

Greenville, South Carolina



Photos courtesy of City of Greenville, SC



International Society of Psychiatric-Mental Health Nurses

2nd Annual Psychopharmacology Institute and ISPN Eleventh Annual Conference

Conference Dates: March 31-April 4, 2009 • Exhibit Dates: March 31-April 2, 2009 • Hyatt Regency Hotel

2009 Exhibitor Information

What is the Annual Conference?

The International Society of Psychiatric-Mental Health Nurses (ISPN) Annual Conference is a dynamic convergence of advanced practice psychiatric and mental health nurses from all around the world. A blend of educational sessions, social events, career networking and the exhibit hall draw a consistently growing population of the most influential nurses in psychiatric and mental health care. The Annual Conference is a central part of the psychiatric and mental health nurse community's efforts to maintain professional excellence in patient treatment.

The ISPN attendees come to find what's new in psychiatric and mental health nursing, as well as in products and services that will help them work. The Exhibitor Showcase offers an unmatched opportunity for suppliers to reach the broad market serving the ISPN members. The restricted number of booths ensures that the exhibitors don't get lost in a crowd of competitors, and holding refreshment breaks and social events in the exhibit hall brings more traffic to the exhibit area.

What is the International Society of Psychiatric-Mental Health Nurses?

The International Society of Psychiatric-Mental Health Nurses, established in 1998, is comprised of three founding divisions: The Society on Education and Research in Psychiatric-Mental Health Nursing (SERPN), The Association of Child and Adolescent Psychiatric Nurses (ACAPN), and The International Society of Psychiatric Consultation Liaison Nurses (ISPCLN), plus a newer division, the Adult and Geropsychiatric-Mental Health Nurses (AGPN).

ISPN's mission is to unite and strengthen the presence and the voice of specialty psychiatric-mental health nursing, while influencing health care policy to promote

equitable, evidence-based and effective treatment and care for individuals, families and communities.

Exhibitor Visibility

The ISPN Annual Conference offers exhibitors over 19 hours of exhibit hall exposure. ISPN recognizes the value exhibitors add to the meeting and will do all in their power to increase exposure opportunities. For example, the Opening Reception, refreshment breaks and poster sessions are held in the exhibit hall.

Benefits of Exhibiting

Why should your company choose to exhibit at the ISPN Psychopharmacology Institute and 11th Annual Conference?

- Exposure to over 200 advanced practice psychiatric and mental health nurses. Place your company name in front of this specialty audience of buyers.
- The Psychopharmacology Institute Reception, Opening Reception and refreshment breaks will be held in the exhibit hall, providing your company with uninterrupted time to visit with the attendees.
- Market your company through a complimentary online listing on the ISPN website: www.ispn-psych.org.
- The conference binder will include each exhibiting company's address information and product descriptions. It is distributed to each attendee.
- Each company will receive a complimentary registration list of all attendees (PDF format).
- The economical and effective atmosphere of a trade show allows you to make many more contacts than personal sales calls.
- Reach the largest audience of psychiatric and mental health nurses in one place at one time.
- Display industry support with commercial sponsorship opportunities.

Installation of Exhibits

Tuesday, March 31 . . . 12:00 noon-3:00 p.m.

The exposition is scheduled to open at 3:00 p.m. on Tuesday for the afternoon refreshment break. We ask that your booth area be set by 2:30 p.m. on Tuesday so that the exhibit area can be cleaned prior to opening. It is the responsibility of exhibitors to have their exhibits in place before the opening of the exposition.

Children under the age of 18 are NOT allowed in the exhibit hall during set-up and tear-down.

Dismantling of Exhibits

Thursday, April 2 4:00 p.m.-6:00 p.m.

All exhibits must be dismantled and removed prior to 6:00 p.m. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. Violators will not be invited to future meetings.

Exhibit Hours

Each exhibiting company must maintain its booth display during the show hours with at least one representative present in the exhibit hall.

Tuesday, March 31 3:00 p.m.-7:00 p.m.

Wednesday, April 1 10:30 a.m.-4:00 p.m.
and 6:30 p.m.-8:00 p.m.

Thursday, April 2 7:00 a.m.-4:00 p.m.

Space Rates

Rates for exhibiting at the ISPN Annual Conference:

10' x 10' Booth \$850 USD

The booth will consist of one 6' draped table, two side chairs, a wastebasket and include piping, draping, and a 7" x 44" identification sign.

Book Exhibit

The ISPN Book Exhibit is a display of publications for a fee of \$200 USD per title. Along with the publications, ISPN will display order forms or brochures for the title submitted. The ISPN Book Exhibit is located in the exhibit hall. Publications will be available for perusal during open hours. Information on shipping will be sent to each publisher after receipt of the fee and application.

Payment Schedule

The entire fee is requested with a completed exhibit application. Reservations for booth space will not be accepted by telephone.

Traffic

The Psychopharmacology Institute Reception, Annual Conference Opening Reception, posters and all refreshment breaks are scheduled in the exhibit hall to facilitate maximum traffic flow.

Exhibit Assignments

Booths will be assigned in February. Companies will be notified of their assignment and a service kit will be sent. Exhibit space will be assigned based on the point system. Each company that exhibited with ISPN in previous years will be given one point per booth rented per year. Those with the most points will receive preference in space assignments. In the case of an equal number of points, date of application receipt will determine priority.

Exhibit management reserves the right to change location assignments at any time as deemed necessary. The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable.

Exhibit Registration

Tuesday, March 31 . . 12:00 noon-3:00 p.m.

Each person working in or visiting the exhibits will be required to register and wear an identification badge.

ISPN allows up to three complimentary exhibit registrations per company in order for multiple representatives to be present in the booth or to be able to share shifts during the long exhibit hours. Representatives are welcome to attend the sessions as long as their booth is staffed by at least one representative during exhibit hours. However, an Exhibitor Registration does not receive the same benefits of a regular attendee, nor any nursing contact hours. Each exhibiting company will receive one set of conference materials per booth rented upon arriving in Greenville. An Exhibitor Registration Form will be included in the service kit.

Cancellation

Cancellation of exhibit space must be submitted in writing to the ISPN Office. A \$100 administrative fee will be retained for cancellation between submission of the contract and February 27, 2009. No exhibit fees will be refunded for cancellation after that date.

Standard Booth Equipment

The standard booth will be approximately 10' deep by 10' wide, consisting of a draped backwall 8' high and side dividers 3' high. The height of each exhibit may not exceed 8' unless permission is obtained from exhibit management. The rental price of a booth includes one (1) 6' skirted table, two (2) side chairs, a wastebasket, and a 7" x 44" identification sign.

After the exposition, it is the responsibility of each exhibiting company to return its space to the condition in which it was assumed. Any damage to that space will be the responsibility of the exhibitor. It must be restored to its original condition at the exhibitor's expense.

Exhibit Service Contractor

The Official Service Contractor is:

Shepard Exposition Services
1531 Carroll Drive, NW
Atlanta, GA 30318
1-404-720-8600

A service kit will be sent to each company after booth space is assigned in February. The kit will include information on shipping, installation, furnishings, labor, and rental display units. Shepard Exposition Services will receive and store all displays and exhibit material, unload freight and deliver it to your booth, pick up, store and return empty shipping containers, and reload freight for return to your specified destination. The total charge to the exhibitor will include up to 30 days of storage prior to the show dates. All property shipped by the exhibitor is at the sole risk of the exhibitor. Exhibitors are required to provide all insurance and/or policy riders to cover booth contents.

Exhibitors will be allowed to set up and dismantle their own displays. Experienced display labor may be ordered from Shepard Exposition Services, if desired. Information on ordering labor will be included in the exhibitor service kit.

Complete information on these items and a rate schedule will be contained in the exhibit service kit. A service desk will be open during the scheduled installation and dismantling times.

Exhibitors are urged to order and pay for all services in advance of the show dates to take advantage of the discounted prices. If you have any questions about the services offered by Shepard Exposition Services, please contact them at 1-404-720-8600.

Shipping

The address where shipments may be directed will be included in the exhibit service kit. Shipments will be accepted no earlier than 30 days in advance of the show dates. Plan to have your shipment arrive 10 days in advance of the setup date. Shepard Exposition Services will invoice all charges directly to the exhibitor ordering and receiving the services.

Contract Application

Exhibit management reserves the right to reject any application for exhibit space or restrict any exhibit considered inappropriate and not in keeping with the character of the exposition. This restriction includes articles, conduct, printed matter, or anything objectionable to the exhibits as a whole. Statements made in the display or literature for distribution are subject to evaluation for accuracy. Exhibit management shall prohibit the use of amplifying equipment or music if it is considered to be objectionable. Exhibit management will require modification of the appearance or dress of persons or mannequins used in connection with displays or demonstrations, if considered inappropriate. All demonstrations must be confined to the limits of the display space.

Social Activities

Social functions and other activities sponsored by exhibiting companies may not be held during open exhibit hours or conflict with any programming. For more information about scheduling such activities, please contact Jane Shepard at the ISPN Office.

Conference Housing

The Hyatt Regency Greenville is the host hotel for the ISPN 2009 Annual Conference. To make a reservation, please contact the Marriott's reservations department at +1-864-235-1234. When making your reservation, please be sure to reference the ISPN Annual Conference in order to receive the discounted rates.

For further information, please contact:

Jane Shepard
Director of Meetings
The International Society of
Psychiatric-Mental Health Nurses
2810 Crossroads Drive, Suite 3800
Madison, WI 53718-7961 USA
Telephone: +1-866-330-7227, ext. 137
Fax: +1-608-443-2474
E-Mail: conferences@ispn-psych.org
Website: www.ispn-psych.org

ADVERTISING

International Society of Psychiatric-Mental Health Nurses Eleventh Annual Conference • March 31-April 4, 2009 • Greenville, SC

Advertising in the official Conference Binder will provide your company with invaluable exposure to the entire Annual Conference attendance. Each time these powerful decision-makers page through this official publication, they will see your ad and remember your product!

Advertisement Rates

		B&W	Color
Full Page	7" x 10"	\$400 USD	\$500 USD
Half Page Horizontal	7" x 4 7/8"	\$300 USD	\$400 USD
Half Page Vertical	3 3/8" x 10"	\$300 USD	\$400 USD
Quarter Page	3 3/8" x 4 7/8"	\$175 USD	\$275 USD

Guidelines for Electronic Files

File types accepted: **PDF** files preferred, or:

Mac

- Illustrator (fonts must be converted to outlines)
- Photoshop (300 dpi minimum)
- QuarkXPress 7 or below

PC

- Illustrator (fonts must be converted to outlines)
- Photoshop (300 dpi minimum)

Media Accepted:

CD ROM or compressed art attached to an email and sent to: (lhorton@reesgroupinc.com)

CD files, please include:

- All individually placed artwork (EPS, TIFF, etc.). Do not embed the graphics into the file.
- All fonts used (Mac only). We cannot accept PC fonts.
- Do not increase the image size in the application as this will decrease the resolution.
- Scanned line art and type must be 1200 dpi at 100%.
- Scans should be saved to disk as EPS or TIFF files.
 - (a) Be sure to convert scanned color images to CMYK before saving to disk.
 - (b) Use grayscale EPS or TIFF for black and white halftones and bitmap for black line art.
- No PICT, JPEG, or GIF files accepted.

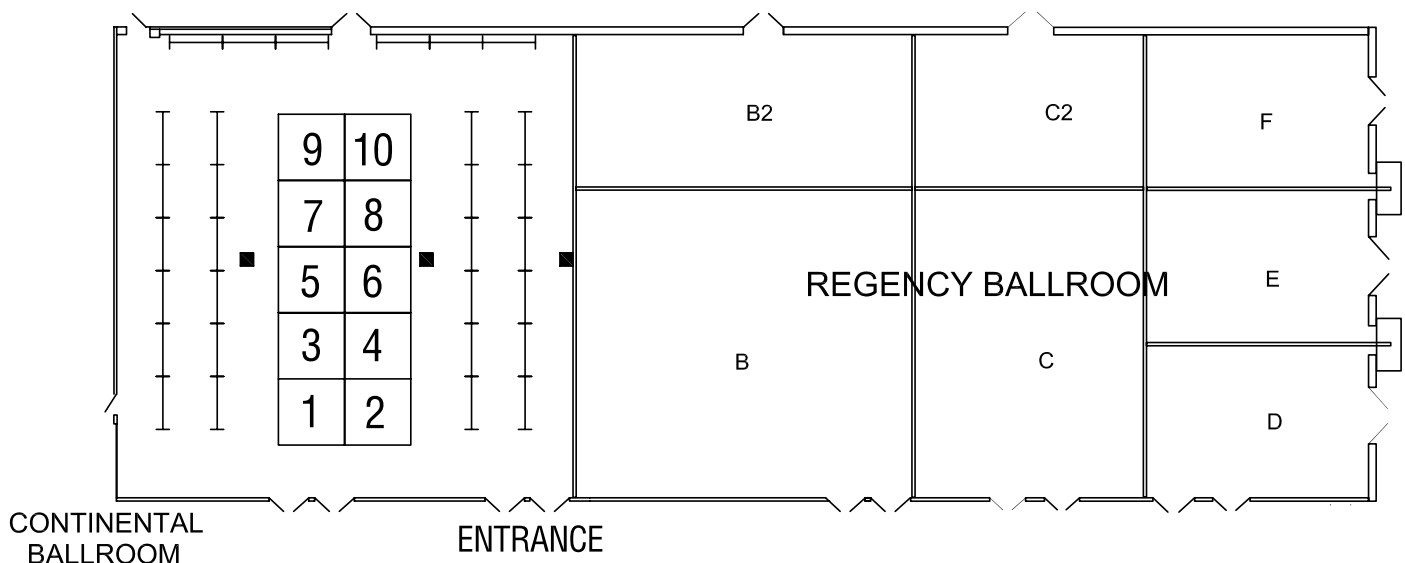
ISPN PAST EXHIBITORS

Abbott Laboratories
Air Force Reserve Health Professionals
Alcoholics Anonymous
Allina Hospitals & Clinics
ALZA Pharmaceuticals
American Nurses Credentialing Center
AstraZeneca Pharmaceuticals
Blackwell Publishing
Bristol-Myers Squibb Company
Creative Therapy Associates
Cyberonics

Diamond Healthcare Corporation
Eastern Kentucky University
Elsevier Publishers
Eli Lilly
Gate Pharmaceuticals
Janssen L.P.
Lexi-Comp, Inc.
Lippincott Williams & Wilkins
Manisses Communications Group
McNeil Consumer & Specialty
Pharmaceuticals

Nursefinders, Inc.
METCA Corporation
Otsuka Company
Pfizer, Inc.
Shire USA, Inc.
SLACK, Inc.
Solvay Pharmaceuticals
Vanderbilt University
W.B. Saunders
Worldwide Travel Staffing

EXHIBIT HALL – CONTINENTAL BALLROOM • HYATT REGENCY GREENVILLE



CONTRACT APPLICATION FOR EXHIBIT/ADVERTISEMENT SPACE

Conference Dates: March 31-April 4, 2009
 Exhibit Dates: March 31-April 2, 2009
 Location: Greenville, SC

List your company name as you would like it to appear on any promotions (please print or type):

Firm Name: _____

Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: (_____) _____

Fax: (_____) _____

Company E-Mail: _____

Company Website Address: _____

Name of Contact Person: _____
 (to whom all correspondence and exhibit kit should be sent)
 Contact Person's E-Mail (Required): _____
 Contact Person's Telephone: (_____) _____

Promotional description of equipment, products or services to be displayed: (to be included in the program - 40 words or less):

Exhibit space number(s) preference:

First choice _____ Second choice _____

Third choice _____ Fourth choice _____

List competitors you do NOT wish to be near: _____

Cancellation Policy:

Cancellations received before February 27, 2009 will be charged a \$100 administrative fee. Cancellations after February 27, 2009 will not receive a refund unless the booth space is resold.

Book Exhibit: (not applicable to companies renting a booth space)

We will be exhibiting _____ title(s) at the Book Exhibit. The cost for each book is \$200. Please list below the title(s) and author(s) of the book(s) that will be exhibited. Include the entire fee with this application.

1. _____
2. _____
3. _____

Exhibit Space

We will exhibit at the ISPN Psychopharmacology Institute and Eleventh Annual Conference.

10' x 10' Booth \$850 USD

Number of booths _____ x Fee = Payment \$ _____

Advertising Space

We will advertise in the ISPN Eleventh Annual Conference Binder.

	B&W	Color
<input type="checkbox"/> Full Page	\$400 _____ (no of ads) = \$ _____	\$500 _____ (no of ads) = \$ _____
<input type="checkbox"/> Half Page Horizontal	\$300 _____ (no of ads) = \$ _____	\$400 _____ (no of ads) = \$ _____
<input type="checkbox"/> Half Page Vertical	\$300 _____ (no of ads) = \$ _____	\$400 _____ (no of ads) = \$ _____
<input type="checkbox"/> Quarter Page	\$175 _____ (no of ads) = \$ _____	\$275 _____ (no of ads) = \$ _____

Payment

- Check Please make checks payable in US funds, drawn on a US bank to: International Society of Psychiatric-Mental Health Nurses (ISPN)
- Visa/MC/AmEx
 Card Number: _____
 Exp. Date: _____ Amt. Authorized: \$ _____
 Card Holder Name: _____
 Card Holder Signature: _____

Terms and Conditions:

1. Enclose payment for the exhibit booth requested.
2. The ISPN will have the right of interpretation and approval on all matters pertaining to the contract rules and regulations.

This application is made with the understanding that the applicant agrees to abide by all rules and regulations outlined in the exhibit prospectus which become a part of the accepted contract along with other rules and directives which may be issued by the ISPN in connection with this exposition.

 Name of Authorizing Officer (print or type) Title

 Signature of Authorizing Officer Date

- Check here if we can contact you about sponsorship opportunities at the ISPN Psychopharmacology Institute and Eleventh Annual Conference. (All sponsors will be duly acknowledged.)

Please sign and return with the fee to:

Jane Shepard, Director of Meetings
International Society of Psychiatric-Mental Health Nurses
 2810 Crossroads Drive, Suite 3800
 Madison, WI 53718-7961 USA
 Telephone: 866-330-7227 (or +1-608-443-2463), ext. 137
 Fax: +1-608-443-2474
 E-Mail: conferences@ispn-psych.org
 Website: www.ispn-psych.org