

# 2015 TRADE SHOW REGISTRATION



# 81<sup>st</sup> ANNUAL *Convention* AND TRADE SHOW

Hilton Garden Inn, Fargo, ND | October 6-8, 2015



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The North Dakota Hospital Association will hold its 81st Annual Convention and Trade Show October 6-8, 2015 in Fargo. The Trade Show will be held on Wednesday, October 7 and will be open to hospital purchasing decision-makers. It will showcase products, equipment and services for the healthcare industry. We are limiting the trade show to 30 exhibitors, so there will be plenty of space for all exhibits and meal service to be located in a single room.

Nearly every hospital in North Dakota attends our annual convention. Various department heads from these facilities will be represented:

- CEO/Administrators
- CFOs
- Mid-level Management
- Directors of Nursing/Nurse Execs
- Risk Managers
- Human Resources

Because of the current economy, your clients need to see you even more now than ever before for continued reassurance of your company's stability and comfort knowing they can depend on your continued high quality and service. NDHA offers you the best exposure and one-on-one networking opportunities with North Dakota's health care leaders, without the great expense of travel and time out of office.

## Exhibitor Benefits

- **New this year!** A "Trade Show Only" registration option will be offered to facilities so staff that may not be able to attend the entire convention can still attend the trade show! This will increase trade show traffic! Market your products to purchasing decision-makers attending the Trade Show.
- Promote your company and products/services on the NDHA Website's "Virtual Trade Show" for a full year (immediately following the Convention)
- Follow up with prospective customers using the NDHA Trade Show registration list
- List your company's name and products/services in the Trade Show Directory and promotional literature

## Virtual Trade Show

NDHA members and visitors will have the ability to access your information year-round on the NDHA website via our Virtual Trade Show.



A company profile form will be sent with your registration confirmation. Simply fill out the form, which includes a short description of your company, products and services along with contact information for your organization, and return it to NDHA. After the Convention, all company information will be posted on our Website. Participants and visitors can click on your company name and receive more information.

When you register for a booth at the NDHA Trade Show, you will automatically become an exhibitor on the Virtual Trade Show.

## ADVERTISEMENT OPPORTUNITY

<b>Back Cover of Convention Program:</b> (10”h x 7.5”w)	
One available (color ad available) . . . . .	\$ 550
<b>Full-page Ad:</b> (10”h x 7.5”w)	
Exhibitors . . . . .	\$ 215
Non-Exhibiting Vendor. . . . .	\$ 325
<b>Half-page Ad:</b> (5”h x 7.5”w)	
Exhibitors . . . . .	\$ 110
Non-Exhibiting Vendor. . . . .	\$ 165
<b>Quarter-page Ad:</b> (5”h x 3.75”w)	
Exhibitors . . . . .	\$ 60
Non-Exhibiting Vendor. . . . .	\$ 85

### Ad Specifications

- ✓ All ads are printed black & white or grayscale.
- ✓ Ad must be submitted in black & white original copy and the correct size.
- ✓ Electronic ads in JPG, PDF or TIF formats are acceptable.
- ✓ No design will be provided by NDHA.
- ✓ Submission Deadline: July 31, 2015 by 5 p.m.

**You are encouraged to provide a door prize at your booth.** Vendors are not allowed to register for other vendor door prizes even if you register for the educational portion of the convention.

# BOOTH FEES / INFORMATION

## Early Bird Prices

(Before 5 pm July 31)

\$700 Standard Booth (10'w x 4'd)

## Standard Pricing

(After 5 pm July 31)

\$800 Standard Booth (10'w x 4'd)

Payment must be received with registration application in order to secure booth space.  
If you would like to pay via credit card, please contact Pam at 701-224-9732 or pcook@ndha.org.

## Booth Fees Include

- 8' back drape and 3' side drapes
- One skirted table and two chairs
- Two exhibitor passes (\$50 each additional – maximum of 4)
- Listing in the Convention Materials/Program
- One 110v electrical outlet (if ordered in advance)
- Internet access (if ordered in advance)

## Booth Assignment

Space is assigned on a first-come, first-served basis. NDHA reserves the right to relocate an exhibitor or modify the floor plan as deemed necessary at any time without notification. When known, NDHA will make every effort to not place competitors in adjacent booths, although this cannot be guaranteed.

### Trade Show Set-Up

Wednesday, October 7

7:00 – 11:00 am

### Trade Show Hours

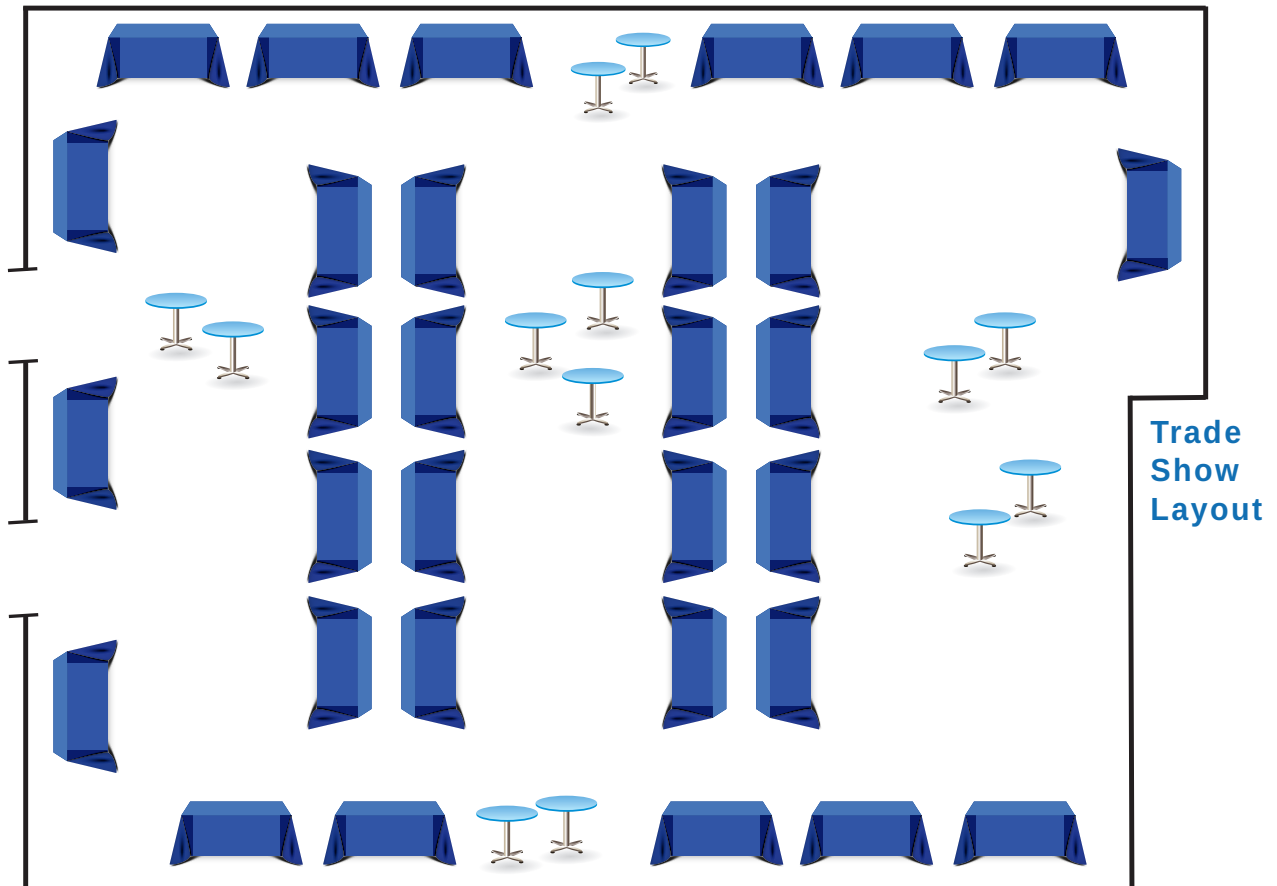
Wednesday, October 7

Strolling Lunch  
11:00 – 2:00 pm

### Dismantling of Booths

Wednesday, October 7

2:00 – 6:00 pm



# SPONSORSHIP LEVELS



The monies collected from these sponsorships help defray the general costs incurred for the Convention. These costs include, but are not limited to: room rental fees, food & beverages, speaker honorariums, hotel services, A/V equipment and printing costs.

## DIAMOND LEVEL – \$10,000

- 2 convention registrations
- 1 booth fee waived
- Sponsor of one keynote session
- 1 full page advertisement in convention booklet
- 1 exclusive promotional item with company logo
- Recognition in all pre-convention mailings
- Signage at convention recognizing sponsorship
- Listing on NDHA website, plus a link to your website
- Opportunity for scrolling ad on NDHA's website home page

## GOLD LEVEL – \$5,500

- 2 convention registrations
- 1 booth fee waived
- Sponsor of one general session
- 1 half page advertisement in convention booklet
- 1 exclusive promotional item with company logo
- Signage at convention recognizing sponsorship
- Listing on NDHA website, plus link to your website
- Opportunity for scrolling ad on NDHA's website home page

## SILVER LEVEL – \$3,000

- 1 convention registration
- Booth discount - \$350 per booth
- 1 half page advertisement in convention booklet
- Signage at convention recognizing sponsorship
- 1 promotional item with company logo – shared with other Silver sponsors
- Listing on NDHA website, plus a link to your website

## BRONZE LEVEL – \$1,500

- 1 convention registration
- Sponsor of breaks
- Signage at convention recognizing sponsorship
- Listing on NDHA website, plus a link to your website

## Other Sponsorship Opportunities

- Breakfast - \$800
- Lunch - \$800
- Social - \$1,000

- Covers cost of food & beverages
- Signage recognizing sponsorship

- Recognition in on-site participant materials
- Listing on NDHA website, plus a link to your site