

NET E 20 P 12

Exhibitor Prospectus

4th International
Nurse Education Conference

17-20 June, 2012 · Baltimore, MD, USA

**Changing the Landscape for
Nursing and Healthcare Education:
Evidence-based innovation,
policy and practice**

Organised and sponsored by Elsevier, Contemporary Forums,
Nurse Education Today and Nurse Education in Practice

In collaboration with:



www.NETNEP-conference.elsevier.com

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CONFERENCE INFORMATION

Following the success of previous Nurse Education International Conferences, Nurse Education Today & Nurse Education in Practice, together with Elsevier have announced the 4th conference in the series which will focus upon research and innovation in international nurse education.

The conference aims to enable faculty, clinical educators, students, practitioners and researchers to disseminate & discuss evidence of education research, development and innovation within nursing and related health professional education.

Topics & themes:

- Continuing Professional Development/Education
- Teaching, Assessment and Learning in University and Clinical Practice
- Technology, Simulation and Education
- Faculty and Practice Partnerships
- Research for Education, Policy and Global Developments

Keynote Speaker:

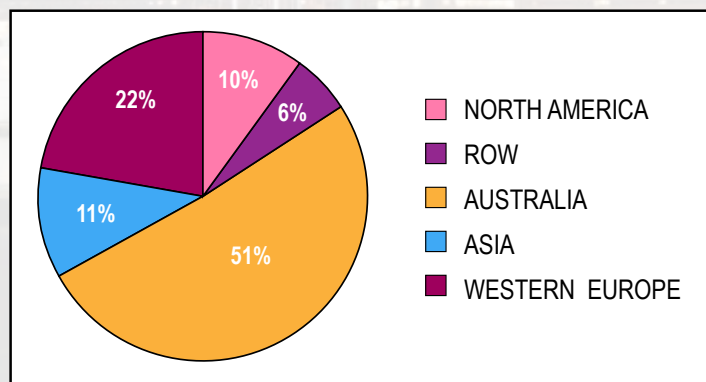
- Professor Michael R Bleich, PhD, RN, FAAN, Dean, Oregon Health & Science University, OR, USA

Panel Experts:

- Chair: Dr. Beverly Malone, PhD, RN, FAAN, Chief Executive Officer, National League for Nursing, USA
- Professor Marion Broome, PhD, RN, FAAN, Dean and Distinguished Professor, Indiana University School of Nursing, USA
- Professor Helena Leino-Kilpi, Professor and Chair, University of Turku, Finland
- Professor Tracy Levett-Jones, Deputy Head of School (Teaching & Learning), Newcastle University, Australia
- Professor Gwen Sherwood, Professor and Associate Dean for Academic Affairs, University of North Carolina at Chapel Hill, USA

Demographic Information:

The 3rd Nurse Education International Conference, Sydney, Australia, 2010, attracted over 600 delegates. Demographic information is displayed below.



NET E 20 P 12

CONTACT INFORMATION

Date: 17-20, June 2012

Location: Renaissance Baltimore Harborplace Hotel
202 East Pratt Street, Baltimore, MD 21202
USA

Known for its hometown hospitality and maritime heritage, Baltimore boasts a spectacular waterfront harbor surrounded by distinct neighborhoods and historical attractions. The 2012 conference will take place at the Renaissance Baltimore Harborplace Hotel which is walking distance to dozens of shops, eateries and attractions. With all the things that make up the "Baltimore Experience" it's easy to have a great time!

Organisers:

Organised & sponsored by Elsevier in association with two leading international journals, Nurse Education Today & Nurse Education in Practice. The conference is organised in collaboration with The John Hopkins University, Oregon Health & Science University, University of North Carolina at Chapel Hill, University of Maryland, University of Pennsylvania, University of Salford, University of Stirling.

For all general inquiries please contact:

Sarah Davies

Elsevier

Tel: +44 (0) 1865 843628

Fax: +44 (0) 1865 843997

Email: NETNEP2012@elsevier.com

For all sponsorship & exhibition inquiries please contact:

Conference Sponsorship Sales Manager

Elaine White

Contemporary Forums

Tel: 925-361-4807

Fax: 925-828-1950

Email: ewhite@cforums.com

NET E 20 P 12

SPONSORSHIP EXHIBITION OPPORTUNITIES

Exhibition Cost \$1,500 (per booth)

Booth includes:

- Space with draped table and chair
- Company name board for your table
- 8 x 10 booth
- 2 chairs
- 2 registrations
- Listing in conference guide
- Power supply
- Exhibitor registration to include conference catering and delegate manuals
- Reduced registration rates are available for up to 2 additional members of exhibition staff

No shell scheme will be provided as part of your booking but you are welcome to bring your own modular stands or panels. Please note: Your booking does not cover insurance which should be arranged separately. It is also very important to note that full contact details of delegates will not be available to any exhibitor or sponsor due to data protection restrictions, and the provision of delegate contact details is not considered part of this booking.

Exclusive sponsorship of the Conference Dinner @ \$20,000

- Sponsorship of the conference dinner
- One full page color advertisement in a 2012 issue of *Nurse Education Today* and *Nurse Education in Practice*
- Your company logo on menu cards and dinner tickets
- Your company logo on A1 sized foam-backed posters where the dinner will be taking place
- Listing of your company name and logo on the sponsor page in the conference guide
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

Exclusive sponsorship of the Internet Cafe @ \$10,000

- Sponsorship of the Internet Café where delegates gain internet access during the conference
- Your company logo on foam-backed posters advertising the Internet Café
- One banner advert to display on the *Nurse Education Today* and *Nurse Education in Practice* websites for a three month period during 2012
- Your company logo to be saved as the desktop on all computer screens within the Cafe
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

Exclusive sponsorship of the Welcome Drinks & Poster Session @ \$7,500

- Sponsorship of the Welcome Drinks and Poster Session
- One full page b&w advertisement in a 2012 issue of *Nurse Education Today* and *Nurse Education in Practice*
- Your company logo on A1 sized foam-backed posters where the reception will be taking place
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

SPONSORSHIP EXHIBITION OPPORTUNITIES

Exclusive sponsorship of the Abstract Book @ \$5,500

- Full page color advertisement on the outside back cover of the abstract book which will be inserted into each conference bag
- Your company name on the outside front cover of the abstract book
- Full page color advertisement on the inside front cover or inside back cover of *Nurse Education Today* and *Nurse Education in Practice* which will be distributed to conference delegates and journal subscribers following the conference
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

Sponsorship of Lanyards @ \$2,000

- Your logo or company name on the lanyard to which delegates clip their badges and wear throughout the conference
- One half page b&w advertisement in a 2012 issue of *Nurse Education Today* and *Nurse Education in Practice*
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

Sponsor a Keynote @ \$1,000

- Special mention at the beginning of the session when introducing the Keynote Speaker
- Listing of your company name and logo on the sponsor page in the delegate manual
- Listing of your logo and company name, a short description of the company and link through to your company web site on the conference website

Delegate Bag Insert @ \$500 per insert

Your promotional materials can be inserted into each delegate bag that is given to participants on site. This applies to light weight materials only – books etc will not be inserted into delegate wallets, but are more appropriate for literature displays.

Literature Display @ \$500 each

Your promotional materials will be displayed by the conference organisers on a dedicated literature display in the main exhibitor area.

Advertise in *Nurse Education Today* or *Nurse Education in Practice*

Please contact Chris Woods, Business Development Executive:

Business Development Executive:

Chris Woods

Elsevier Ltd

Tel: +44 (0) 207424 4455

Fax: +44 (0) 20742 44433

Email: c.woods@elsevier.com

SPONSORSHIP / EXHIBITION ORDER FORM

CLIENT DETAILS

Return to:

Elaine White
Contemporary Forums
6377 Clark Ave., Suite 200
Dublin, CA 94568
Tel: 925-361-4807
Fax: 925-828-1950
Email: ewhite@cforums.com

ORDER DETAILS

- | | |
|--|----------|
| <input type="checkbox"/> Table Top Display | \$ 1,500 |
| <input type="checkbox"/> Sponsorship - Conference Dinner | \$20,000 |
| <input type="checkbox"/> Sponsorship – Internet Café | \$10,000 |
| <input type="checkbox"/> Sponsorship - Welcome Drinks & Poster Session | \$ 7,500 |
| <input type="checkbox"/> Sponsorship - Abstract Book | \$ 5,500 |
| <input type="checkbox"/> Sponsorship - of Lanyards | \$ 2,000 |
| <input type="checkbox"/> Sponsorship – Keynote Speaker | \$ 1,000 |
| <input type="checkbox"/> Delegate Bag Insert | \$ 500 |
| <input type="checkbox"/> Literature Display | \$ 500 |

All bookings are subject to the terms and conditions attached.
I agree to the terms and conditions as detailed.

Signature



www.netnep-conference.elsevier.com

Title (Prof., Dr., Mr., Ms., Mrs.) _____

First Name _____

Last Name _____

Job Title _____

Organization _____

Address _____

State/County _____

Postal/Zip Code _____

Country _____

Telephone _____

Fax _____

Email _____

PAYMENT DETAILS

Total amount payable \$ _____

I will arrange a bank transfer on receipt of an invoice

Invoicing address if different from above

Name _____

Address _____

Check payable to Contemporary Forums

Please charge my Visa/Amex/Mastercard

Card Number _____

Expiration Date _____ Today's Date _____

Name & address of cardholder if different from above:

Name _____

Address _____

Signature _____

Data Protection Notice:

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Please tick the relevant boxes if you do wish to receive special offers & promotions from us about our related products & services that we feel may be of interest to you.

Fax Email Tel Post

Please tick if you do wish to receive special offers & promotions from carefully selected third party products & services that we feel may be of interest to you.

Fax Email Tel Post

TERMS AND CONDITIONS FOR CONFERENCES AND EXHIBITIONS

Definitions and applicability

Client : Exhibitor, Sponsor or Advertiser

Exhibition: the exhibition or conference as indicated above

Elsevier : the organizer of the exhibition or the conference

Products and/or Services: the products delivered and /or services rendered by Elsevier in connection with the Exhibition.

Where general terms and conditions of business are proposed by the Client, these shall not apply and these terms and conditions will prevail. Any variation to these terms and conditions and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the terms and conditions will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

Application for Exhibition and Sponsorship

Application for the Products and Services should be made with the enclosed registration form to Elsevier. Elsevier will endeavour to match the Client's request wherever possible, however cannot guarantee that selected stand/space options will be met. As space is available on a first-come, first-served basis. Elsevier reserves the right to amend exhibition stand/space layout.

Rates and prices

Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/ rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number at the time of placing its order.

Terms of Payment

• A deposit of 75% of the total exhibition/sponsorship fees due will be invoiced once the attached booking form has been received. Participation at the Exhibition will not be confirmed until deposit has been paid. The second payment of 25% of the total sponsorship fee will be invoiced 2 months before the event. If the Client fails to submit full payment 1 month prior to the event, Elsevier can cancel the Client's participation in the Exhibition.

• Priority amongst Clients in each category will depend on the order in which they commit and on prompt payment of contributions.

• The Client understands and acknowledges that any and all other costs and expenses incurred by the Client in connection with the Exhibition are the sole responsibility of the Client, even in the event of cancellation by either party.

For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier.

Methods of Payment

1. Cheque in US DOLLARS (\$) payable to Elsevier Ltd.

2. Bank Transfer.

3. Payment by credit card by completion of relevant section on the order form.

In order to pay the Client will first require an invoice. An invoice will be sent to the Client by airmail upon receipt of a signed registration form completed with Client's contact details and registration details. The reverse side of the invoice provides Elsevier bank account details for transfer purposes. It is essential that the Client includes its invoice number when instructing its bank. A copy of the bank transfer documentation should be transferred to Elsevier.

The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

Cancellation policy

All cancellations must be received in writing. In order to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation, cancellation charges will apply as follows:

• Provided that written notice is received before 17th March 2012, a full refund will be given (less 10% administration charge).

• If written notice is received after 17th March 2012, but before 17th April 2012, a 50% refund will be given.

• No refunds will be given for cancellations after 17th April 2012 or for no-shows at the conference, the full exhibition and sponsor package fee (100% cancellation charges) will be payable.

Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and or Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

Force Majeure

Elsevier shall not be responsible, in whole or in part, for any failure to perform any of these obligations under this Agreement or for failure to hold the Exhibition as a result of circumstances beyond its reasonable control including, but not limited to, riot, strike, civil disorder, acts of war, failure of facilities, terrorism, threats of terrorism, communicable disease, earthquake, storm, fire, flood, and other acts of God.

Insurance

Elsevier cannot be held responsible for any loss of damage of/to any equipment brought in for the Client's exhibition stand. The Client is therefore advised to ensure to take out adequate insurance cover as necessary including Public Liability cover, insurance to cover loss of damage to exhibits or other personal property. In addition the Church House Conference Centre, Westminster requires that Client's show proof of their insurance liability in the event of damage to the venue. If a Client would like to take out insurance for its exhibition stand/equipment, he/ she should contact its insurer.

Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS

(i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this terms and conditions or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law:

(a) any loss of anticipated profits or expected future business;

(b) damage to reputation or goodwill;

(c) any damages, costs or expenses payable by Elsevier to any third party;

(d) loss of any order or contract; or

(e) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or

(f) any loss not caused by any breach on the part of Elsevier;

AND (ii) NEITHER PARTY SHALL BE RESPONSIBLE FOR DEATH OR PERSONAL INJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE OR WILFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE.

NOTHING IN THE TERMS AND CONDITIONS SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY'S OWN NEGLIGENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE TERMS AND CONDITIONS TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER.

Governing Law /Jurisdiction

This Agreement is made and shall be governed by English Law, without regard to its choice of law principles. Exclusive jurisdiction and venue of any actions arising out of, or relating to or in any way connected with the Agreement, its negotiation or termination, or the Exhibition will be in the courts of England.