



Western Institute of Nursing  
45<sup>th</sup> Annual Communicating Nursing Research Conference  
*Advancing Scientific Innovations in Nursing*

April 18-21, 2012 · Portland Marriott Downtown Waterfront · Portland, OR

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## **Prospectus for Exhibitors, Sponsorships, and Advertising**

Dear Colleague:

We cordially invite you to present your products and services as an exhibitor, sponsor, and/or advertiser at the 45<sup>th</sup> Annual Communicating Nursing Research Conference: *Advancing Scientific Innovations in Nursing* to be held in Portland, Oregon from April 18-21, 2012.

The 2012 conference program will feature a broad array of topics and formats. Researchers, clinicians, educators, and students will share their project findings and progress through keynote addresses, podium presentations, poster papers, and numerous networking opportunities.

Over 700 participants, eager to learn about the latest nursing and health care advancements, attended the 2011 conference in Las Vegas. Attendees included RN leaders in nursing education, research, and practice and graduate and undergraduate students from schools of nursing across the western region, the United States, and from other countries. Our conference participants represent the nursing education and clinical leadership who are preparing new nurses for the future. Attendees are interested in books and periodicals, clinical therapeutic devices, educational and clinical software, research funding and granting agencies, financial services, graduate programs, and employment opportunities as faculty, clinicians, and advance practice nurses.

Please visit our new website at [www.winursing.org](http://www.winursing.org) for additional information on the 2012 conference. Contact Hillary Panzer at 503-494-0869 should you have any questions.

We look forward to seeing you in Portland!

Marie Driever, RN, PhD  
President, Board of Governors

Lauren Clark, RN, PhD  
Chair, Program Committee



## 2012 Exhibitor Information

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### Location:

Portland Marriott Downtown Waterfront · 1401 SW Naito Pkwy · Portland, OR 97201 · (503) 226-7600

### Exhibit Schedule:

Set-Up: Thursday, April 19, beginning at 10 AM  
Viewing: Thursday, April 19, 1-5 PM  
Friday, April 20, 8 AM-5 PM (breakfast, breaks, and lunch)  
Saturday, April 21, 8 AM-1:30 PM (breakfast, break, and lunch)  
Dismantling: Saturday, April 21, beginning at 1:30 PM

### Fees:

WIN member agency	No Charge
Corporation, book company, or for-profit organization	\$600.00
Federal agency, not-for-profit organization, school of nursing, or small nurse-run business	\$450.00

**Basic Services** include exhibit space with 10' x 10' pipe and drape booth, one skirted table, two chairs, one wastebasket, ID signage, exhibit pass for one individual for the conference, and recognition in the conference program. 2012 exhibit services will be provided by Pacific Exposition Decoration Company (PEDCO). PEDCO will provide an Exhibitor Service Manual after your booth reservation has been made. If you need equipment other than the basic services listed above, you must order directly from PEDCO.

**To register an exhibit and select your booth**, please visit: <http://win.confex.com/win/2012/exhibitors/index.cgi>  
*An invoice will be mailed after you make your reservation. The deadline for purchasing an exhibit is March 19, 2012.*

**Room rates** for the Portland Marriott Downtown Waterfront are single or double: \$155/night, subject to applicable state and local taxes (currently 12.5%) in effect at the time of check-out. Make your room reservations by calling Marriott reservations at (800) 266-9432 or online at <https://resweb.passkey.com/go/WesternInstituteofNursing2012>. In order to receive the group rate, please identify yourself as being with the Western Institute of Nursing at the time you make your reservation. The room rates apply until the cut-off date of Monday, March 26, 2012.

### Join the companies and agencies that exhibited in 2011:

Wolters Kluwer | Lippincott Williams & Wilkins; Pearson; Jones & Bartlett Learning; Robert Wood Johnson Foundation; National Institute of Nursing Research; Oncology Nursing Society; Nasco; NEXus, Pieces of Bali Jewelry; University of Nevada, Las Vegas School of Nursing; San Diego State University School of Nursing; Grand Canyon University College of Nursing; Oregon Health & Science University School of Nursing; University of Hawaii at Manoa School of Nursing; OHSU Hartford Center of Geriatric Nursing; Loma Linda University School of Nursing; University of Colorado College of Nursing; Arizona State University College of Nursing; Boise State University School of Nursing; Betty Irene Moore School of Nursing at UC Davis; University of California, Los Angeles School of Nursing; Montana State University, Bozeman College of Nursing; University of Utah College of Nursing; University of San Diego Hahn School of Nursing; University of Wyoming Fay W. Whitney School of Nursing; Seattle University College of Nursing; University of California, San Francisco School of Nursing; Washington State University College of Nursing; The University of Arizona College of Nursing; Northern Arizona University School of Nursing; University of Washington School of Nursing; University of Nevada, Reno Orvis School of Nursing; and Nevada State College School of Nursing.



## 2012 Sponsorship Information

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Increase your visibility at the 2012 conference by sponsoring events or promotional items. Sponsorships and donations defray the costs of meals, speakers, the annual proceedings, and other special conference features. Sponsorships will be acknowledged through signage, announcements, and any literature sponsors wish to display. Names, logos, and websites of all sponsors will be proudly acknowledged in the conference program.

- A donation of \$250 provides your agency/company an opportunity to share in the presentation of a daily continental breakfast or a coffee break.
- A donation of \$500 presents the Keynote or one of three State of the Science speakers.
- A donation of \$1,000 provides your organization/agency an opportunity to share in the presentation of a daily luncheon or in the production of the annual proceedings CD.
- A donation of \$1,500 presents the Distinguished Research Lectureship or Student Breakfast.
- A donation of \$2,000 provides name badges or reusable water bottles for all conference attendees.
- A donation of \$2,500 provides your agency/company an opportunity to share in the presentation of the Welcome Reception or RIFF-RAFF Reception.
- A donation of \$5,000 is recognized as a Presenting Sponsor of the conference.

**To sponsor a conference event or promotional item, please visit the WIN website at [www.winursing.org](http://www.winursing.org) and select Research Conference on the left panel.**

### 2011 Sponsors included:

Wolters Kluwer | Lippincott Williams & Wilkins  
The Council for the Advancement of Nursing Science  
Arizona State University College of Nursing & Health Innovation  
Boise State University School of Nursing  
Brigham Young University College of Nursing  
The Children's Hospital  
Loma Linda University School of Nursing  
Oregon Health & Science University Healthcare  
Oregon Health & Science University School of Nursing  
San Diego State University School of Nursing  
The University of Arizona College of Nursing  
University of California, Irvine College of Health Sciences, Program in Nursing Science  
University of Colorado College of Nursing  
University of Colorado Hospital  
University of Hawaii at Manoa School of Nursing & Dental Hygiene  
University of Nevada, Las Vegas School of Nursing  
University of San Diego Hahn School of Nursing and Health Science  
University of Utah College of Nursing  
University of Washington School of Nursing  
University of Wyoming Fay W. Whitney School of Nursing  
Nancy L. R. Anderson, PhD, RN, FAAN  
Tina D. DeLapp, EdD, RN



## 2012 Advertising Information

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Gain invaluable exposure and connect with every conference participant by advertising in the Conference Program!

<b>Ad Unit</b>	<b>Dimensions</b>	<b>Price</b>
Back cover	7" x 10"	\$1,500 4 Color; \$1,200 Black and White
Inside front cover	7" x 10"	\$1,500 4 Color; \$1,200 Black and White
Full page	7" x 10"	\$500
½ page horizontal	7" x 4 7/8"	\$300
½ page vertical	3 3/8" x 10"	\$300
¼ page	3 3/8" x 4 7/8"	\$175
Business card	2" x 3"	\$75

All art must be camera ready. No screens or bleeds. Prices quoted for black and white printing only unless noted otherwise. Advertising must be received by Monday, March 19, 2012.

**To purchase an advertisement in the 2012 Conference Program, please visit the WIN website at [www.winursing.org](http://www.winursing.org) and select Research Conference on the left panel.**

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Questions regarding Exhibits?

Please contact Bo Perry, Conference Manager

[perrybo@ohsu.edu](mailto:perrybo@ohsu.edu)

Questions regarding Sponsorships or Advertising?

Please contact Hillary Panzer, Administrative Coordinator

[panzer@ohsu.edu](mailto:panzer@ohsu.edu)

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Website: [www.winursing.org](http://www.winursing.org)