

**Student Nurses' Association
of Pennsylvania**

**DEFYING
GRAVITY.** 

NURSING WITHOUT BOUNDARIES



**EXHIBITOR
PROSPECTUS**

58th Annual Convention
November 17—19, 2010

**Marriott Lancaster
at Penn Square
Lancaster, Pennsylvania**



Student Nurses' Association of Pennsylvania

The Association of Tomorrow's Nursing Leaders

The Student Nurses' Association of Pennsylvania (SNAP) is the only state-wide association for student nurses in Pennsylvania and is a constituent of the National Student Nurses' Association (NSNA). SNAP is independently organized and governed by nursing students. SNAP's membership comes from all nursing programs in the Commonwealth and is one of the largest and most respected state associations in the country, with 5,000 members and still growing!

SNAP's 58th Annual Convention

We welcome you to participate in the centerpiece of our organizational year, the SNAP Annual Convention, as an exhibitor and sponsor. Many special activities and programs are planned to provide leadership, educational and social/networking opportunities for our members. You won't want to miss out on this venue with these exceptional future nurses!

Come to our Convention at the brand new Marriott Lancaster this November and get to know us. We know you will be very pleased with the exhibit hours and large exhibit space in the main ballroom of the hotel, with ample opportunity to meet and talk with our members, faculty and alumni. More than 600 nursing students attended last year, and we expect even more this year!

We will also be offering our exhibitors additional exposure to the students by joining us at the Annual Awards Banquet on Thursday evening, and also by participating in the exhibitor give-away drawing/announcements on Friday, being held right in the exhibit area at 12:00 noon!

So send your contract today. Only a limited number of booths are available! We look forward to seeing you this November!

FOR QUESTIONS OR MORE INFORMATION, CONTACT:
Cindy Shingler, Executive Director
Phone: (717)671-7110 Email: snap@snap-online.org

Exhibitor Information

Convention Dates: November 17 - 19, 2010
Location: Marriott Lancaster at Penn Square
 25 South Queen Street, Lancaster, PA 17602

**BE SURE TO TELL THEM YOUR WITH THE
 SNAP CONVENTION - Code SNASNA**

Phone: (888)850-6146

Website: www.lancastermarriott.com

Convention Room Rate: \$104.00 single/double room

Exhibit Hours/Dates: Thursday, November 18th

Grand Opening at 12:00 noon. Open until 3:30 pm
 Buffet Luncheon served from 10:30 am to 11:30 am
 Exhibitor Lounge open from 11:30 am to 4:00 pm

Friday, November 19th

Opened from 10:30 am to 12:30 am
 Drawing in exhibit area at 12:00 noon
 Exhibitor Lounge open from 9:00 am - 12:00 noon

Exhibit Registration: Thursday, November 18th

8:30 am - 10:30 am

Exhibit Set-up: Thursday, November 18th after 8:30 am

Exhibit Break-down: Friday, November 19th after 12:30 pm

Exhibit Fees

	Early Registration	After 7/31/10
Hospital Systems, NCLEX Review and Courses, Publishing, Government (armed forces)	\$1,200	\$1,375
Single hospital/facility	1,100	1,275
Professional nursing organizations	850	1,000
Schools of Nursing (BSN, Masters, etc)	750	900

Payment **MUST BE RECEIVED** by July 31st in order to be eligible for the Early Registration. If you are not sure of which category fits your institution/business, please contact Cindy Shingler at (717)671-7110.

Link with SNAP's Website

www.snap-online.org

Our exhibitors get a special opportunity to set up a link to their website from SNAP's official award-winning web page.

Web Link

SNAP Banquet Sponsors	No Charge
SNAP Convention Exhibitors	\$250.00/yr
Non-exhibitors	\$500.00/yr

Web Sponsorship

SNAP Banquet Sponsors	[Main Page; Other pages] \$1,500/yr; \$1,000/yr
SNAP Convention Exhibitors	\$1,750/yr; \$1,250/yr
Non-exhibitors	\$3,000/yr; \$2,000/yr

Table Assignment & Specifications

Tables will be assigned with other exhibits from the same region or state. If you wish a different assignment, please indicate your desire on the contract.

The exhibiting fee entitles the exhibitor **one six (6) foot skirted table, two (2) chairs and a wastebasket**. Electricity and drayage must be arranged with the hotel. SNAP will provide two tickets for a complimentary luncheon buffet on Thursday from 10:30am-11:30am. SNAP also provides an Exhibitor Lounge with complimentary beverages on both Thursday and Friday.

You will receive a confirmation letter and a hotel registration form. **Please note:** If you plan to have a give-away item and wish for SNAP to distribute it, it will be drawn and/or announced in the exhibit area on Friday at 12:00 noon. All winners must be present to win, unless the exhibitor chooses to send the item to the winner.

Cancellation Policy

Cancellations will not be accepted for any reason after July 31, 2010. An administrative fee of \$400.00 will be charged for all cancellations made prior to July 31, 2010.

Additional Opportunities

You may wish to attend our Annual Awards Banquet on Thursday evening for \$35.00/person. This is an enjoyable event that offers you an opportunity to meet our members outside of the exhibit hall in a fun-filled atmosphere.

SNAP Convention Booklet

You also have an opportunity to advertise in SNAP's Convention Booklet. Considered a valuable keepsake by our attendees, the Convention Booklet contains all pertinent information on Convention activities, programs, and policies along with a complete listing of Convention Exhibitors and their table location.

Full Page Ad (5" h X 7 7/8" v)	\$525.00
Half Page Ad (5" h X 3 7/8"v)	\$375.00
Inside Front or Back Page	\$750.00
Two-page Center Spread\$950.00

Additional fees will be assessed if ad is not submitted in camera-ready form

Space Reservation Deadline**September 24, 2010**

Camera-ready Ad Deadline **October 8, 2010**

It is preferred that ads be emailed to SNAP in PDF format. Send to:

snap@snap-online.org.

Special Sponsorship Opportunities



58th Anniversary Gala Awards Banquet Sponsor



Clearly the most prestigious sponsorship available, SNAP Banquet Sponsors are considered VIPs! The Annual Awards Banquet will be held on Thursday, November 18th. Over 400 students attended the banquet last year. Many special awards and activities are in the plans for this special event.



As a Banquet Sponsor, you will receive:

- ★ A prime exhibit table in an area designated for Banquet Sponsors (**a \$1,375 value**);
- ★ A full-page ad of your choice in the Convention Booklet (**a \$525 value**);
- ★ VIP seating at the Awards Banquet for two representatives (**a \$70 value**) Additional seats may be purchased.
- ★ Free website link (**a \$250 value**);
- ★ Numerous publicity opportunities in our Convention promotional materials such as in the registration brochure (*if sponsorship is received by 8/1/10*), our newsletter, **Insight**, and in the Convention booklet;
- ★ A full-page acknowledgement in the Convention booklet listing all Banquet Sponsors; and
- ★ A full-page acknowledgement with other sponsors in **Insight** in the Winter issue.

Banquet Sponsor Fee \$2,625.00

Please note: Please return your contract by August 1, 2010 in order to be included in the convention registration brochure.

Turn the page for more sponsorship opportunities

OTHER SPONSORSHIP OPPORTUNITIES

All sponsorships will receive special publicity, recognition in the registration brochure (if received by 8/1/10), Convention Program Booklet and our newsletter, **Insight**, in appreciation of your support.

Opening Night Activity \$1,000

With this sponsorship, SNAP will provide refreshments for our third annual SCORE! Nurse Challenge Super Bowl. This event was a huge success last year and we know it will be even bigger this year!

Challenge Bowl Sponsor \$1,000

With this sponsorship, the winners of the SCORE! Nurse Challenge Super Bowl will receive monetary prizes. The sponsor will have the opportunity to present the trophy and have their picture taken with the winning chapter!

Refreshment Break Sponsorship \$1,500/day

Thursday afternoon and/or Friday morning beverages will be available in the exhibit hall for students with this sponsorship.

Keynote Address Sponsorship \$750

SNAP has been honored to have exceptional keynote speakers to address our convention attendees. And this year will be no exception. We are pleased to announce **Dr. Jennifer Yost** will be keynoting the convention theme, **Defying Gravity: Nursing Without Boundaries**. It is always one of the events with the highest attendance by our convention attendees. Be the sponsor and receive special recognition at the event.

Workshop Sponsorship \$250/workshop

SNAP presents a total of eight workshops throughout the convention. This year's workshops focus on the convention theme, and enlists some of the best and the brightest faculty to share their expertise with convention participants.

Registration Sponsorship \$750

Each participant will receive their convention materials in a special registration packet with your company name, address, and logo prominently displayed.

Scholarship Sponsorship \$250 minimum

All monies received are awarded to outstanding SNAP members at the Annual Awards Banquet by the sponsors. All efforts will be made to match scholarship winners with geographic location of sponsor. **AGAIN THIS YEAR!** SNAP will be holding a special reception for all sponsors and their scholarship recipients to meet prior to the awards banquet. This will be a wonderful opportunity for you to get to know your recipient.

Banquet Entertainment Sponsorship \$500

Help make the Awards Banquet even more special by sponsoring special entertainment such as a live band, disc jockey, or other entertainment to delight the participants.

Name Badge Holders or Convention Bags

The sponsor will provide either the name badge holders and/or convention bags to be distributed to student and faculty participants.

Enhance your exhibiting dollar by advertising in

INSIGHT

SNAP'S OFFICIAL NEWSLETTER

INSIGHT is a full-color publication that is sent to every member of SNAP. It is also sent to all deans, directors, faculty advisors, alumni and sustaining members and is available on our website. Information concerning nursing issues, events, and education are written by students for students. INSIGHT has won numerous awards at the national level as one of the best publications produced by a state nursing student organization.

DISPLAY ADVERTISING

Size	1X	4X
Full page	\$750 per ad	\$650 per ad
Half page	\$600 per ad	\$500 per ad

AD DIMENSIONS

Size	Width	Depth
Full page	7 1/2"	10"
Half page-horizontal	7 1/2"	4 7/8"

Hospital/Firm Name: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____

Company Representative: _____

Advertising Agency: _____

Representative: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____

ISSUES

Convention 10 - deadline 10/1/10

Spring 11 - deadline 3/1/11

Winter 11 - deadline 12/1/10

Fall 11 - deadline 8/1/11

**THE ASSOCIATION OF
TOMORROW'S NURSING LEADERS**



Student Nurses' Association of Pennsylvania

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THE EXHIBITOR PROSPECTUS IS ALSO AVAILABLE ON OUR WEBSITE!