

**STN 15th Annual Conference  
Going Coastal:  
Reset Your Trauma Compass**

**April 11-13, 2012**

**Hyatt Regency Savannah  
Savannah, Georgia  
[savannah.hyatt.com](http://savannah.hyatt.com)**



*SOCIETY OF TRAUMA NURSES*



# STN 2012 Annual Conference Sponsorship & Exhibitor Opportunities

## Savor Savannah's Sweetness

Come network with your trauma customers and constituents! Highlight the best of your company's products and services by exhibiting at the 15th Annual STN Conference, **Going Coastal - Reset your Trauma Compass**. The Society is expecting an audience of over 400 trauma nurses and nursing professionals, many of which are involved in the management of trauma programs and trauma systems.

You will find your customers at the Hyatt Regency Savannah from April 11-13, 2012. Your opportunities await!!

This prospectus contains all the information you'll need to reserve your exhibit space and sponsorship for the conference. **Exciting opportunities are available in 2012.** Additional information is available on page 4.

## Meet the Trauma Nurse Professional

The Society of Trauma Nurses is a membership-based, non-profit organization whose members represent trauma nurses from around the world. Members are health care professionals who are innovators and leaders in research, education, management, and direct trauma service delivery.

The Society of Trauma Nurses provides educational programs, mentoring, interest groups, outreach and services to its membership to assist trauma nurses in professional development. STN's Annual Conference is the trauma community's most powerful networking event for connecting with trauma centers and their influential leaders. **They will be in Savannah – shouldn't you be there too?**

## Chart Your Compass to Your Target Market!

Connect with individuals who serve in leadership roles and have purchase power within the health system. As Trauma Nurse Coordinators (TNC) and Trauma Program Managers (TPM), their main responsibility is to oversee the entire trauma service line and assure that it runs smoothly, often influencing financial decisions tied to specific patient care items and equipment.

If you provide any of these product or services, you need to reach STN members and conference attendees:

- Advanced Monitoring Systems and Products
- Data Collection/Registry, Analysis, Research and Evaluation Software Products
- Drug Therapies for Trauma
- Fluid Management
- Hemorrhage Control
- Injury Prevention Resources
- Medical/Critical Care Transport
- Nurse Recruitment
- Nursing Specialty Certification
- Patient Temperature Management
- Radiology and Imaging Equipment
- Spinal Immobilization and Support Devices
- Therapeutic Support Systems
- Trauma Resuscitation Products
- Wound Care and Irrigation Systems

*For more information on exhibit space or sponsorship opportunities, please contact STN Headquarters at 859-977-7456. Also, visit [www.traumanurses.org](http://www.traumanurses.org) for detailed conference information.*

## Important Exhibitor Dates (Note: Times are tentative and subject to change.)

### Wednesday, April 11

2:00 PM – 6:00 PM Exhibitor Registration, Move-in & Set-up

### Thursday, April 12

7:00 AM - 10:30 AM Exhibitor Move- in & Set –up, if needed (all booths must be set by 10:30 AM)

11:00 AM – 3:30 PM Exhibit Hall Open -Attendee afternoon break hosted in the Exhibit Hall

11:30 AM – 1:00 PM Lunch Served in the Exhibit Hall

3:30 PM – 6:30 PM Exhibit Hall Open–Brain Teasers & Palate Pleasers

Networking Reception in Exhibit Hall

Reception Starts at 4:00 PM

Vendor Booth Game Starts (participant prize-drawing on Friday)

Poster Judging & Poster Abstract Viewing (CE available)

### Friday, April 13

9:30 AM – 10:45 AM Exhibit Hall Open–Attendee Morning Break

1:00 PM – 2:30 PM Exhibit Hall Open–Poster Viewing–Networking Break in Exhibit Hall  
(Prize-drawing at 2:00 PM)

2:30 PM - 4:00 PM Exhibit Tear-down

## Exhibit Booth Fees & Dimensions

**\$975:** Standard Booth - Early Bird – Commitment forms from 2011 Exhibitors received by August 31, 2011

**\$1075:** Standard Booth - Contracts after August 31, 2011

The hall is carpeted and your booth fee includes:

- One 8' x 10' booth
- Two chairs
- One 6' draped table
- One wastebasket
- One 7" x 44" ID Sign (single line)
- One complimentary full conference registration

### Hyatt Regency Savannah

2 W. Bay Street,  
Savannah, GA 31401  
(912) 238-1234  
<http://savannah.hyatt.com/>

For more information,  
contact STN Headquarters at  
859-977-7456

## Exhibitor Core Benefits

Core Benefits - ALL STN Exhibitors receive the following mutual benefits:

### Networking and Education Opportunities

Learn more about the latest trends in trauma nursing. Each exhibiting company is provided 1 complimentary full conference registration. Registration passes include Thursday & Friday breakout/general sessions as well as 2 continental breakfasts, 2 lunches, 4 breaks and a welcome networking reception. Additional exhibitor badges may be purchased – see the Exhibitor Contract and Sponsorship Agreement for rates.

### Attendee Mailing & Emailing Lists

Pre-and post-conference access to the exclusive registration list for promotional use (see Networking Opportunities for additional details).

### STN Web Site & Conference Reminders

Recognition from the STN Web site and conference reminders.

### Conference Syllabus

Recognition in the Conference Syllabus. (Application and information form must be received by February 23, 2012)

### Badge Identification

Company representative(s) identified as an exhibitor with badge ribbons.

## Exhibit Booth Assignment

All space will be assigned on a first-come, first-serve basis. STN reserves the right to rearrange the floor plan in the best interest of the show as a whole. Sharing space is prohibited. Ruling of STN shall be final with regard to use of the exhibit space.

## Exhibit Hall Location

The Exhibits will be in the Harborside Center. A floor plan will be available at [www.traumanurses.org](http://www.traumanurses.org) after January 1, 2012.

## The Lowcountry's Southern Charm Awaits! Sponsor at STN!

Celebrate with your customers, conference attendees and guests. STN offers a variety of options to maximize recognition of your company at a great value.

All sponsors receive the core benefits listed on the right. Additional sponsor benefits are according to the type of sponsorship reserved.

### Exhibit Hall Networking Opportunities

The Society of Trauma Nurses is committed to offering an environment where participants and vendors have multiple chances to interact with each other and learn about the products and services available to trauma nursing professionals and centers. Please be sure to join us for the following networking activities and take advantage of the opportunity to connect with your customers.

#### Thursday, April 12

11:00 AM – 3:30 PM	Exhibit Hall Open -Attendee afternoon break hosted in the Exhibit Hall
11:30 AM – 1:00 PM	Lunch Served in the Exhibit Hall
3:30 PM – 6:30 PM	Exhibit Hall Open–Brain Teasers & Palate Pleasers Networking Reception in Exhibit Hall Reception Starts at 4:00 PM Vendor Booth Game Starts (participant prize-drawing on Friday) Poster Judging & Poster Abstract Viewing (CE available)

#### Friday, April 13

9:30 AM – 10:45 AM	Exhibit Hall Open–Attendee Morning Break
1:00 PM – 2:30 PM	Exhibit Hall Open–Poster Viewing–Networking Break in Exhibit Hall Vendor Booth Game Concludes (Prize-drawing at 2:00 PM)

**Vendor Booth Game** - STN organizes an exhibit hall game (complete with prizes) which includes both vendor and registrant participation. The goal of the game is to draw registrants to the exhibit hall and initiate conversations. Be ready to engage the participants at your booth and make the most of your time at the conference. Details and instructions about the game will be communicated in your confirmation email as well as when you check-in at the conference.

**Attendee Mailing & Emailing Lists** - As a benefit of exhibiting at the STN Conference, confirmed vendors receive registration lists with email addresses. STN encourages exhibitors to reach out to the registrants prior to the conference. The lists should be used to provide company and product information to registrants as well as to invite participants to stop by your booth to learn more.

### Core Benefits

All STN Sponsors receive the following mutual benefits:

- Recognition from the STN Web site.
- Recognition in the Conference Syllabus.
- Company representatives identified as a sponsor with badge ribbons.
- Pre- and post-conference access to the exclusive registration list for promotional use (see Networking Opportunities for additional details).
- Prime booth location choice for those companies who exhibit and sponsor.

**For more information, contact STN Headquarters at 859-977-7456.**

SPONSORSHIP	PRIMARY BENEFITS	COST
Conference Pens	Company logo placed pens– <i>logo supplied by sponsor</i>	\$750 (exclusive)
Conference Signage	Company logo on signage – <i>logo supplied by sponsor</i>	\$900 (exclusive)
Pocket Program	Company logo on cover and ad placed on inside page – <i>logo and artworks supplied by sponsor</i>	\$1,250 (exclusive)
Attendee Badge Holder	Company logo and STN logo on badges worn by each attendee – <i>logo supplied by sponsor</i>	\$1,500 (exclusive)
Conference Syllabus	Full page, 4-color back cover company ad Company logo on front cover Company logo in the page footer of the syllabus content – <i>artwork supplied by sponsor</i>	\$1,500 (exclusive)
Water Bottle (Sport Bottle)	Company and STN logo printed on water bottles distributed in registration bags to use at watering stations in the Exhibit Hall and at all refreshment breaks - <i>logo provided by sponsor</i>	\$2,000 (exclusive)
Conference Attendee Bag	Company logo and STN logo on bags carried by each attendee – <i>logo supplied by sponsor</i>	\$3,500 (exclusive)
Conference T-Shirts	Company and STN logo on themed shirts furnished to each attendee	\$3,500 (exclusive)

# Exhibit Rules and Regulations

STN 2012 Annual Conference - Hyatt Regency Savannah, Savannah, GA, April 11-13, 2012

## EXHIBIT DATES AND HOURS

Scheduled exhibit hours begin on Wednesday, April 11, 2012, 10:00 a.m. and end on Friday, April 13, 2012 at 2:30 p.m.

## ASSIGNMENT OF EXHIBIT SPACE

Exhibit space will be assigned on a first-come, first-served basis. Payment arrangements must accompany the contract, or the contract will not be accepted.

## APPLICATION / OCCUPATION / CANCELLATION OF EXHIBIT SPACE

Application for exhibit space must be made in writing using the enclosed application form or a photocopy of this form.

**Any space not claimed and occupied for which no special arrangements have been made by 10:00am, Thursday, April 11, 2012, may be resold or reassigned by STN to eliminate empty spaces in the exhibit hall. STN will not refund any part of the booth rental. Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business.**

**Cancellation of rented booth space by January 27, 2012, will result in a \$250 release fee. If cancellation is made after January 27, 2012, STN will not refund the booth rental fees. Cancellation of exhibit space must be directed in writing to: Sarah Clements, Executive Director, STN Headquarters, 3493 Lansdowne Dr, Ste 2, Lexington, KY 40517 or via email at [sclements@traumanurses.org](mailto:sclements@traumanurses.org).**

## OFFICIAL EXHIBIT DECORATOR

The official decorator, Shepard Expo Service, will handle all decorating and exhibit furniture. The exhibit services kit outlines prices and instructions for securing special lighting, carpeting, wiring, telephone, microcomputer rental or other special work in advance. The exhibitor services kit will be mailed to you around the middle of January. Please note deadline dates to order services. Exhibitors are responsible for all freight, drayage, decorating and labor charges.

## INSTALLATION OF EXHIBITS

Installation must take place between 2:00 p.m. and 6:00 p.m. Wednesday, April 11, 2012 and between 7:30am and 10:30am on Thursday, April 12, 2012. Exhibits must be fully installed by 10:30am, April 12, 2012. No installation work will be permitted after this time without special permission from STN.

## REMOVAL OF EXHIBITS

No exhibitor shall commence dismantling or packing product before the time officially announced as the closing of the show (Friday, April 13, 2012 at 2:30 p.m.). Doing so will affect future participation. Crates and cartons will not be delivered prior to the close of show.

Exhibit removal must be completed by 4:00 p.m. on Friday, April 13, 2012. It is the responsibility of each Exhibitor to have material packed, identified and cleared for shipment by the removal time.

## BOOTH CONSTRUCTION AND ARRANGEMENT

STN arranges for the erection of necessary draped backgrounds of uniform style. All exhibits must be confined to the special limits of the booth. The exhibit booth rental fee includes an 8' deep x 10' wide carpeted booth with an 8' high back drop, 3' high side drape, one 6' draped and skirted table, two side chairs, one waste basket and a 7" x 44" identification sign. No part of the display, except equipment therein, is permitted in excess of eight feet in height without prior permission granted by STN. No perpendicular obstruction eight feet or more in height may extend forward more than half the distance from the back wall, and none over 48 inches in height shall extend forward

for the remaining space to the front of the booth. (Exceptions are subject to STN's approval.) Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

## USE OF SPACE/PROMOTIONAL MATERIALS

Persons who are prepared to explain all products and services on display must staff exhibit areas during exhibit hours. Each exhibitor must wear an official STN conference badge. All solicitation, demonstration or other promotional activities must be confined to the limits of the exhibit hall. No exhibitor or sponsor can distribute promotional materials in a break out room or session. Literature on display shall be limited to reasonable quantities (one-day supply). Exhibitors are encouraged to display or disseminate products and services, which are developed specifically for STN members at their booths, unless permitted through a separate sponsorship agreement. A company's promotional materials should not interfere with any other company's booth or sponsorship. Further, an exhibitor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials.

## FUNCTION SPACE

It is understood that no rooms, suites or other space in the conference hotel are to be used for exhibit purposes, workshops or other exhibitor sales-related use. Invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, other than usual private occupancy, should be scheduled with the hotel and confirmed with STN conference management so as not to conflict with program events.

## CARE OF EXHIBIT SPACE AND BUILDING

The exhibitor shall care for and keep occupied space in good order. Special cleaning and dusting of the booth and display equipment and material will be the exhibitor's responsibility. Exhibitors may not place anything in the exhibit space common areas during the open hours of the exhibition. Exhibitors, or their agents, must not injure or deface the wall or floors of the building. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Electrical wiring must conform to the National Electric Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area.



All exhibits shall serve the interests of the members of STN and be operated in a way that does not detract from other exhibits or the conference. Conference management determines the acceptability of persons, things, conduct, sound equipment and/or printed material and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of STN. In the event of such restriction or eviction, STN is not liable for any refund of exhibit fees or any other exhibit-related expenses.

### **SALES, SAMPLES AND SOUVENIRS**

No goods are to be sold for delivery on the floor. Orders may be taken for future delivery. Free samples and souvenirs may be given away at your designated booth only. Exhibitors may not display literature or products at any other conference areas unless a separate sponsorship agreement has been arranged (see #9). Any food or beverages dispensed or given away at your exhibit space must be purchased from or with the consent of the Hyatt Regency Savannah Hotel.

### **LIABILITY**

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold STN and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hyatt Hotels, its employees and agents.

Furthermore, exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, Hyatt Hotels and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage.

Hotel, its owners, its operator, and Hyatt Hotels shall be included in such policies as additional named insured's. In addition, [EXHIBITOR] acknowledges that neither Hotel, its owners, its operator, nor Hyatt Hotels maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

### **SECURITY**

A security guard hired by conference management will conduct general surveillance of the exhibit hall (excluding individual booths) Security will be provided during the following times:  
Wednesday, April 11: 6pm until 6am  
Thursday, April 12: 7pm until 7am.

Exhibitors should take steps to protect merchandise or equipment they have displayed. Please see that all small display and personal items are secure before leaving the hall - even temporarily.

While STN provides security guards, this is solely as an accommodation to Exhibitors, and STN assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

### **THE AMERICANS WITH DISABILITIES ACT**

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by The Americans with Disabilities Act and shall hold STN harmless from any consequences of exhibiting companies who fail in this regard.

### **COMPLIANCE**

The exhibitor agrees to abide by and comply with the rules and regulations including any amendments that conference management may make from time to time. Exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health as well as the rules and regulations of the operators of and/or owners of the property where the exposition is held.

### **CONFERENCE POSTPONEMENT OR CANCELLATIONS**

STN in its discretion shall have the right to postpone or cancel the conference and exhibit and shall be liable in no way to the Exhibitor for losses resulting from such delay or cancellation. STN will not be liable for fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond STN's control. It will, however, in the event of its not being able to hold an exhibitor for any of the above names reasons, reimburse Exhibitor for the amount already paid for exhibit booth space.

### **AMENDMENTS**

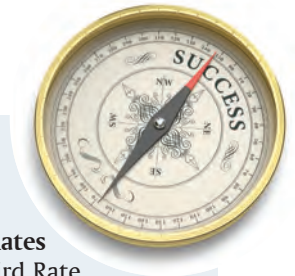
Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of STN. These rules and regulations shall be binding on Exhibitors equally with the foregoing conditions. Exhibitors shall be notified in writing of any amendments to these regulations.

### **QUESTIONS**

For more information, the STN Conference Director, at 859-977-7456 or email at [conference@traumanurses.org](mailto:conference@traumanurses.org).



# Exhibitor Contract and Sponsorship Agreement



## Company Information

Company Name (Name will be published exactly as shown) \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Company E-Mail Address \_\_\_\_\_ Web site \_\_\_\_\_

Booth Contact Name\* \_\_\_\_\_ Booth Contact Telephone \_\_\_\_\_

Booth Contact Email Address \_\_\_\_\_

\* A separate conference registration form along with a request for a company description and logo will be distributed to the Booth Contact upon receipt of the agreement.

## Payment Information

It is understood that this application will become a binding contract upon acceptance by STN, and incorporated into this contract are the attached terms, conditions, rules and regulations. Payable in U.S. dollars.

Authorized Applicant Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

Total Amount \_\_\_\_\_

Choose one:     Check     MC     VISA     AMEX

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name of cardholder (please print) \_\_\_\_\_ Signature of cardholder \_\_\_\_\_

**Return signed contract along with payment to:**  
Society of Trauma Nurses  
3493 Lansdowne Dr, Ste 2  
Lexington, KY 40517

If paying by credit card, fax the completed form to 859-271-0607 or email to [conference@traumanurses.org](mailto:conference@traumanurses.org).

**Booth space will not be assigned without full payment.**

## Questions?

STN is interested in your sponsorship ideas and is willing to work with you to create a situation of mutual benefit. Contact Brian Doty, Convention Director, at 859-977-7456; [bdoty@traumanurses.org](mailto:bdoty@traumanurses.org). For complete conference details visit [www.traumanurses.org](http://www.traumanurses.org).

### Exhibit Space

**Standard Booth Rates**  
 \$975 – Early Bird Rate  
Commitment forms from 2011 Exhibitors received by August 31, 2011

\$1075 – Regular Rate

### Sponsorship Opportunities

**Conference Pens Sponsorship**  
 \$750 (Exclusive)

**Conference Signage**  
 \$900 Sponsorship (Exclusive)

**Pocket Program**  
 \$1,250 Sponsorship (Exclusive)

**Attendee Badge Holder**  
 \$1,500 Sponsorship (Exclusive)

**Conference Syllabus**  
 \$1,500 Sponsorship (Exclusive)

**Water Bottle (Sport Bottle)**  
 \$2,000 Sponsorship (Exclusive)

**Conference Attendee Bag**  
 \$3,500 Sponsorship (Exclusive)

**Conference T-shirts**  
 \$3,500 Sponsorship (Exclusive)

### Additional Exhibitor Registrations

Exhibitors may purchase additional name badges for representatives to participate at a discounted rate. Please indicate below the number of additional name badges you would like to purchase

\$200 x \_\_\_\_\_

NOTE: a separate registration form will be distributed upon receipt of the agreement.

\_\_\_\_\_ **TOTAL Enclosed**



SOCIETY OF TRAUMA NURSES

3493 Lansdowne Dr, Ste 2  
Lexington, KY 40517



### See Inside for Highlights On:

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