

Dermatology Nurses' Association

# 35<sup>th</sup> Annual Convention

March 1-4, 2017

Caribe Royale Hotel

Orlando, Florida

## Embracing the of Dermatology World



Congenital dermatology  
Dermatopathology  
Clinical adult dermatology  
Pediatric dermatology  
Phototherapy  
Dermatology Research

**dna**  
DERMATOLOGY NURSES' ASSOCIATION®

[www.dnanurse.org](http://www.dnanurse.org)

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**You'll have 6 exclusive, non-competing hours...**

**T**he Dermatology Nurses' Association is the professional organization for dermatology nurses. Members work with board certified dermatologists in offices, outpatient facilities, hospitals, and other settings where patients need dermatology care.

We are pleased to invite you to exhibit during the DNA 2017 Annual Convention to be held March 1-4, 2017 at the Caribe Royale Hotel in Orlando, Florida. We expect more than 600 dermatology nurse professionals to attend.

As an exhibitor, you will have an outstanding opportunity to personally present your important sales and marketing message to hundreds of nurses who initiate product evaluations and who purchase products for use. If your products are used in the dermatology market, your participation with DNA is certain to benefit your sales and marketing program.

The exhibit schedule has been designed to provide the best time for nurses to view exhibits and speak with representatives about products and services. Take advantage of this opportunity to exhibit among dermatology nurses and increase your sales while you support the DNA! Join us in Orlando!

Sincerely,

Handwritten signature of Tom Greene.

Tom Greene

Corporate Relations Manager

856-256-2367 • Fax: 856-589-7463

[tgreene@dnanurse.org](mailto:tgreene@dnanurse.org)

### Tuesday, February 28

Exhibit Set-up  
9:00am-5:00pm

### Wednesday March 1

**10:15am-12:15pm**  
**Grand Opening**

**2:30pm-4:00pm**  
**Refreshment Break**

### Thursday March 2

**9:15am-10:45am**  
**Coffee Break**

**2:00pm-3:00pm**  
**Refreshment Break**

### Thursday March 2

Exhibits Dismantle  
3:00pm-8:00pm

DNA reserves the right to modify the exhibit schedule. Exhibitors will be notified at that time if the schedule changes.



## Information for Exhibitors

### Rules and Regulations

#### Assignment of Space

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records. The primary consideration in the assignment of space to exhibitors shall be in the best interest of the Association. The Dermatology Nurses' Association may at its discretion accept or reject any application for space and reserves the right to relocate or reassign space at any time for the overall benefit of the convention. In determining your overall level of support to DNA, DNA takes into account: your past and present exhibit participation; participation in DNA's Corporate Membership Program; advertising support of DNA publications; miscellaneous grants and sponsorships; etc.

#### Exhibitor Services

The following services will be provided to exhibitors at no additional charge.

- A standard pipe/drape set
- A standard identification sign showing exhibitor's name and booth number
- Exhibit description in the Convention Program Book
- Pre-registration of booth personnel
- Pre-registration list of attendees (distributed on-site)
- Complimentary refreshment breaks served in exhibit hall

#### DNA Policies

If material on display is not in keeping with DNA policy and philosophy, we reserve the right to demand its removal. Canvassing outside of the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time within the hall. All business must be conducted from within each exhibitor's booth.

#### Program Book Advertising

DNA will publish a Convention Program Book containing program and exhibit information. Advertising information is contained on a separate sheet within this prospectus. Closing date for space reservations is January 6, 2017.

#### Decorator Services Shipping Instructions

DNA has made arrangements with Brede Allied Convention Services 407-851-0261, to handle all exhibit-related needs. They will have labor available for set-up and will also provide furnishings. The drayage firm will receive, store, and deliver exhibits directly to the exhibit hall on set-up day. All shipments must be prepaid and consigned as indicated on the floor plan page.

#### Security and Liability

All efforts will be made to provide adequate security for the exhibit area. However, each exhibitor must make provisions to safeguard their valuables from the time they are placed in the exhibit area until they are removed. Neither the Dermatology Nurses' Association nor the Hotel will be responsible for loss or damage due to any cause. DNA is not liable for any additional expenses incurred by exhibitors beyond booth fees and the exhibitor hereby releases DNA from any and all claims of every sort it may have against DNA based upon, arising out of, or in connection with or related to the trade show, including, but not limited to loss, theft, damage, destruction, or delay or non-delivery of goods, display material and other effects.

These rules and regulations are to be construed as part of all space contracts. The Dermatology Nurses' Association reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

#### Registration

Advance registration will be provided. All exhibitors will be required to register. A special exhibitor registration area will be provided on-site. Exhibitors are entitled to two complimentary exhibit badges per booth. Additional badges over two will be available for \$50 each. Admission to the exhibit area will be by badge only.

Communications with reference to exhibits at DNA's Annual Convention should be addressed to:

**Heidi Perret: Marketing Coordinator**

**DNA Annual Convention**

Phone: 856-256-2375

FAX: 856-589-7463

E-mail: heidi.perret@ajj.com

DNA's Annual Convention attracts more than 600 attendees, both members and non-members of the DNA representing all segments within the dermatologic arena. Convention attendees come from all over the US and Canada for educational opportunities and peer-to-peer networking.

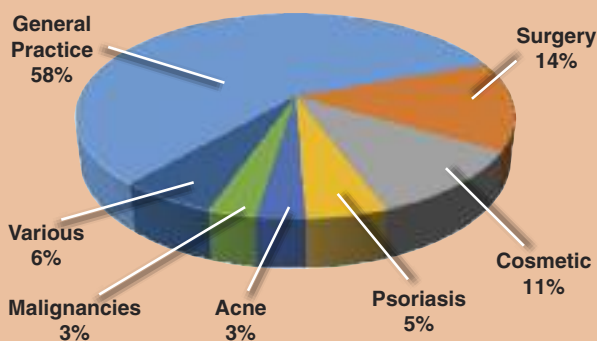
The Exhibit Hall offers companies the opportunity to highlight products and services that keep this expanding specialty moving forward. DNA nurses look forward to learning about new procedures, tools and techniques that they can immediately adopt in their practices and facilities.

## WHO SHOULD EXHIBIT?

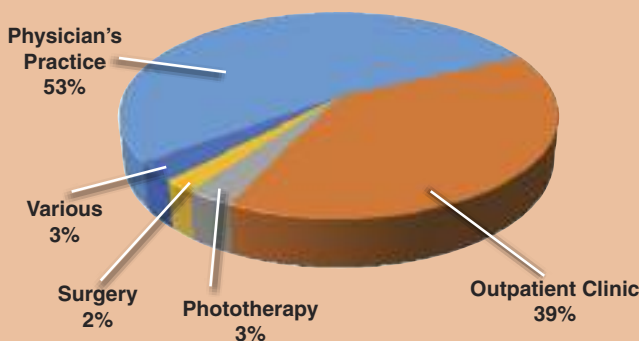
Dermatology nurses hold significant decision-making power and are influential in the areas of investments and product referrals being made within their respective practices and facilities. If you want to reach this highly influential audience, you can't afford to miss the DNA 2017 Annual Convention!

### 2016 Convention Attendees

#### Clinical Specialty



#### Practice Setting



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## The rental price includes the following ...

- Six hours of exhibit time
- A 10'x10' booth (hall is carpeted)
- Two exhibitor name badges
- Complimentary coffee and refreshment breaks
- List of Attendees (distributed onsite)
- Opportunity for sponsorship — (email [tgreene@dnanurse.org](mailto:tgreene@dnanurse.org) for details)

## Exhibit Rates

10'x10' inline booth . . . . .	\$2,250
First-time exhibitor in-line . .	\$1,750
10'x10' corner booth . . . . .	\$2,400
First-time exhibitor corner . .	\$1,900
Non-Profit booth . . . . .	\$650
Island space . . . . .	\$24.88 per sq ft

Notice of cancellation or downsizing of space must be received by DNA in writing. If cancelled prior to January 20, 2017, a 50% refund will be given. After that date, no refunds will be given.

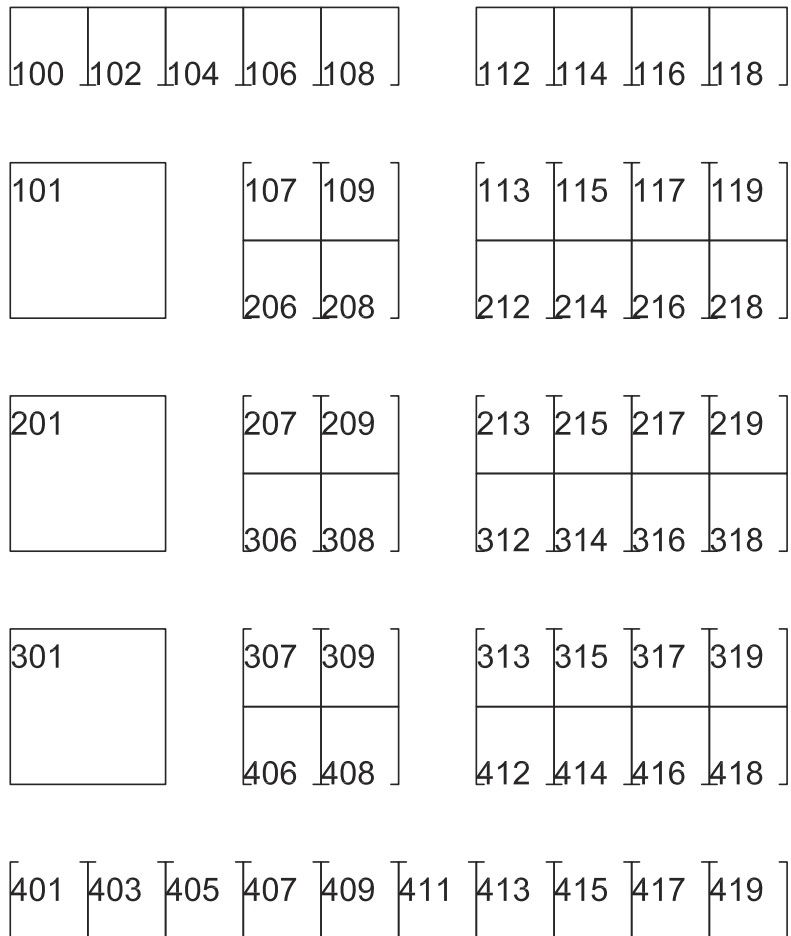
**Contact:**  
Tom Greene  
Corporate Relations Manager  
[tgreene@dnanurse.org](mailto:tgreene@dnanurse.org)  
856.256.2367

Heidi Perret  
Marketing Coordinator  
[heidi.perret@ajj.com](mailto:heidi.perret@ajj.com)  
856.256.2375

**Mailing Address:**  
DNA Annual Convention  
East Holly Ave. Box 56  
Pitman, NJ 08071

**Fedex/UPS Overnight Address:**  
DNA Annual Convention  
200 East Holly Ave  
Sewell, NJ 08080

## Caribe Royal Hotel - Orlando, Florida



Food & Beverage

<p><b>Hotel Accommodations</b> Caribe Royale Orlando 8101 World Center Dr, Orlando, FL 32821 Phone: (407) 238-8000</p>	<p><b>Official Exhibit Service Contractor/Advanced Shipping:</b> Brede/Allied Convention Services 2502 Lake Orange Drive Orlando, FL 32837 407.851.0261 <a href="mailto:info@bredeallied.com">info@bredeallied.com</a></p>	<p><b>For more information:</b> Tom Greene 856.256.2367 <a href="mailto:tgreene@dnanurse.org">tgreene@dnanurse.org</a>  Heidi Perret 856.256.2375 <a href="mailto:heidi.perret@ajj.com">heidi.perret@ajj.com</a></p>
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