A WORD FROM NAON’S EXECUTIVE DIRECTOR, KRISTIN TAMKUS

The National Association of Orthopaedic Nurses (NAON) is the premier organization that allows you to reach 5,000+ orthopaedic nurses. Our members are key decision makers on products and spending within their hospitals and offices. Our in-person annual event, NAON’s 40th Annual Congress, will take place May 30 – June 2 in Pittsburgh, PA. This yearly gathering provides you and your company exposure to 800+ leaders and is a great opportunity to maximize your sales potential, expand product awareness and gain insight into the needs of orthopaedic nurses and the orthopaedic profession.

Best,

KRISTIN TAMKUS
National Association of Orthopaedic Nurses
Executive Director

QUALITY ATTENDEES
Attendees are influencers and decision makers
100% of past exhibitors felt that NAON’s Congress attracts their target market
100% of attendees have influence and recommend their facility’s purchases

RETURN ON INVESTMENT
What do past exhibitors say?
100% felt NAON attracts their target audience
100% found the layout of the Joint Connection beneficial
90% found exhibiting at NAON’s Congress valuable or extremely valuable
90% were successful in reaching their objective set for NAON’s Annual Congress

SUPERIOR SERVICE
NAON staff consistently receives positive feedback and ratings from our exhibitors and attendees. We’re honored to help you grow your business!

Sarah Appleton, NAON Sales Director
EMAIL sappleton@orthonurse.org | PHONE 312.673.4920
WHAT EXHIBITORS ARE SAYING ABOUT NAON

“This was our first time exhibiting at Congress and it blew away our expectations. The games and scavenger hunts for prizes really brought people to my exhibit and created a fun way to interact. Every attendee I met with was engaged and willing to learn and listen.”

3T MEDICAL SYSTEMS
RESERVE YOUR BOOTH FOR CONGRESS

1. SELECT YOUR BOOTH
2. SELECT YOUR SPONSORSHIP
3. RETURN APPLICATION TO NAON SALES DIRECTOR, SARAH APPLETON

EXHIBITORS RECEIVE:

- 6 foot table per 100 square feet
- Two chairs per 100 square feet
- Listing and description in pocket guide and NAON’s Congress mobile app
- Two staff badges per 100 square feet
- Also included: Daily cleaning & a waste basket

BOOTH PRICING

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 x 20</td>
<td>$9,500</td>
</tr>
<tr>
<td>10 x 10</td>
<td>$2,600</td>
</tr>
<tr>
<td>10 x 20</td>
<td>$5,200</td>
</tr>
</tbody>
</table>

Custom booth: $23 per square foot for any booth larger than 400 square feet.

Booth assignments are on a first-come, first-served basis.
Make your presence known in the Joint Connection by sponsoring The Stage participating in Passport to Prizes or Prize Patrol

Connect with attendees face-to-face by sponsoring the Annual Congress Party or Opening Reception

Share the latest insights and promote your product or service through a Vendor Symposia

Learn more about NAON attendees and members by conducting a focus group

Put your company’s logo and message front and center on Registration Bags or Badge Reels

Ensure attendees are happy and well-fed by sponsoring the Ice Cream Social or an Espresso/Snack Station

Sarah Appleton, NAON Sales Director
EMAIL sappleton@orthonurse.org  |  PHONE 312.673.4920
Diamond Sponsors may select one of the following opportunities:

**The Stage**
Be the EXCLUSIVE sponsor of the Joint Connection Stage. The Stage is the location of all special events in the Joint Connection, including entertainment, Orthopaedic Olympics, Passport to Prizes drawings and more! The Stage sponsor will receive logo recognition on signage on the Stage, in the Joint Connection floorplan, and in the Pocket Guide.

**Vendor Symposium**
Host a breakfast or lunch symposium for up to 300 attendees. Speak directly to your target audience of orthopaedic decision makers about your product and services in an unobstructed 45 minute symposium. Vendor symposia time slots are available on a first-come, first-served basis. Food and beverage is included in the fee. NAON will include symposium as an add-on in registration.

Diamond Sponsors also receive:
- Logo recognition on Congress website, signage, pocket guide and in mobile app
- NAON branded giveaway item to distribute to attendees at your booth
- Invitations to themed Congress party to mingle with the NAON board and attendees
- 15-minute speaking opportunity on the Joint Connection Stage
- Pre- and post-show Congress attendee list of names and company names
- One (1) pre- or post-show email blast to NAON Congress attendees
- Complimentary participation in Passport to Prizes and lead retrieval device for your booth
- Sponsorship level recognition at your booth

$30,000
Platinum Sponsors may select one of the following opportunities:

**Themed Congress Party**
Host the party that is the highlight of Congress! Sponsor receives branded cocktail napkins, pre-party verbal recognition by NAON President, logo recognition on slides, signage and in the Pocket Guide.

**Joint Connection Opening Reception**
Exclusive opportunity to make an impression on all Congress attendees. Sponsor receives logo recognition as Opening Reception sponsor on slides, signage, in Pocket Guide and on cocktail napkins and bar carts. Sponsor can also giveaway a branded promotional item to all attendees as they enter the Joint Connection. *(Promotional item subject to NAON approval)*

**Vendor Symposium**
Host a breakfast or lunch symposium for up to 200 attendees. Speak directly to your target audience of orthopaedic decision makers about your product and services in an unobstructed 45 minute symposium. Vendor symposia time slots are available on a first-come, first-served basis. Food and beverage is included in the fee. NAON will include symposium as an add-on in registration.

Platinum sponsors will also receive the following:

- Logo recognition on Congress website, signage, pocket guide and in mobile app
- NAON branded giveaway item to distribute to attendees at your booth
- Invitations to themed Congress party to mingle with the NAON board and attendees
- Pre- and post-show Congress attendee list of names and company names
- One (1) pre- or post-show email blast to NAON Congress attendees
- Complimentary participation in Passport to Prizes and lead retrieval device for your booth
- Sponsorship level recognition at your booth
Gold Sponsors may select one of the following opportunities:

**Registration Bags**
Place your logo on every attendee’s arm by sponsoring branded registration bags. These totes will hold all literature and carry your message! Sponsorship cost includes the bag as well as one bag insert. *Bag insert to be produced and provided by sponsor and is subject to approval by NAON.*

**Eco-Friendly Hydration Stations**
Sponsor branded water coolers and reusable water bottles that attendees will use at Congress and at work to cut down on disposable cup waste.

**Vendor Symposium**
Host a breakfast or lunch symposium for up to 100 attendees. Speak directly to your target audience of orthopaedic decision makers about your product and services in an unobstructed 45 minute symposium. Vendor symposia time slots are available on a first-come, first-served basis. Food and beverage is included in the fee. NAON will include symposium as an add-on in registration.

**Branded Hotel Key Cards**
Get your company’s message in the hand of every attendee by sponsoring branded hotel room keys! The imprint is full color front and back, and may include your logo, slogan, company name, booth number, whatever you feel will best catch the eye of the attendees.

**Gold sponsors will also receive the following:**
- Logo recognition on Congress website, signage, pocket guide and in mobile app
- Invitations to themed Congress party to mingle with the NAON board and attendees
- Complimentary participation in Passport to Prizes and lead retrieval device for your booth
- Sponsorship level recognition at your booth

**Wireless Internet**
Get your company name at every attendee’s fingertips when you sponsor the conference WiFi. Information will be placed in registration bags and signage will be placed around the conference recognizing you as the sponsor. Attendees will use your company name to login to the conference WiFi.

**Gold Sponsorship Levels**

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Sarah Appleton, *NAON Sales Director*
EMAIL sappleton@orthonurse.org | PHONE 312.673.4920

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GOLD | $10,000
Silver Sponsors may select one of the following opportunities:

**Ice Cream Social**
Sponsor one of the attendees’ favorite events in the Joint Connection! Branded ice cream cups included. Sponsor name to be included on signage and all emails promoting the event.

**Focus Group**
NAON to assemble up to 8-10 attendees from the member demographic of your choice to participate in a guided discussion to provide feedback about your company's product or services. *Focus groups will be scheduled over breakfast and lunch hours.*

**Session Notepads/Pens**
Your logo will appear on the notepads and pens that attendees use to take notes in their sessions and take back to their office to share with colleagues.

**Snack/Espresso Station**
Draw in attendees by providing a hot espresso or delicious snack in your booth.

**Prize Patrol**
Draw traffic by hosting this attendee-favorite game at your booth! Sponsorship includes push notification and booth signage letting attendees know this is where the fun happens! Sponsor can also giveaway a branded promotional item to all attendees as they enter the Joint Connection. *(Promotional item subject to NAON approval).*

**Badge Reels**
Have your logo clipped onto every Congress attendee! Attendees regularly ask for extras to take back to their hospitals to distribute to colleagues to display their credentials!

Silver sponsors will also receive the following:
- Logo recognition on Congress website, signage, pocket guide and in mobile app
- Invitations to themed Congress party to mingle with the NAON board and attendees
- Complimentary participation in Passport to Prizes and lead retrieval device for your booth
- Sponsorship level recognition at your booth
Bronze Sponsors may select one of the following opportunities:

**Cyber Station**
Sponsor the one-stop shop for attendees to charge up their devices and check their email. Sponsorship includes signage promoting your company as the cyber station sponsor, and your company name and logo as the wallpaper on all laptops. Sponsor may provide one piece of literature (business cards, postcards, flyers) to be displayed for take-aways at the stations.

**NAON Networking BINGO**
Have your company name in the hands of every attendee as they play the popular BONES bingo game for the duration of Congress! Sponsorship includes company name and logo on bingo card, as well as a square on the card that requires attendees to visit your booth to be eligible to win.

Bronze sponsors will also receive the following:
- Logo recognition on Congress website, signage, pocket guide and in mobile app
- Complimentary participation in Passport to Prizes and lead retrieval device for your booth
- Sponsorship level recognition at your booth

**EXTRAS**

**Bag Insert | $1,750**
Provide one piece of literature to be added to registration bags given to all attendees upon registration. To be provided by sponsor and pre-approved by NAON.

**Pre and/or Post Show Attendee List | $1,250**
List includes name of attendee, mailing address, email address, position, and employer. A great way to single out your exact target market.

**Rotating Banner Ad in Mobile App | $750**
Have your ad in the Congress mobile app. Ad will rotate on the homepage of the mobile app. To be provided by sponsor and pre-approved by NAON.

**15 Minute Speaking Opportunity | $1,500**
Broadcast your company’s brief message to attendees from The Joint Connection Stage.

**Mobile App Push Notifications | $1,000**
Reach all attendees with a direct notification to their mobile device!

**Passport to Prizes | $600**
Drive traffic to your booth by participating in the very popular Passport to Prizes.
COMPANY INFO

CONTACT NAME

COMPANY NAME (as it should appear on all materials)

PHONE/EXTENSION

STEP 1 | SELECT YOUR BOOTH
Booth assignments are on a first come, first served basis. Please indicate your first and second choice of space.

☐ 20’ X 20’ BOOTH $9,500
☐ 10’ X 20’ BOOTH $5,200

1ST BOOTH SPACE CHOICE

2ND BOOTH SPACE CHOICE

STEP 2 | SELECT YOUR SPONSORSHIP LEVEL

☐ DIAMOND $30,000
   Select one of the below options

☐ THE STAGE
☐ VENDOR SYMPOSIA (300 PARTICIPANTS)

☐ PLATINUM $20,000
   Select one of the below options

☐ THEMED CONGRESS PARTY
☐ JOINT CONNECTION OPENING RECEPTION
☐ VENDOR SYMPOSIA (200 PARTICIPANTS)

☐ GOLD $10,000
   Select one of the below options

☐ REGISTRATION BAGS
☐ ECO-FRIENDLY HYDRATION STATIONS
☐ BRANDED HOTEL KEY CARDS
☐ WIRELESS INTERNET
☐ VENDOR SYMPOSIA (100 PARTICIPANTS)

☐ BAG INSERT $1,750

☐ SILVER $5,000
   Select one of the below options

☐ ICE CREAM SOCIAL
☐ FOCUS GROUP
☐ SESSION NOTEPADS/PENS
☐ SNACK/ESPRESSO STATION
☐ PRIZE PATROL
☐ BADGE REELS

☐ BRONZE $2,500
   Select one of the below options

☐ CYBER STATION
☐ NAON NETWORKING BINGO

☐ 15 MINUTE SPEAKING OPPORTUNITY $1,500
☐ PRE AND/OR POST SHOW ATTENDEE LIST $1,250

☐ MOBILE APP PUSH NOTIFICATION $1,000
☐ ROTATING BANNER AD IN MOBILE APP $750
☐ PASSPORT TO PRIZES $600

EXTRAS

STEP 3 | RETURN APPLICATION TO NAON SALES DIRECTOR

Payment Information
NAON Tax ID Number: 22-2308575.
Payment due in full with applications.

The Contract Conditions/Rules & Regulations are part of the NAON Congress Application & Contract for Exhibit Space and should be read carefully before signing the Application & Contract. Please forward the Contract Conditions/Rules & Regulations to the person(s) in charge of your exhibit space at NAON’s 40th Annual Congress.

Upon signing the Application & Contract, the exhibitor and/or partner acknowledges that they have read, understand and will abide by the Contract Conditions/Rules & Regulations for NAON’s 40th Annual Congress.

Payment Method
☐ Check   Check Number __________________

Make check payable to NAON in U.S. Funds. Include copy of application or invoice and mail check to:

NAON Sales
8281 Solutions Center, Chicago, IL 60677-8002.

☐ Credit Card — American Express, Mastercard, Visa.
Please do not provide credit card information on this contract. Upon receipt of this contract, NAON will email an invoice with credit card processing information.

Total Due $________________

Return completed application and signed contract to NAON’s Director of Sales, Sarah Appleton at sappleton@orthonurse.org

CONTACT NAME

DATE

SIGNATURE

May 30 – June 2, 2020
David L. Lawrence Convention Center
Pittsburgh, PA

SPONSOR AND EXHIBITOR APPLICATION

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CONTACT NAME

DATE

SIGNATURE
1. ASSIGNMENT OF SPACE
The National Association of Orthopaedic Nurses (hereinafter “NAON”) may at its discretion accept or reject any Application & Contract for Exhibit Space and reserves the right to relocate or reassign exhibit space at any time. Application & Contracts received will be assigned on a first-come, first-served basis.

The primary consideration in the assignment of space to exhibitors shall be in the best interest of NAON. Space determinations are also contingent upon a receipt of Application & Contract; the size of exhibit space requested; physical layout and characteristics of The Joint Connection; and compatibility of exhibitors.

All applications for space must be filed on the Application & Contract. Please keep a copy for your records. Each exhibiting company must have contiguous booths, unless other set-up is approved by NAON Show Management at its discretion.

2. PAYMENT, CANCELLATIONS & REFUNDS
Prices of exhibit space are indicated on the Application & Contract. Contracts submitted on or before, November 29, 2019 must be accompanied by payment in the amount of 50% of the total space rental charge to secure exhibit space. Contracts submitted after November 29, 2019 must be accompanied by payment in full. Make all checks payable to NAON. Tax ID Number 22-2308575.

All cancelations must be made in writing and emailed to the NAON Tradeshow Manager at exhibit@orthonurse.org. A charge of 50% of the space rental will be made on all cancelations made any time up to or on November 29, 2019, and must be received by this date. A 100% cancelation fee applies after this date.

If for any reason beyond NAON’s control, the 40th Annual Congress must be canceled, shortened, delayed or otherwise altered or changed, exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of NAON, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to NAON for exhibit space, including travel to Congress, setup, and deliver exhibits directly to the exhibit area.

3. SUBLETTING OF EXHIBIT SPACE & CARE OF BUILDING
Exhibitors are prohibited from assigning or subletting any part of the space allotted to them. Exhibitors may not exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their own products, or those of their subsidiaries.

4. EXHIBITOR BENEFITS
For those exhibitors that receive the Pre-Event/Post-Event Mailing and Email List, exhibitors understand that all information concerning this list is confidential information and agree to hold such information in strict confidence and agree not to provide, reproduce, sell, USE MORE THAN ONCE, store, disclose or otherwise make available such information by any third party.

5. SPACE CONSTRUCTION RULES & REGULATIONS
Exhibitors must abide by all of the facility rules and regulations of the David L. Lawrence Convention Center. A detailed list of all the David L. Lawrence Convention Center rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. All display rules and regulations outlined by the International Association of Exhibitors and Events (IAEE) in “Guidelines for Display Rules and Regulations” (2014 Update) apply.

To obtain these rules and regulations prior to March 2020, please contact NAON’s Tradeshow Manager at exhibit@orthonurse.org. The David L. Lawrence Convention Center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

6. EXHIBITOR SERVICES MANUAL & SHIPPING INSTRUCTIONS
An official general service contractor (GSC) for the 40th Annual Congress will be in charge of show production. NAON will make arrangements on behalf of all exhibitors with GSC to receive and deliver exhibits directly to the exhibit area. The Exhibitor Services Manual is made available 90 days prior to the show opening.

7. EXHIBITOR LIABILITY, INDEMNIFICATION & INSURANCE
Exhibitor remains solely responsible for the safety of its personnel and property at all times during transit to and from The Joint Connection and with The Joint Connection. Show Management is not responsible for the exhibitor’s personnel and/or property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIMS OR DEMAND IT MAY HAVE AGAINST ANY OF THE SHOW MANAGEMENT BY REASON OF INJURY, ANY DAMAGE OR LOSS OF ANY OF ITS PERSONNEL OR PROPERTY.
8. CARE OF BUILDING
Exhibitor is liable for any damage caused by fastening displays or fixtures to the building floors, walls or columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not use paint, lacquer, adhesives or any other coating on the building columns, floors or standard booth equipment.

9. HOSPITALITIES
When there is no other official NAON planned activity, companies may use their discretion in offering hospitality functions for registered NAON attendees. At NO time may hotelities be offered during Congress session hours, the NAON Annual Congress Party or other official Congress functions designated by NAON. NAON will have control of all suites and meeting space contracted at the David L. Lawrence Convention Center and all official hotels and will release space to exhibitors on a first-come, first-served basis. An exhibitor sponsored hospitality form (found in the Exhibitor Services Manual) is required to be completed for all exhibitor hospitality functions and the function must be pre-approved by NAON.

UNDER NO CIRCUMSTANCES WILL FIRMS NEITHER EXHIBITING, NOR MAKING CONGRESS CONTRIBUTIONS EQUAL TO THE AVERAGE SPACE FEE, BE PERMITTED TO SPONSOR NAON-RELATED ACTIVITIES DURING CONGRESS.

10. HANDOUTS/GIVEAWAYS/SELLING/PRODUCT DEMONSTRATION
Exhibitors who distribute items to participants are expected to adhere to the professional environment of The Joint Connection. Items should be limited to those routinely produced for sale that can be used in professional setting or during Congress. All educational materials that offer nursing continuing education credit must have approval of the NAON Education Division.

LOGO REQUIREMENT AND USE
In an agreement by the Exhibitor on behalf of its employees, agents and contractors to NAON’s use and distribution (both now and in the future) of the image or voice of Exhibitor, its employees, agents and contractors in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

PRODUCT LOGO VS. COMPANY LOGO
Because NAON is a 501c3 organization, certain Tax Code Regulations must be followed to remain within the qualified sponsorship payment safe harbor. Following are NAON’s guidelines for the use of product logos:

- A product logo can be placed on a non-educational sponsored item as sponsorship recognition.
- A product logo cannot be used for general recognition (overall Congress banners, Web page, publications, etc.). For general sponsor recognition, a company logo is required.
- The product logo can be a logo only, and cannot contain any quantitative or comparative language, price information or other indications of savings or value, an endorsement or an inducement to purchase, sell or use the product or service.

LOGO REQUIREMENT AND USE
If sponsoring, to ensure that your company receives the highest quality logo recognition, NAON must receive your logo in a Vector-based eps format, as well as in a high resolution jpg format. Logo size will be based on the following criteria:

- The level of sponsorship (this will determine size of logo in relation to other logos on general sponsorship signage).
- Sponsored item (NAON Show Management will determine the appropriate size for item).

NAON RESERVES THE RIGHT TO EXPEL AND EJECT ANY EXHIBITOR AND “BAR IT FROM FUTURE PARTICIPATION” FOR CONDUCT DANGEROUS TO CONGRESS, IN NAON’S SOLE JUDGMENT, WHOSE DECISION SHALL BE BINDING UPON THE EXHIBITOR. LIKewise, NAON SHALL HAVE THE RIGHT TO LEVY FINES AGAINST EXHIBITORS WHO VIOLATE THE ABOVE RULES & REGULATIONS IN A MONETARY SUM UP TO $2,600 AND RESERVES THE RIGHT TO EJECT THE EXHIBITOR IN ADDITION TO THE ASSESSMENT OF THE FINE.
CONFERENCE SCHEDULE

SATEURDAY, MAY 30
Exhibitor Move In
8:00 am – 1:00 pm
Joint Connection Preview
2:00 pm – 4:00 pm
Joint Connection Opening Reception
6:15 pm – 8:00 pm

SUNDAY, MAY 31
Joint Connection Hours
12:15 pm – 2:45 pm
Annual Congress Party
6:30 pm – 9:30 pm

MONDAY, JUNE 1
Joint Connection Hours
10:30 am – 12:00 pm
Exhibitor Move Out
12:00 pm – 5:00 pm

*chedule subject to change

QUESTIONS?
Contact NAON’s Director of Sales, Sarah Appleton, sappleton@orthonurse.org

Use and Processing of Personal Data. Exhibitor/Sponsor shall use or process any Personal Data provided by the National Association of Orthopaedic Nurses (NAON) in accordance with NAON’s instructions (if provided) and the requirements of Data Protection Laws and Regulations. Exhibitor/Sponsor shall have responsibility for the accuracy, quality, and legality of Personal Data and the means by which Exhibitor/Sponsor uses and processes Personal Data. For avoidance of doubt, Exhibitor/Sponsor shall treat Personal Data as confidential information.