

Hello!

Reach nursing leaders responsible for shaping Michigan's nursing workforce!

The Michigan League for Nursing and the Michigan Center for Nursing, in partnership with the University of Michigan Health System, is co-sponsoring the Michigan Nursing Summit at the Radisson in Laurel Park/Livonia on Wednesday, July 30, and Thursday, July 31, 2008. We invite you to exhibit and promote your products or services.

The exhibit area will be open on Wednesday, July 30, 2008. We do have other sponsorships, including break sponsorships available, please call for more information.

Michigan Nursing Summit Tentative Agenda

Wednesday, July 30, 2008

8:00A – 8:45A	Registration /Continental Breakfast
8:45A - 9:00A	Welcome and Summit Overview
9:00A – 9:45A	Chief Nurse Executive Update
9:45A – 10:45A	Keynote: Dr. Margaret McClure
10:45A – 11:05A	Break
11:10A – 12:15P	General Sessions (1) Good Research Ideas for Clinicians (2) Infusing EBP into the Education Curriculum
12:30P – 2:00P	Lunch & Keynote NLN President Dr. Elaine Tagliareni
2:15P–3:15P	Breakout Sessions
3:15P – 4:30P	Poster Session

Please fax, mail or e-mail your RSVP by June 15, 2008. For more information please call me at (517) 347-8091 or contact me by e-mail at wilson@mhc.org. Thank you.

Sincerely,

Anne Wilson
Michigan Health Council
Michigan Center for Nursing
Michigan League for Nursing
2410 Woodlake Drive
Okemos, MI 48864

Exhibit Area Timeline for the 2008 Nursing Summit

Tuesday, July 29, 2008:
Vendor Set Up after 8:00 p.m.

Wednesday, July 30, 2008:
Exhibits Open
8:00 a.m. - 3:00 p.m.

**Exhibitors are invited to join
us for meals and breaks.**

**Other sponsorship
opportunities are available.**

2008 Michigan Nursing Summit Sponsorship Opportunities

Product Branding

“Product Branding” puts your name in front of all conference attendees, producing the maximum exposure for your organization. Choose from a variety of items used by attendees for the duration of the conference and others are taken home to continue your advertising exposure. Costs are based on the exposure you can expect from each opportunity.

Conference Tote Bags (\$2,000)

Your organization will be remembered again and again as participants re-use their tote bag imprinted with your organization’s logo alongside the conference logo. They continue to advertise for you when they take their tote home!

Name Badge Wallets (\$1,500)

Your organization will be noticed thousands of times each day by all participants as everyone displays your organization’s name. Your organization’s name and logo will be showcased throughout the conference by all participants – and hundreds of people will have your logo on their chests! This is the highest visibility you can get!

Lunch (\$3,000)

Sponsor lunch and have an opportunity to showcase your products with an author/speaker, signage and special recognition.

Continental Breakfast or Break (\$2,000)

Your organization will receive “early recognition” by hosting the first meal of the day. Your organization’s promotional materials will be placed on the breakfast tables. Your name and logo will be prominently displayed at the entrance as well as at the food stations!

Exhibit Opportunities

Exhibits

We expect the Conference Exhibit Space to completely sell out in 2008. Our exhibitors have been very pleased with their exposure and attention at past conferences. The Exhibits will be open on Wednesday, July 30, 2008, offering hours of designated exhibit time.

Each Exhibitor will receive:

- Draped (white) table
- Up to 2 booth attendants
- Recognition in the Conference Program and on the Conference Website
- Organization name listed in the Exhibitors Guide
- Opportunity for product or service exposure through participation in exhibitor drawings

Exhibit Fees

By June 15, 2008

\$300 for one table
\$100 each additional table
Electricity \$50

Advertising Opportunities

Advertising Information

Please take advantage of this opportunity to advertise your organization in the 2008 Michigan Nursing Summit Conference Program Book. This will be distributed to every conference participant. All Ads must be received by June 15, 2008. Advertisements may be sent electronically by email in Word or PDF format to: wilson@mhc.org

Advertising rates for the program book are as follows:

- Inside Front Cover (7 ½" X 10") \$500.00
- Inside Back Cover (7 ½" X 10") \$400.00
- Full Page (7 ½" X 10") \$300.00
- Half Page (7 ½" X 5") \$250.00
- Quarter Page (3" X 5") \$200.00
- All advertisements will be black and white.

Web Link: Receive added exposure by purchasing a link on the Michigan Center for Nursing and Michigan League for Nursing's Michigan Nursing Summit web pages. For an additional fee of \$150.00, MCN and MLN will provide a direct link to your organization's web page.

Sponsorship Packages

Sponsorship Packages

Platinum Package \$3,000

- Recognition in the program book
- Company signage at sponsored program or event
- Sponsorship sign at company booth
- Welcome attendees to your event
- One FULL page ad in program
- Table exhibit at the Michigan Nursing Summit – Wednesday, July 30, 2008
- Weblink on the Michigan League for Nursing & Michigan Center for Nursing's Michigan Nursing Summit web pages

Gold Package \$2,000

- Recognition in the state conference program book
- Signage at sponsored event
- Table exhibit at the Michigan Nursing Summit – Wednesday, July 30, 2008
- Welcome attendees to your event
- 1/2 page ad conference program
- Weblink on the Michigan League for Nursing & Michigan Center for Nursing's Michigan Nursing Summit web pages

Silver Package \$1,500

- Recognition in the state conference program
- Company signage at sponsored event
- Table exhibit at the Michigan Nursing Summit – Wednesday, July 30, 2008
- Welcome attendees to sponsored event
- One quarter page ad in program
- Weblink on the Michigan League for Nursing & Michigan Center for Nursing's Michigan Nursing Summit web pages

Bronze Package \$1,000

- Recognition in conference program
- One FULL page ad in program
- Weblink on the Michigan League for Nursing & Michigan Center for Nursing's Michigan Nursing Summit web pages



Michigan Nursing Summit
2008 Exhibitor Application
Radisson Hotel,
Laurel Park/Livonia



Exhibit on Wednesday, July 30, 2008

Vendor Set Up Prior to 8:00 a.m. Exhibits Open: 8:00 a.m. - 3:00 p.m.

(Exhibit area high traffic times would be from 12:15 - 1:15 p.m. when attendees will have a break for lunch and during breaks. Exhibitors will be given 1 ticket for meals and breaks.)

**The Michigan Nursing Summit has sponsorship opportunities available,
call (517) 347-8091 for more information. (Break sponsorships, etc).**

Please complete this form and return with payment to Michigan Center for Nursing, 2410 Woodlake Drive - Okemos, Michigan 48864. Application with credit card payment may be faxed to **517-347-4096**.

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ E-mail: _____

Phone: _____ Fax: _____

On-Site Contact: _____ Web Address: _____

Representatives Staffing Booth: _____

Additional Representatives*: _____

Exhibit Table - 7/30/2008 \$300 \$ _____

Each Additional table \$100 \$ _____

Electricity \$50 \$ _____

Web Logo & Link \$150 \$ _____ Web Address: _____
on MLN & MCN websites

*Additional meal ticket \$50 \$ _____

Other sponsorship \$ _____ Describe: _____

Total Amount Enclosed \$ _____

Payment Method (check one):

Check/Money Order Enclosed Or, charge my: Visa MasterCard

Credit Card Number: _____ Exp. Date: _____

Authorized Signature on Card: _____