exhibit hall is the formal poster session and a luncheon, both in the exhibit hall and designed to bring attendees together to eat, meet exhibitors and view posters. This combination of events is an exciting and alluring draw for attendees to come to the exhibit hall.

The exhibition days are Friday, November 22 from noon to 5:00 pm with the luncheon and formal poster session occurring from noon to 1:45 pm. On Saturday, November 23 exhibits are open from 8:00 am to 1:00 pm, with a coffee break and a formal poster session from 10:15 am to 10:45 am, also held in the exhibit hall. Dismantling will be November 23 beginning at 1:00 pm and continuing until 5:00 pm.

## ENHANCE YOUR VISIBILITY: HOW TO PARTICIPATE IN THE ANAC BAG INSERT PROGRAM:

Reserve space by October 4, 2013. Go to [www.nursesinaidscare.org/BagInserts2013](http://www.nursesinaidscare.org/BagInserts2013) for more information. If inserts are received late, they will not be placed in bags but will be available for pick-up at registration. No refunds will be given. COST: \$1,500.00



## EXHIBIT SPACE RENTAL FEES

8' x 10' Booth

Early Bird—On or before August 30, 2013

\$3,000 per booth / \$1,500 per booth for non-profit organizations\*

After August 30, 2013

\$3,250 per booth / \$1,750 per booth for non-profit organizations\*

\*must provide proof of non-profit status

## 2013 EXHIBIT DATES AND HOURS

Thursday, November 21, 2013

Noon – 3:00 p.m. . . . . Move in

Friday, November 22, 2013

8:00 a.m. – 12:00 noon. . . . Move in

12:00 noon – 5:00 p.m. . . . Exhibit Hall Open  
Lunch and Poster Reception from Noon  
to 1:45 pm

Saturday, November 23, 2013

8:00 a.m.– 1:00 p.m.. . . . . Exhibit Hall Open  
Coffee in the Exhibit Hall from 10:15 to  
10:45 am

1:00 p.m. – 5:00 p.m. . . . . Move out

## WHAT RENTAL FEE COVERS

- Pipe and drape
- 7" x 44" one line identification sign
- Floor space with general overhead lighting and air conditioning
- 24-hour security, from move-in through move-out
- Daily cleaning of exhibit hall
- Two full conference registrations (one conference registration for non-profits)
- Fast "Exhibitor Only" registration
- Listing of company name, address, telephone and product information in Final Conference Program (see Exhibit Application and Contract)

## HOTEL ACCOMODATIONS

Special conference room rates have been established. All exhibitors are responsible for making their own hotel reservations directly with the Westin Peachtree Plaza by calling 800-937-8461. The room rate is \$139.00 per night exclusive of appropriate state and local taxes. Room block will close October 31, 2013 or when the block is filled, whichever comes first. You must use Group Code ANAC to receive the reduced rate.

## OFFICIAL SERVICE CONTRACTOR

GES Exposition Services

Exhibitor Services Department

Toll Free Phone: 800-475-8098

Phone: 702-515-5970 Fax: (866) 329-1437

Web: www.ges.com/chat

## CONTRACTOR SERVICE AND INFORMATION:

Exhibit management has, in the best interest of the exhibitors, selected GES Exposition to serve as general contractors to provide various services to the exhibitors. It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the exposition facility or with authorized contractors employed by show management. Complete information, instructions and a schedule of prices regarding dry-

age, labor for erecting and dismantling, electrical work, furniture, cleaning, etc. will be included in the Exhibitor Service manual, to be forwarded after space has been confirmed. An Exhibitors' Service Center will be maintained on the exhibit floor to facilitate requests from exhibitors.

## INSTALLATION/DISMANTLING/ REMOVAL INFORMATION

The exhibit area of the Westin Peachtree Plaza is available for installation of exhibits from 9:00 am to 3:00 pm on Thursday, November 21 and Friday, November 22, 8:00 am to Noon. All exhibits are to remain intact until the close of exhibits at 1:00 pm, Saturday, November 23.

Cases and packing boxes will be delivered promptly to all booths. Exhibitors' cooperation will result in a speedier breakdown of the show.

## SECURITY AND LIABILITY

Security personnel are on duty at all times. However, each exhibitor must make provision to safeguard their goods from the time they are placed in their booth until they remove them. Neither ANAC or the Westin Peachtree Plaza are responsible for loss or damage due to any cause.

Space is leased with the understanding that the Association of Nurses in AIDS Care and the Westin Peachtree Plaza will act for exhibitors and their representative only in the capacity of agent, and not as principal; and that the Association of Nurses in AIDS Care and the Westin Peachtree Plaza assume no liability whatsoever for damages, for any act of omission or commission in connection with said agency, and the exhibitor and his representatives hereby release the Association of Nurses in AIDS Care and the Westin Peachtree Plaza from any and all liability for loss ensuing from any cause whatsoever.

These rules and regulations are to be construed as part of all space contracts. The Association of Nurses in AIDS Care reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

## BUSINESS ACTIVITY BY COMPANIES/ FACILITIES

General Conduct – The exhibit area, Westin Peachtree Plaza are blocked for the use of ANAC, its exhibitors, and its approved activities. No other persons or concerns are permitted to demonstrate their products and services or to distribute advertising materials or place signs in areas utilized by ANAC. Exhibit management will appreciate being informed of any infraction of this policy.

Canvassing/Conducting Business – Canvassing outside your booth is forbidden. Exhibitors may not distribute any materials to other exhibitors by walking from booth to booth at any time, either during show hours, set-up, or closed times. All such activity must be confirmed to exhibitor's booth or appropriate hospitality function.

## CANCELLATION

All applications submitted to ANAC are binding contracts. Any cancellation or reduction of booth space for any reason is subject to the

following terms: Cancellation requests must be made in writing. The date the exhibitor's written notice of cancellation is received by ANAC will be considered the official cancellation date. For cancellations received by October 11, 2013, ANAC will withhold an administrative fee of \$400. For cancellations received between October 11, 2013 and November 8, 2013, ANAC will withhold 50% of the booth cost. Exhibitors who cancel after November 8, 2013 are liable for 100% of the booth cost and no refunds are issued.

## SPECIAL REGULATIONS

**Subletting of Space** – The subletting or assignment of space is prohibited. Two or more firms may not exhibit in a single space.

**Installation** – Exhibits should be installed so they will not project beyond the space allotted or obstruct the view of, or interfere with, other exhibits. Helium balloons are not permitted within the Westin Peachtree Plaza. Mylar balloons are only permitted if they are affixed to or serve as part of your actual booth structure.

**Fire Safety** – All structural work, such as extra shelving, standards, display racks, signs, spotlights, etc., must be approved and flame-proofed before being used in decoration of any exhibit.

**Audiovisuals** – Video and audio presentations must be arranged so that aisles are not blocked and must be presented so that the neighboring exhibitors are not disturbed.

**Exhibitor Activities** – Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the ANAC conference, whether such activities are held at or away from the hotel, except with written approval of exhibit management. Exhibitor will submit to exhibit management no less than 30 days prior to the exhibit date any program exhibitor intends to hold at or in conjunction with its exhibits for written approval as to time and place.

**Conduct** – Unethical Conduct or infraction of rules on the part of exhibitors or their representatives or both, will subject exhibitors or their representatives or both to dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by the Association of Nurses in AIDS Care and no demand for redress will be made by exhibitor or representatives. Disregard for any rule stated here is considered just reason for ANAC to prohibit an exhibitor from attending all future ANAC activities.

**Exhibit Materials** – ANAC reserves the right to review and keep copies of any materials being distributed from your exhibit booth. Per ANAC's discretion, this review may take place either before the Conference and/or onsite.

**Music** – Exhibitors are responsible for establishing any necessary license agreements for copyrighted music played within their booths or other sponsored events.

**Courtesy** – The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be inside the exhibitor's booth.

## Exhibit & Program Book Ad Space Application

Print or type all information requested. Sign this copy and return it with full payment in U.S. dollars by August 30, 2013 to: Association of Nurses in AIDS Care, Attn: Kathy Reihl, 3538 Ridgewood Road, Akron, OH 44333-3122; Questions? 800-260-6780 to speak with Kathy Reihl; or email Kathy@anacnet.org.

**Space Confirmation, Exhibitor Service Manual and other information should be mailed to:**

Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Exhibit Space** Please reserve the following number of booths:

Exhibit Space	Price	Quantity	Amount
Booth (Before 8/30/13)	\$3,000		
Non-Profit Booth	\$1,500		
Booth (After 8/30/13)	\$3,250		
Non Profit Booth (After 8/30/13)	\$1,750		
Additional Personnel	\$ 210/person		

**Total for Exhibit Space: \$** \_\_\_\_\_

**Preferred Location** 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

I understand space will be assigned by exhibit management on the basis of the order contracts are received. Every effort will be made to assign a booth in one of the above areas. However, if none of the spaces are available, exhibit management will assign the best space available.

Please avoid (if possible) space assignment adjacent to the following companies:

\_\_\_\_\_

**Booth Personnel** Indicate the names of the two individuals per booth who will be at the AnAC Conference. Non-profits receive one individual per booth. Please note that no changes to personnel may be made after November 8, 2013. Changes to representative(s) (including but not limited to substitutions or additions to personnel) will result in a \$50 per change fee, payable prior to the changed representative's admission to the Exhibit Hall. This change fee is exclusive of and in addition to the additional personnel fee of \$210 per representative for more than two representatives.

Name \_\_\_\_\_ Name \_\_\_\_\_

Additional Personnel (List up to 4): We would like to register the following additional personnel at \$210 each.

Name \_\_\_\_\_ Name \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

**Company Sign:** Company Name \_\_\_\_\_

**IMPORTANT: Product Information:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Advertise in the Conference Program Book

Get your message in front of 400 NP's, RN's, LPN's, LVN's, and other healthcare prescribers who will refer to the ANAC Conference Program book. This is where nurses turn for information about the conference exhibitors, oral and poster presentations, social events, symposia, sponsors and other information. The Conference Program serves as the resource for all attendees during the meeting, and they are distributed to all attendees, speakers, and exhibitors. Attendees consider the program book a key benefit of attending the annual educational meeting and use it as a key tool throughout the year. Take advantage of this unique opportunity to spotlight your message. To advertise your product or service, return your completed advertising contract to ANAC by August 30, 2013.

	Dimensions	Exhibitor	Non-Exhibitor
Full Page	6" x 8 1/2"	\$ 800	\$1,000
1/2 Page	6" x 4 1/4"	\$ 500	\$ 600
1/4 Page	3" x 8 1/2 "	\$ 300	\$ 400
Back Cover		\$1,600	\$2,000
Inside Back Cover		\$1,150	\$1,500
Inside front Cover		\$1,550	\$1,800
Tab Page		\$1,050	\$1,300
All rates are for black + white; add \$650 for 4-color process			
Publication trim size is 5 1/2" x 8 1/2", allow 3/8" binding margin			
Space and Materials Deadline is September 30, 2013			
ANAC Bag Insert Program*			\$1,500

Conference Book Ads	Exhibitor Price	Quantity	Non-Exhibitor Price	Quantity	Total Amount
Full Page Ad	\$ 800		\$1,000		
1/2 Page Ad	\$ 500		\$ 600		
1/4 Page Ad	\$ 300		\$ 400		
Back Cover	\$1,600		\$2,000		
Inside Back Cover	\$1,150		\$1,500		
Inside Front Cover	\$1,550		\$1,800		
Tab Page Ad	\$1,050		\$1,300		
Bag Insert Program	\$1,500		\$1,500		

**Total — Please include Exhibit Space, Additional Personnel, Book Ads, and Bag Insert Program: \$ \_\_\_\_\_**

We enclose herewith full payment for our booth, additional personnel, and ad space.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Payment may be made by check payable to ANAC (Association of Nurses in AIDS Care) or by credit card.

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CW Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address and Zip Code for Card \_\_\_\_\_

E-mail address \_\_\_\_\_

### Items Available for Sponsorship Support

Conference Title Sponsor  
Exhibit Hall Sponsor

Plenary Sponsor  
Awards Dinner Sponsor  
Gala Sponsor

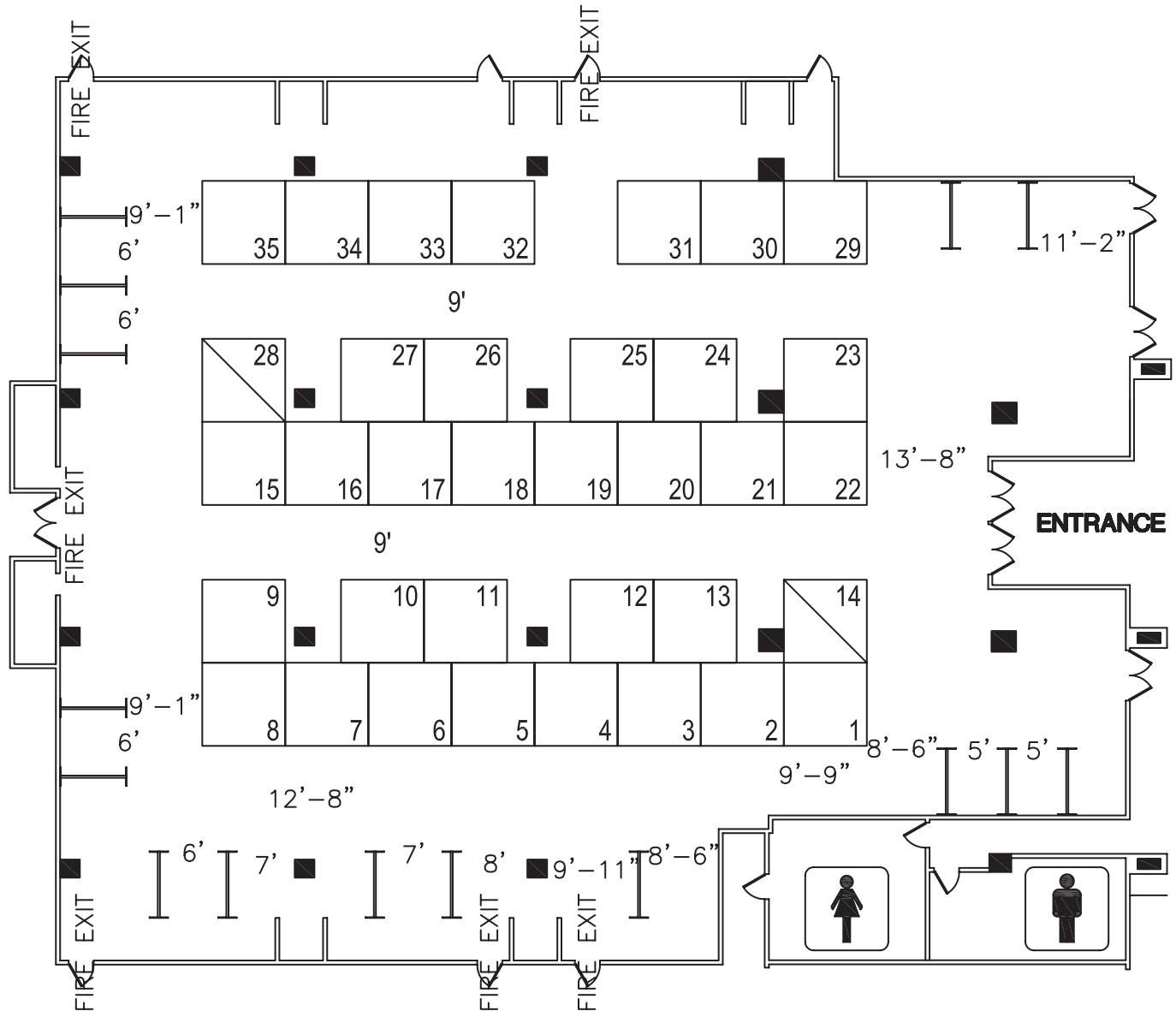
Exhibit Hall Breakfast Sponsor  
Exhibit Hall Lunch Sponsor

Please contact Kathy Reihl, [kathy@anacnet.org](mailto:kathy@anacnet.org) or 800-260-6780 no later than September 16, 2013 to reserve your sponsorship or to discuss other opportunities.

# Exhibit Hall Floor Plan

Westin Peachtree Plaza,  
Atlanta, Georgia

The Association of Nurses in AIDS Care  
November 21–23, 2013



## Thank You 2012 ANAC Exhibitors

Abbott  
AIDS Education and Training Center  
National Resource Center  
AIDS Healthcare Foundation  
AHF Pharmacy  
Alere  
Arizona AIDS Education and Training  
Center

Be the Generation Bridge  
Bristol-Myers Squibb  
Gilead Sciences  
Janssen Therapeutics, Division  
of Janssen Products, LP  
Merck  
My Brother's Keeper, Inc.

National Library of Medicine  
Oxford Immunotec, Inc.  
The Gideons International  
Until There's A Cure Foundation  
ViiV Healthcare  
Walgreens