



FADONA Convention Product Theaters

31st Annual Convention ▲ Feb. 5-8, 2018 ▲ Hilton Daytona Beach Oceanfront Resort

The Florida Association Directors of Nursing Administration/LTC (FADONA) presents an exciting opportunity to reach your customers at its 31st Annual Convention, **Carrying the Torch of Leadership 2018!**

Take advantage of FADONA's **Product Theaters** to reach your customers directly. We invite you to have your experts share new research findings on key products; conduct demonstrations on product details; or highlight new products, equipment, and services to an audience of senior-level nurse administrators in skilled nursing facilities.

There are only eight (8) 60-minute time slots available, so don't miss this opportunity to provide a unique value-added service to your customers in long-term care!

FEES & GUIDELINES: Companies interested in holding a Product Theater breakfast, luncheon, or dinner should complete the following application and submit it no later than **Friday, Nov. 24, 2017**.

Product Theaters should present new information or innovative technology about your company's products or services. Applications will be reviewed and approved by FADONA to ensure that promotional programs are suitable for the attendees.

Product Theaters will be assigned on a first-come, first-served basis. Priority is offered to convention sponsors and to FADONA Alliance Council and Patron members. All participating/sponsoring companies **must be exhibitors** at FADONA's 2018 Annual Trade Show.

Sponsors are required to provide a Hilton Daytona Beach-catered breakfast, lunch, or dinner at their own expense for the participants attending the Product Theaters. Continuing education cannot be offered for these programs.

Pricing for the Product Theaters varies based on the time slot you are considering. The fee to secure any one of the eight (8) time slots is shown on the application. Should your program be approved and assigned a time slot, you will be sent an invoice for the sponsorship fee. Failure to pay the fee by the invoice deadline will result in a reassignment of the time slot and you will still be responsible for the administrative fee. All costs associated with speakers, food and beverage, marketing, and audiovisual equipment (not already included) will be the responsibility of the applicant. Please remit your payment at this time, payable to "FADONA." FADONA is a not-for-profit corporation. Its federal tax identification number is **59-2942940**.

Fees include the following logistical services and support:*

- Function space at the **Hilton Daytona Beach** set in classroom-style, in crescent rounds, or as space permits
- Audiovisual (AV) equipment
 - LCD projector and screen
 - Laptop computer
 - Podium
 - Wired podium microphone
 - Wireless remote for PowerPoint presentations

**Additional AV equipment, such as a wireless lavalier, may be ordered at the applicant's expense.*

Fees include the following marketing promotions:

- E-marketing: email blasts to convention registrants, FADONA members, and clinical nurse managers
- Inclusion in the meeting agenda for the printed convention brochure and onsite program
- Visibility on **www.fadona.org** on the annual-convention page
- Signage outside the lecture room before and after your scheduled event
- Logistical assistance

Other marketing opportunities are available through FADONA at additional cost:

- *Advertisement in the official convention program*
- *On-site registration announcements/invitations, door hangers, etc.*
- *Direct-mail piece to FADONA membership (applicants will receive the conference rate on mailing lists)*
- *Display advertising in **FADONA Focus**, FADONA's award-winning statewide newsletter*

QUESTIONS? Contact **Ian Cordes** at **(561) 683-0037** or via email at icordes@bellsouth.net.

Applications are due Friday, Nov. 24, 2017



FADONA Product Theater Application

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APPLICANT/SPONSORING ORGANIZATION

Company Name: _____

Contact Name: _____ Contact Title: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

EVENT COORDINATOR

Company Name: _____

Contact Name: _____ Contact Title: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Time Slots* Preferred: Select your 1st or 2nd choice (complete separate applications if applying to host more than one program).

<u>Choice</u>	<u>Time</u>	<u>Audience</u>	<u>Date</u>	<u>Admin. Fee</u>	<u>Plus</u>
_____ 1.	12-1 p.m.	All	Monday, Feb. 5	\$2,500	Lunch
_____ 2.	7-8:30 p.m.	All	Monday, Feb. 5	\$2,500	Dinner
_____ 3.	7:30-8:30 a.m.	All	Tuesday, Feb. 6	\$3,000	Breakfast
_____ 4.	11:50 a.m.-12:50 p.m.	All	Tuesday, Feb. 6	\$4,000	Lunch
_____ 5.	7:20-8:20 p.m.	All	Tuesday, Feb. 6	\$4,750	Dinner
_____ 6.	7:30-8:30 a.m.	All	Wednesday, Feb. 7	\$3,000	Breakfast
_____ 7.	1:05-2:05 p.m.	All	Wednesday, Feb. 7	\$5,000	Lunch
_____ 8.	7:30-8:30 a.m.	All	Thursday, Feb. 8	\$2,500	Breakfast

*Time slots are subject to change.

PROGRAM INFORMATION

Program Title (for use in FADONA promotional materials): _____

Product/Research being highlighted: _____

Significance to LTC/relevance to current data or market: _____

Applications are due Friday, Nov. 24, 2017



Program Description for use in FADONA promotional materials (brief): _____

Intended speaker (please attach CV/résumé/brief bio if possible): _____

Applicant Contact Information & Agreement to Terms:

I agree that the information provided herein is correct. I have read, understood, and agree to abide by FADONA's guidelines for conducting non-CE promotional Product Theaters. This application must be signed by an authorized representative of the applicant. Once accepted by FADONA, this application is non-cancellable.

Approved by an authorized representative of the applicant:

Signature

Date

Name: _____ Title: _____ Email: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____ Fax: _____

Please fax the signed and completed application no later than **Nov. 24, 2017**, to **Ian Cordes** at **(561) 683-0037**, or send via email to icordes@bellsouth.net.

Florida Association Directors of Nursing Administration/LTC
400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401
(561) 683-0037; Fax: (561) 689-6324; www.fadona.org

Hilton Daytona Beach Oceanfront Resort
100 N. Atlantic Avenue, Daytona Beach, FL 32118
(386) 254-8200

The special FADONA group rate is \$139 single/double occupancy with no resort fee. Discounted self-parking is \$7 per day for FADONA convention hotel guests. For hotel reservations, call (866) 536-8477 and identify yourself as part of the FADONA Convention Group to receive the Group Rate. You may also reserve online by going to www.fadona.org/convention.html (once the link is live).

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