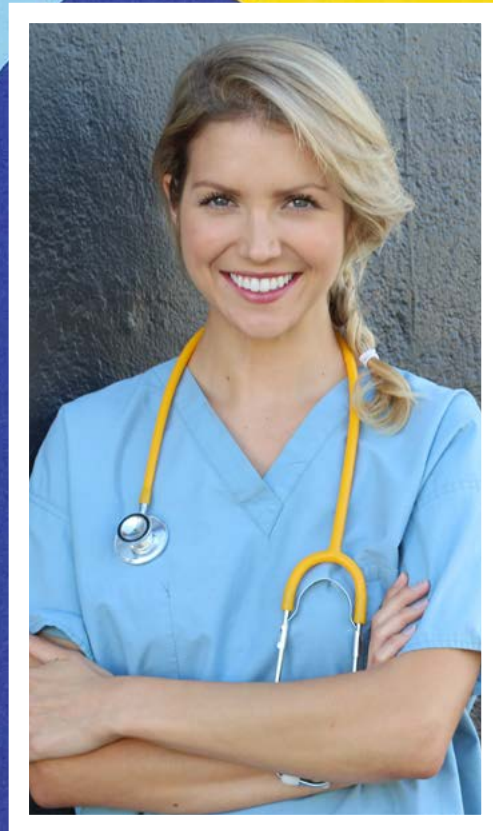


MI-NADONA/LTC

2020 Exhibition & Sponsorship Guide

Your easy access to Directors of Nursing at long-term care facilities throughout the state of Michigan.



Exclusively Managed by:

Health Care Association of Michigan

www.hcam.org

517-627-1561

INTRODUCING MI-NADONA/LTC

MICHIGAN CHAPTER OF THE NATIONAL ASSOCIATION
OF DIRECTORS OF NURSING IN LONG TERM CARE

Your easy access to Directors of Nursing in long term care facilities across the state of Michigan.

NADONA has been the leading advocate and educational organization for DONs, ADONs, and Nurse Leaders in long term and post acute care since 1986. With 32 state chapters, it continues to be the largest organization representing nurses working in long term and post acute care settings. The Michigan Chapter of NADONA has more than 200 members throughout the state of Michigan. Each year, the MI-NADONA/LTC Annual Convocation & Expo brings together approximately 250 Directors of Nursing, Nurse Managers, Unit/Charge Nurses, and Corporate Clinical Consultants from skilled nursing facilities across the state.

ANNUAL CONVOCATION & EXPO -- OCTOBER 14-16, 2020
SOARING EAGLE CASINO & RESORT | MT. PLEASANT, MI



200

200 members in the
Michigan chapter

250

250 attendees at
Convocation

51%

51% of Convocation
attendees are DONs

30%

30% of attendees are
corporate clinical staff
or C-Level executives

EXPO BOOTH OPTIONS - OCT. 15

1

Standard (10x10)

- 2 vendor passes with access to all Thursday activities
- 3 hours of dedicated expo time
- Standard ID sign, 8 ft table with linen, 2 chairs, 1 wastebasket, Wi-Fi, carpet
- Electronic attendee list provided two weeks prior to and two weeks post event (name, title, facility only)
- Opportunity to participate in the attendee prize giveaway

Early Rate: \$1,000

Standard Rate: \$1,400

2

Premium (20x10)

- 3 vendor passes with access to all Thursday activities
- 3 hours of dedicated expo time
- Standard ID sign, 8 ft table with linen, 2 chairs, 1 wastebasket, Wi-Fi, carpet
- Electronic attendee list provided two weeks prior to and two weeks post event (name, title, facility only)
- Opportunity to participate in the attendee prize giveaway

Early Rate: \$1,700

Standard Rate: \$2,100

3

Exclusive (20x20)

- 4 vendor passes with access to all Thursday activities
- 3 hours of dedicated expo time
- Standard ID sign, 8 ft table with linen, 2 chairs, 1 wastebasket, Wi-Fi, carpet
- Electronic attendee list provided two weeks prior to and two weeks post event (name, title, facility only)
- Opportunity to participate in the attendee prize giveaway

Early Rate: \$2,500

Standard Rate: \$2,900

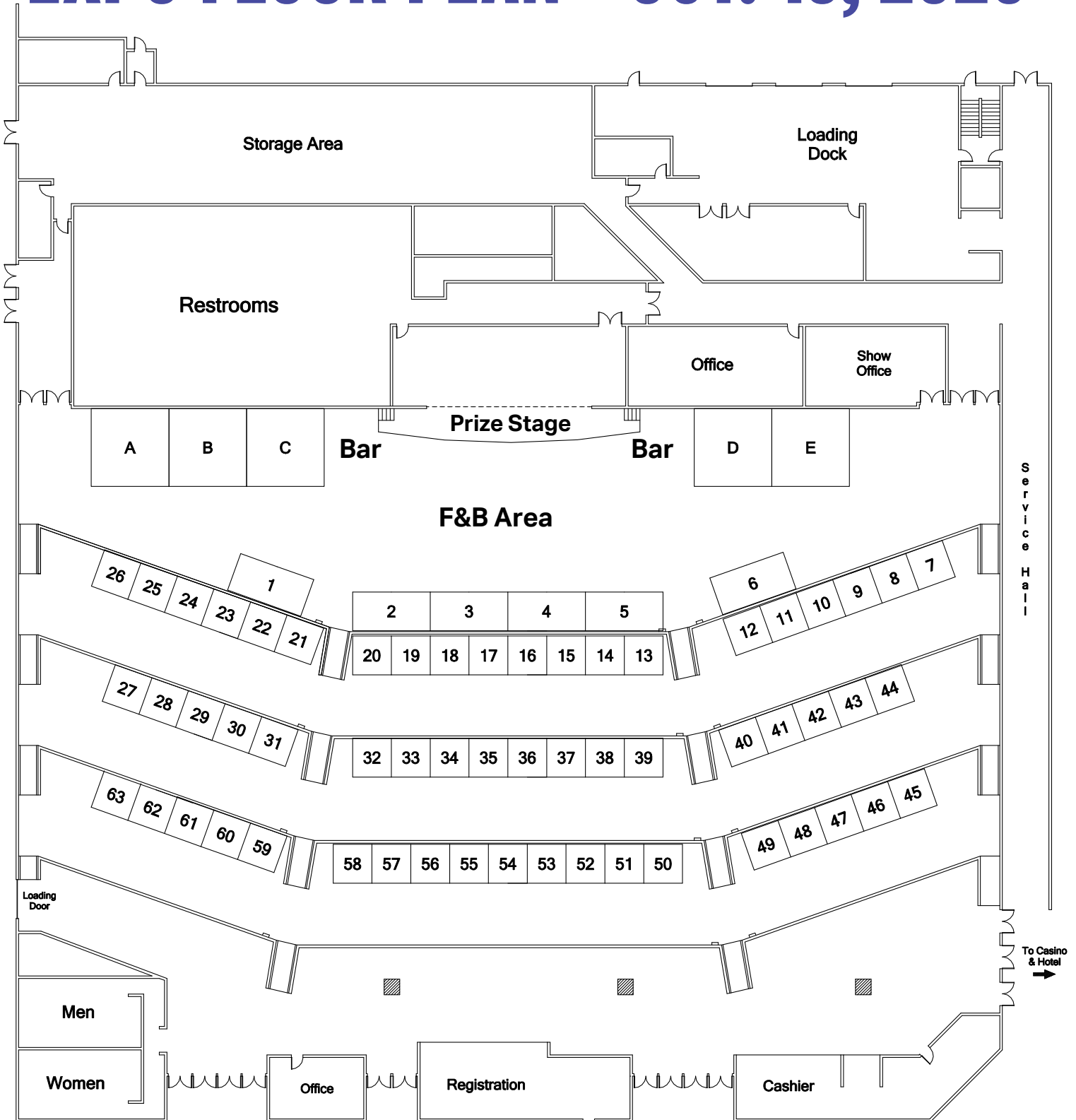
Early Bird Rates Expire July 1, 2020!

PRIZE HUNT BOOTH UPGRADE

\$200

Upgrade to one of 20 available Prize Hunt booths to be featured on the attendee's Prize Hunt card, which will be used in the drawing for ALL exhibitor provided prize giveaway items and the grand prizes from MI-NADONA. Exhibitors who contract a Prize Hunt booth will get a complimentary half page black and white ad in the Vendor Catalog and will be acknowledged on a feature page in the Vendor Catalog.

EXPO FLOOR PLAN - OCT. 15, 2020



- Booths A-E are 20'x20'
- Booths 1-6 are 20'x10'
- Booths 7-63 are 10'x10'

Prize Hunt Booth Upgrade:
Available for any booth - 20 available

EXPO DETAILS

Exhibit Agenda Oct. 15, 2020

Installation: 7:00 am - 11:50 am EST
Exhibitor's Briefing: 11:50 am EST
Exhibits Open Over Lunch: 12:05-1:35 pm EST
Education Break: 1:35-3:15 pm
Exhibits Open: 3:30-5:30 pm EST
Prize Drawings: 4:30 pm EST
Dismantle: 5:30-7:30 pm EST
Evening Networking Event: 7:30-10:30 pm EST

Prize Hunt Booths

Upgrade to one of 20 available Prize Hunt booths to be featured on the attendee's Prize Hunt card, which will be used in the drawing for ALL exhibitor provided prize giveaway items and the grand prizes from MI-NADONA.

Exhibitors who contract a Prize Hunt booth will get a complimentary half page black and white ad in the Vendor Catalog and will be acknowledged on a feature page in the Vendor Catalog.

Attendee Prize Giveaway

Exhibitors are encouraged to purchase a prize at least \$50 in value for the attendee prize giveaway. Previous prizes have included designer handbags, trips/excursions, wine baskets, spa baskets, smart devices such as Amazon Echo, gift cards or cash, and exhibitor products (such as 1 year free license of software).

Participating exhibitors will be encouraged to proudly display their prize at their own booth during the expo show. Prize winners will be drawn from the collected Prize Hunt cards to promote attendee fairness so that each attendee has the opportunity to win 1 prize.

Attendees will visit each of the 20 prize hunt booths indicated on their prize hunt card to get their cards validated by the participating prize hunt booth exhibitors. Once the attendee's prize hunt card is completely validated, the attendee will drop their card into the prize raffle drum located on the prize stage.

Around 4:00 PM, an HCAM representative will draw and announce prize raffle winners from the prize stage. Attendees who have won a raffle prize will collect their prize directly from the exhibitor prior to the conclusion of the expo.

EXPO DETAILS

Win a FREE Booth!

MI-NADONA/LTC is grateful for the amazing partnership of our many exhibitors who help support this event. To show our sincere appreciation, all 2020 contracted exhibitors will have their company name in a drawing for the chance to win a complimentary booth at next year's expo. The drawing will take place during the exhibitor briefing.

Congratulations to the winner of this year's free booth (drawn at the 2019 Expo): On-Site Dysphagia Diagnostics

Refer a Friend

If you refer a friend (applies to first-time vendors only) and that organization/company secures a booth at this year's expo, we will double your chances to win a free booth at next year's expo show.

In order to receive your extra entry, please be sure to have the organization note your referral on their exhibit application.

Lodging

A discounted block of rooms (\$129++/night) has been reserved at the Soaring Eagle Casino Resort located at 6800 Soaring Eagle Blvd, Mt Pleasant, MI 48858. Reservations will be available after April 12, 2020.

To reserve your room:

Visit www.soaringeaglecasino.com and utilize Group Code NAD101220

OR

Call 877-232-4532 and mention Group Code NAD101220

The discounted group rate expires on September 21, 2020. Overnight lodging is not guaranteed, so please make your reservation early.

Scholarship Prize Giveaway

On-site at Convocation, the MI-NADONA/LTC Board of Directors will be selling Scholarship Prize Drawing giveaway tickets to support the Margaret Godfrey Scholarship Fund and Jim Bebb Certification Scholarship Fund to help promote the professional development of Michigan nurses and CNAs who are pursuing their nursing license. All proceeds will directly benefit these scholarship funds.

All exhibitors are encouraged to participate by purchasing tickets for themselves and/or the nurse attendees! Scholarship Prize Giveaway tickets would make a GREAT prize at expo!

SPONSORSHIP PACKAGES

All sponsorship packages include logo recognition in the conference brochure, on-site program booklet, and on-site signage, acknowledgement during opening and closing remarks, and discounted pricing on conference registration fees, and a pre- and post-event attendee list (name, title, facility only).

DESCRIPTION	QTY	PRICE
<p>Exclusive Nurse Gift Sponsor</p> <p>Sponsor the special gift provided to attendees. Gift TBD by the NADONA Board. The 2019 nurse gift was a bottle of DoTerra Essential Oil.</p> <p>This sponsorship includes 2 complimentary full package registrations to the conference and is limited to 1 sponsor organization.</p>	1	\$5,000
<p>Lanyards Sponsor</p> <p>Sponsor the lanyard provided at registration to all attendees. MI-NADONA will purchase lanyards with your logo.</p> <p>This sponsorship includes 2 complimentary full package registrations and is limited to 1 sponsor organization.</p>	1	\$3,000
<p>PARTY Sponsor</p> <p>Sponsor the evening networking event on Thursday, October 15 from 7:30-10:30 pm. This party will feature two hours of hosted bar and heavy appetizers. This is THE party of the year for Michigan Directors of Nursing. Help us celebrate our DONs in style!</p> <p>This sponsorship includes 1 complimentary full package registration and is limited to 5 sponsor organizations.</p>	5	\$2,000
<p>Relaxation Room Sponsor</p> <p>Sponsor the relaxation room available throughout the conference. This popular room features coloring books, diffused essential oils, chair massages, and more to help our nurses decompress and rejuvenate themselves.</p> <p>This sponsorship includes 1 complimentary full package registration and is limited to 5 sponsor organizations.</p>	5	\$2,000

SPONSORSHIP PACKAGES

All sponsorship packages include logo recognition in the conference brochure, on-site program booklet, and on-site signage, acknowledgement during opening and closing remarks, and discounted pricing on conference registration fees, and a pre- and post-event attendee list (name, title, facility only).

DESCRIPTION	QTY	PRICE
<p>Awards & Recognition Sponsor</p> <p>Sponsor the Awards & Recognition Luncheon honoring this year's award recipients. This event is our most highly-attended event of Convocation.</p> <p>This sponsorship includes 1 complimentary full package registration and is limited to 3 sponsor organizations. Each sponsor will have a reserved table near the stage and their logo will be prominent in the Awards Program.</p>	3	\$1,500
<p>Headshot Station Sponsor</p> <p>NEW! After wild success at the HCAM Convention in 2019, MI-NADONA is bringing a professional photographer to their convocation to provide complimentary professional headshots for attendees. Your logo will be included in all marketing including the distribution of the headshots to attendees.</p> <p>This sponsorship includes 1 complimentary full package registration and requires a minimum of 3 sponsors to participate to offset the costs incurred.</p>	6	\$1,500
<p>Candy Station Sponsor</p> <p>Sponsor our ever-popular candy station - refueling our nurses with chocolates and sweets in the common area.</p> <p>This sponsorship includes 1 complimentary full package registration and is limited to 1 sponsor organization.</p>	1	\$1,000
<p>Keynote Sponsor</p> <p>Sponsor one of the keynote presenters during the conference.</p> <p>This sponsorship includes 1 complimentary full package registration and is limited to 2 sponsor organizations.</p>	2	\$1,000

SPONSORSHIP PACKAGES

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DESCRIPTION	QTY	PRICE
<p>Charging Station Sponsor Sponsor our ever-popular charging station for mobile devices in the common area.</p> <p>This sponsorship is limited to 1 sponsoring organization and does NOT include registration to the event.</p>	1	\$750
<p>Education Session Sponsor Sponsor one of the concurrent breakout sessions.</p> <p>This sponsorship does NOT include registration to the event and is limited to 10 sponsor organizations.</p>	10	\$750
<p>Breakfast Sponsor Sponsor one of the breakfasts during the conference.</p> <p>This sponsorship does NOT include registration to the event and is limited to 3 sponsor organizations.</p>	3	\$750
<p>Refreshments Sponsor Sponsor the refreshments for attendees.</p> <p>This sponsorship does NOT include registration to the event and is limited to 3 sponsor organizations.</p>	3	\$500
<p>General Conference Sponsor Provide a general conference sponsorship to support MI-NADONA/LTC.</p> <p>This sponsorship does NOT include registration to the event and is limited to 10 sponsor organizations.</p>	10	\$500

NEXT STEPS

Contact:

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STILL HAVE QUESTIONS?

Thank you for your interest in supporting the 2020 MI-NADONA/LTC Annual Convocation & Expo on October 14-16 through sponsorship and/or exhibition. We look forward to assisting you in furthering your organization's mission alongside our own.

The Health Care Association of Michigan (HCAM) is honored to be the exclusive event manager for the MI-NADONA/LTC, including the Annual Convocation & Expo.

[GET IN TOUCH](#)

