

# Exhibitor Prospectus

*Leading the Global Practice-Research  
Interface in the New Millennium*

**Honor Society of Nursing, Sigma Theta Tau International**

**22nd International Nursing Research Congress**

**11-14 July 2011**

**&**

**World Academy of Nursing Science**

**2nd International Nursing Research Conference**

**14-15 July 2011**

**Moon Palace Golf & Spa Resort  
Cancun, Mexico**



**Abstract Submission Deadline: 8 December 2010**

**Exhibit, Sponsorship & Advertising Application Deadline: 18 April 2011**



Sigma Theta Tau International  
Honor Society of Nursing®



**WANS**

World Academy of Nursing Science

<http://www.nursingsociety.org>

*More than 900 nurse leaders representing more than 40 countries!*

## **JOIN US IN CANCUN, MEXICO!**

### **Moon Palace Golf & Spa Resort**

#### **Honor Society of Nursing, Sigma Theta Tau International 22nd International Nursing Research Congress • 11-14 July 2011**

The Honor Society of Nursing, Sigma Theta Tau International (STTI) is a non-profit organization of more than 130,000 nurse leaders dedicated to furthering excellence in nursing throughout the world. STTI's annual research congress attracts more than 900 nurse leaders from more than 40 countries providing a platform for sharing information and advancing global connections.

Funds received in support of congress advertising, exhibits and sponsorships directly contribute to STTI's mission and greatly enhance our ability to help nurses heal, lead and learn.

#### **A Global Community of Nurse Leaders ...**

- Members reside in nearly 90 countries.
  - Chapters – 469 on college campuses in Australia, Botswana, Brazil, Canada, Colombia, Ghana, Hong Kong, Japan, Kenya, Malawi, Mexico, the Netherlands, Pakistan, Singapore, South Africa, South Korea, Swaziland, Sweden, Taiwan, Tanzania, Wales, the United Kingdom and the United States.
- Membership is by invitation to baccalaureate and graduate nursing students who demonstrate excellence in scholarship and to nurse leaders exhibiting exceptional achievements in nursing.
- Education (active members)
  - Bachelor's degree – 100%
  - Master's or doctoral degree – 46%
  - Specialty certification – 45%
- Position
  - Staff nurse/clinicians – 26%
  - Nurse practitioners, nurse midwives, nurse anesthetists or clinical specialists – 21%
  - Educators/researchers – 22%
  - Administrators/supervisors – 18%
- Employment Setting
  - Hospital/Multihospital – 42%
  - School of Nursing – 15%
  - Community-Based/Government – 21%

#### **World Academy of Nursing Science 2nd International Nursing Research Conference • 14-15 July 2011**

The World Academy of Nursing Science (WANS) was established in 2009 with the aim of promoting the wellness and welfare of people worldwide through international academic exchange and collaboration programs relating to nursing art and science. In addition to STTI, founding WANS members include:

- |  |   |
|--|---|
| • American Academy of Nursing's Council for the Advancement of Nursing Science | • The Japanese Red Cross Society of Nursing Science   |
| • Asian American Pacific Islander Nurses Association                           | • Japanese Society of Child Health Nursing  |
| • East Asian Forum of Nursing Scholars   | • Japanese Society of Maternity Nursing   |
| • The Indonesian Nursing Association   | • Korean Society of Nursing Science   |
| • Japan Academy of Community Health Nursing                                    | • National University of Singapore  |
| • Japan Academy of Nursing Science   | • Thailand Nursing and Midwifery Council  |
| • Japan Society of Disaster Nursing  | • Verband der Pflegedirektorinnen der Unikliniken/VPU (Association of University Hospital Nursing Directors, Germany) |
| • Japanese Association of Cardiovascular Nursing                               |   |

In September 2009, WANS hosted its first conference in Kobe, Japan, which was attended by more than 850 participants representing 20 countries. WANS will host its 2<sup>nd</sup> International Nursing Research Conference, 14-15 July, in Cancun, Mexico, in conjunction with and immediately following the STTI Nursing Research Congress, 11-14 July.



## Exhibitors & Sponsors receive exceptional recognition!

*“The honor society’s annual research congress is a key event for Wiley-Blackwell and has been for the past six years. Congress provides us with an important opportunity to interact with this highly engaged and influential group of global nurse leaders and successfully raise the profile of our publications and online databases in a variety of different regions.”*

— Kathleen Mulcahy, Sr. Marketing Manager,  
US Health Sciences Journals, Wiley-Blackwell



- Recognition in STTI & WANS print program disseminated to more than 900 global nurse leaders;
- Citation on STTI’s website;
- Recognition in electronic newsletters disseminated to members;
- Recognition from the podium; and
- Citation on screen and/or signage as appropriate.

### STTI & WANS Table Top Exhibits

Table top exhibits (skirted table, 8 feet x 30 inches, plus two chairs) are located in a high-traffic area and the purchase of each table top includes a complimentary registration as noted below. Exhibitors may choose:

- STTI congress (only), 11-13 July — \$1,000  
(Includes 1 complimentary STTI congress registration valued at approx. \$429)
- WANS conference (only), 14-15 July — \$500  
(Includes 1 complimentary WANS conference registration valued at approx. \$299)
- STTI & WANS (both), 11-15 July — \$1,300  
(Includes **prime location** plus 1 complimentary STTI/WANS registration valued at approx. \$559)

### STTI & WANS Joint Sponsorship Opportunities

Sponsorship requests are accepted on a first-come, first-served basis. Sponsors may choose to be an exclusive sponsor or may choose to co-sponsor an event with one or more organizations unless adequate space for more than one organization name and logo is not available.

The following items will be co-branded for the STTI congress and WANS conference so your organization will receive recognition at both events:

#### **\$6,000**

- Thumb drives (approx. 1,000) preloaded with STTI congress and WANS conference abstracts and imprinted with your name/logo (camera-ready art deadline: 18 April)

#### **\$4,000**

- Wallet badge lanyards imprinted with your name/logo
- Eco-friendly tote bags imprinted with your name/logo

## Quick Reference

### STTI & WANS Exhibits, Sponsorships and Advertising

Kathy Bennis, BS, CAE  
Sigma Theta Tau International  
Foundation for Nursing  
550 W. North St. • Indianapolis, IN 46202 USA  
Ph: 888.634.7575 (US/Canada toll free)  
+1.317.634.8171 (International)  
Fax: +1.317.634.8188  
<http://www.nursingsociety.org>  
[kathy@stti.org](mailto:kathy@stti.org)

### Moon Palace Golf & Spa Resort

Ms. Carmen Galvan, Creative Cancun  
Ph: 011.52.998.882.10.60, Ext. 107  
[carmen@creativecancun.com](mailto:carmen@creativecancun.com)

### Important Deadlines

2010	
8 December	Online Abstract Submissions
2011	
18 April	Exhibits, Sponsorships & Advertising Application Camera-Ready Art for Ads Exhibits, Sponsorships and Advertising Cancellation
4 May	Early Discount Registration
23 May	Hotel Cutoff
25 May	Final Advance Registration (after this date, registration available onsite only)/ Presentation PowerPoint due

*All rates in US dollars*

## STTI (Only) Event Sponsorship Opportunities

### \$10,000

- STTI Welcome to Cancun & Induction Reception (Monday, 11 July)
- STTI Nurse Researcher Hall of Fame Luncheon (Thursday, 14 July)

### \$5,000

- STTI Opening Plenary Keynote Presentation (Monday, 11 July)  
STTI sponsorships at the \$5,000 level and above include:
  - Complimentary (1) STTI table top valued at \$1,000.
  - Complimentary (1) STTI congress registration valued at approx. \$429, subject to space availability at time application/payment received.
  - Complimentary STTI/WANS pre- or post-congress postal address list of registered attendees, valued at \$500. (Pre-event list available 1 June. Post-event list available 1 August.)

### \$3,000

- STTI Poster Sessions (Monday-Wednesday, 11-13 July)

## WANS (Only) Event Sponsorship Opportunities

### \$3,000

- WANS Opening Plenary/Presidential Address (Thursday, 14 July)  
WANS sponsorships at the \$3,000 level and above include:
  - WANS Opening Plenary/Presidential Address (Thursday, 14 July)
  - Complimentary (1) WANS table top valued at \$500.
  - Complimentary (1) WANS conference registration valued at approx. \$299, subject to space availability at time application/payment received.

### \$2,000

- WANS Poster Presentations (Thursday-Friday, 14 & 15 July)

## STTI & WANS Print Program Advertising

Promote your products, programs or services; pay tribute to a nursing colleague or leader; or advertise employment opportunities to the more than 900 global nurse leaders attending the STTI congress and WANS conference. Art for program ads must be submitted **on or before 18 April 2011** in electronic format only (PDF preferred).

Quarter-page B&W (4.25" x 5.5") — \$430

Half-page B&W (8.5" x 5.5" or 4.25" x 11") — \$605

Full-page B&W (8.5" x 11") — \$850

Full-page four-color (8.5" x 11") — \$1,450

## STTI & WANS Postal Address List

You may request a one-time-only postal address list for the STTI congress and WANS conference registered pre- or post-event attendees for \$500. The signed list rental agreement must be completed and returned. The pre-event list will be available 1 June. The post-event list will be available 1 August.

*All rates in US dollars*

# Preliminary STTI Congress & WANS Conference Schedule 11-15 July 2011

## Sunday, 10 July

4:00–6:00 p.m. Registration  
Marketplace

## Monday, 11 July

8:00 a.m.–7:00 p.m. Registration  
Marketplace

8:00 a.m.–4:30 p.m. Speaker Ready Room

7:30–8:30 a.m. STTI Poster Setup

8:30–10:00 a.m. STTI Opening Plenary

10:00 a.m.–4:00 p.m. **STTI Exhibitor Move-In**

10:15–11:30 a.m. STTI Concurrent Sessions A

11:30 a.m.–1:00 p.m. Lunch (On your own)

1:15–1:45 p.m. STTI Meet the Author Session 1

1:45–3:00 p.m. STTI Concurrent Sessions B

3:00–3:45 p.m. STTI Poster Viewing Session 1A  
STTI Exhibit Viewing  
Afternoon Break

3:45–5:00 p.m. STTI Concurrent Sessions C

5:15–6:15 p.m. International Induction Ceremony

6:15–7:00 p.m. Welcome to Cancun &  
Induction Reception  
**STTI Exhibit Viewing**

## Tuesday, 12 July

8:00 a.m.–5:00 p.m. Registration  
Marketplace

8:00 a.m.–4:30 p.m. Speaker Ready Room

8:30–9:45 a.m. STTI Concurrent Sessions D

9:45–10:30 a.m. STTI Poster Viewing Session 1B  
**STTI Exhibit Viewing**  
Morning Break

10:30–11:45 a.m. STTI Concurrent Sessions E

11:45 a.m.–1:15 p.m. Lunch (On your own)

1:15–1:45 p.m. STTI Meet the Author Session 2

1:45–3:00 p.m. STTI Concurrent Sessions F

3:00–3:45 p.m. STTI Poster Viewing Session 1C  
**STTI Exhibit Viewing**  
Afternoon Break

3:45–5:00 p.m. STTI Concurrent Sessions G

## Wednesday, 13 July

8:00 a.m.–5:30 p.m. Registration  
Marketplace

8:00 a.m.–4:30 p.m. Speaker Ready Room

8:30–9:45 a.m. STTI Concurrent Sessions H

9:45–10:30 a.m. STTI Poster Viewing Session 1D  
**STTI Exhibit Viewing**  
Morning Break

10:30–11:45 a.m. STTI Concurrent Sessions I

11:45 a.m.–1:15 p.m. Lunch (On your own)

1:15–1:45 p.m. STTI Meet the Author Session 3

1:45–3:00 p.m. STTI Concurrent Sessions J

3:00–3:45 p.m. STTI Poster Viewing Session 1E  
**STTI Exhibit Viewing**  
Afternoon Break

3:45–5:00 p.m. STTI Concurrent Sessions K

5:00–5:30 p.m. STTI Poster Removal  
**STTI Exhibitor Move-Out**

## Thursday, 14 July

8:00 a.m.–5:00 p.m. Registration  
Marketplace

8:00 a.m.–4:30 p.m. Speaker Ready Room

8:30–9:45 a.m. STTI Concurrent Sessions L

9:45–10:15 a.m. Morning Break

9:45–11:00 a.m. WANS Poster Setup  
**WANS Exhibitor Move-In**

10:15–11:30 a.m. STTI Concurrent Sessions M

11:45 a.m.–1:15 p.m. STTI Nurse Researcher Hall of Fame  
Ceremony and Lunch

1:30–2:30 p.m. WANS Presidential Address

2:30–3:45 p.m. WANS Opening Plenary

3:45–4:30 p.m. WANS Poster Viewing Session 1  
**WANS Exhibit Viewing**

## Friday, 15 July

8:00 a.m.–5:30 p.m. Registration  
Marketplace

8:00 a.m.–4:30 p.m. Speaker Ready Room

8:30–9:45 a.m. WANS Oral Presentations A

9:45–10:30 a.m. WANS Poster Viewing Session 2  
**WANS Exhibit Viewing**  
Morning Break

10:30–11:45 a.m. WANS Oral Presentations B

11:45 a.m.–1:15 p.m. Lunch (On your own)

1:15–1:45 p.m. WANS Meet the Author Session

1:45–3:00 p.m. WANS Oral Presentations C

3:00–3:45 p.m. WANS Poster Viewing Session 3  
**WANS Exhibit Viewing**  
Afternoon Break

3:45–5:00 p.m. WANS Oral Presentations D

3:45–5:30 p.m. **WANS Exhibitor Move-out**

5:00–5:30 p.m. WANS Poster Removal

5:15–6:00 p.m. WANS Closing Ceremony

## Accommodations (Hotel Cutoff 23 May)

### Moon Palace Golf & Spa Resort Cancun, Mexico

<http://www.palaceresorts.com/resorts/moonpalace>

For information on booking congress rooms at the Moon Palace Golf & Spa Resort, please visit [www.nursingsociety.org](http://www.nursingsociety.org)



## 2011 STTI & WANS Exhibitor Rules & Regulations

**Please read the following information carefully. Your signature on this application conveys your acceptance and willingness to abide by these provisions as outlined.**

*Exhibit Hours* — Table top displays will be located in a high-traffic area and available for viewing during breaks and throughout the conference. (Note: This is not a secured space. Please see “Security/Liability” section below.) Displays must be staffed during designated exhibit viewing times (see preliminary conference schedule on page 4).

*Acceptance of Applications* — Space is limited. Applications accepted on a first-come, first-served basis.

*Cancellation Policy* — Full refunds with written notice of cancellation received on or before 18 April 2011. In the event it becomes necessary to cancel, relocate and/or revise dates for the 2011 International Nursing Research Congress for any reason, all exhibitor and/or sponsorship payment obligations contained in this agreement shall be applied towards the next STTI congress and/or WANS conference.

*Exhibitor Registration* — Each table top purchase includes one (1) **complimentary registration** as follows:

- STTI meeting (only), 11-13 July — \$1,000 (Includes 1 complimentary STTI congress registration valued at approx. \$429)
- WANS conference (only), 14-15 July — \$500 (Includes 1 complimentary WANS conference registration valued at approx. \$299)
- STTI & WANS (both), 11-15 July — \$1,300 (Includes prime location plus 1 complimentary STTI/WANS registration valued at approx. \$559)

Additional exhibitors and sponsors **must register as attendees**. Please visit <http://www.nursingsociety.org> for up-to-date registration information and pay applicable fees if access to continuing education and continuing education credits is desired.

OR

Exhibitors may request **complimentary “Exhibits only” badges**. (Note: These do not include conference materials, access to education session, meals, etc.) For complimentary badges, please e-mail Kathy Bennison: [kathy@stti.org](mailto:kathy@stti.org).

*Equipment/Electricity/Internet* — Exhibitors will be provided with an 8-foot skirted table and two (2) chairs. The area will be fully carpeted. Additional items such as electricity, audio-visual equipment, easels, etc., may be arranged directly with the Moon Palace Golf & Spa Resort. Appropriate forms will be provided approximately three months in advance of show and/or upon acceptance of space application.

*Shipping/Deliveries* — Information and forms provided approximately three months in advance of show and/or upon acceptance of application for space.

*Security/Liability* — Neither the Honor Society of Nursing, Sigma Theta Tau International (STTI), World Academy of Nursing Science (WANS) nor the Moon Palace Golf & Spa Resort, accepts any liability for equipment, goods, displays or other materials that arrive or fail to arrive at the Moon Palace Golf & Spa Resort. The exhibitor is responsible for insuring its property for loss or damage. Exhibitors shall indemnify and hold harmless STTI, WANS and the Moon Palace Golf & Spa Resort and its servicing agents from all liability (damage or accident) that might ensue from any cause resulting from or connected with transportation, placing, removal or display of exhibits. Exhibitor assumes entire responsibility and hereby agrees to protect, defend, indemnify and hold STTI, WANS and the Moon Palace Golf & Spa Resort, its affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Moon Palace Golf & Spa Resort and its employees and agents.



## 2011 STTI Congress & WANS Conference Exhibit, Sponsorship & Advertising Application

**We are applying for (please complete all that apply):**

	Amount	Details
STTI Congress Table Top, 11-13 July (\$1,000)	\$ _____	_____ (no. of tables)
WANS Conference Table Top, 14-15 July, (\$500)	\$ _____	_____ (no. of tables)
STTI/WANS Table Top, 11-15 July (\$1,300)	\$ _____	_____ (no. of tables)
Sponsorship (see pages 2-3)	\$ _____	_____ (sponsorship choice)
Print Program Ad (page 3)	\$ _____	_____ (ad size/type)
STTI/WANS Pre-Event Attendee List (avail. 1 Jun.)	\$ _____	
STTI/WANS Post-Event Attendee List (avail. 1 Aug.)	\$ _____	
<b>Total</b>	<b>\$ _____</b>	

### Method of Payment (Total due on or before 18 April 2011)

- Check (Payable to: STTI Foundation)       Please invoice  
 Credit card (check one)  
 MasterCard    Visa    Discover    Sigma Theta Tau International Credit Card that supports nursing research

Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

### We/I understand that:

- This application becomes a contract when signed and accepted by the Honor Society of Nursing, Sigma Theta Tau International; and that
- Our organization must abide by all conditions of the rules as outlined on page 5 of the 2011 congress exhibitor prospectus as set forth by STTI and WANS and by all conditions under which space in the Moon Palace Golf & Spa Resort is leased.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization (please complete as you would like it to appear in all citations): \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Country/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Return via mail, fax or e-mail on or before 18 April 2011 to:

Kathy Bennison, BS, CAE  
 Sigma Theta Tau International Foundation for Nursing  
 550 W. North St. • Indianapolis, IN 46202 USA  
 888.634.7575 (US/Canada toll free)  
 +1.317.634.8171 (International)  
 Fax: +1.317.634.8188  
[www.nursingsociety.org](http://www.nursingsociety.org)  
[kathy@stti.org](mailto:kathy@stti.org)



Sigma Theta Tau International  
Honor Society of Nursing®



WANS  
World Academy of Nursing Science

**Join us in 2011 at the beautiful  
Moon Palace Golf & Spa Resort,  
Cancun, Mexico!**

