

# 2021 Exhibitor Application & Agreement

## FADONA's Virtual 34<sup>th</sup> Annual Trade Show: March 22-24, 2021



Exhibiting Firm: \_\_\_\_\_

(Please print or type on this form. Provide firm name as you wish it to appear in the convention material and on the virtual booth.)

Name of Company Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

City/State/ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

1. List the type of goods or services that you will exhibit at your booth. \_\_\_\_\_
2. I, the undersigned, agree to purchase one (1) exhibit booth at **FADONA's Virtual 34<sup>th</sup> Annual Trade Show, March 22-24, 2021.**
3. No refunds will be made after **March 3, 2021**, and a **\$150** administrative fee will be deducted for written cancellations received prior to **March 3, 2021.**
4. I further understand and agree that all costs and obligations of exhibiting will be the responsibility of the applicant.
5. I have read the enclosed rules, regulations, and agreements of **FADONA's Virtual 34<sup>th</sup> Annual Trade Show** and do fully understand, hereby agree to, and will comply with all said rules, regulations, releases, and/or agreements.
6. **(Optional)** I do hereby agree to donate \_\_\_\_\_ to be given away as a door prize. Our company name will be included in convention materials as the donor.
7. **Virtual Name Badges:** Print names of representatives who will participate (**Limit 4 per booth – \$25 for each extra rep.:**)
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_

**All requests must be received prior to March 2, 2021.**

**Get Involved!** Join the Alliance Council to network with LTC directors and assistant directors of nursing. Distinguish your company from the competition with marketing tools that identify you as a member in good standing of the Alliance Council.

8.  **Yes! Alliance Council** dues in the amount of **\$250** are enclosed.
9.  **Yes!** We want to sponsor a specific event or speaker! Call us.
10.  **Yes!** We want to reserve **Sponsorship Opportunities** (see Section 5, on page 3): \_\_\_\_\_.
11.  a. A check in the amount of \$ \_\_\_\_\_, to cover the entire exhibit fee, membership, and sponsorship(s) is enclosed; **or**;
- b. Payment in the amount of \$ \_\_\_\_\_ was made online at **www.fadona.org** on \_\_\_\_\_. We are mailing/faxing this completed and signed agreement directly to FADONA.

12. Approved by: \_\_\_\_\_  
*Authorized signature of exhibiting firm* *Date*

13. Accepted by FADONA: \_\_\_\_\_  
*Date*

### 2021 Exhibit Fees & Sponsorships\*

— Please **circle** your choices —

The cost per virtual exhibit booth is \$1,125.

The following discounted exhibit fee rates apply\*:

Early Bird	\$995	Before Feb. 14
<b>Final Fees</b>		
Alliance Council*		\$895
Patron Member*		\$945
Non-member		\$995

For sponsorship levels, which include booth/exhibit fees, refer to Section 5 inside:

- Grand** \$3,995
- Classic** \$2,495
- Other** \$ \_\_\_\_\_

\*Alliance Council/Patron members in good standing through **March 31, 2021**, are entitled to discounts on exhibit fees only.

**Mail completed form with check payable to FADONA, Attention: Ian Cordes,  
 400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401  
 (561) 689-6321 • Fax: (561) 689-6324 • Email: icordes@fadona.org**

Early-bird registration rate expires Feb. 14, 2021

# 2021 FADONA Virtual Annual Trade Show



**Exhibit Booth Fees:** Cost for each virtual exhibit booth is \$1,125.  
The **Early-Bird** rate is \$995 per booth, for all paid agreements received on or prior to Feb. 14, 2021.



**Early-Bird Member Discounts: Alliance Council – Up to \$100 • Patron Member – \$50**

1. **Exhibitor Benefits Bundle:** Broad exposure to FADONA members and attendees, who authorize and recommend millions of dollars annually in purchases for routine supplies, services, and equipment
  - a. One virtual booth for *Live Broadcast Trade Show* — with dedicated hours
  - b. *Individual App Login and Customizable Profile* for each exhibitor rep
  - c. *Customized Booth:* Exhibitors provide the content and FADONA staff will build your virtual booth for you
    - i. Include *Up to 15 Resources*, e.g., YouTube video links, .pdf (brochures, flyers), jpeg, png, .tiff, external video meeting links, social media links, etc.
    - ii. *Network Live* with the attendees – Schedule/invite live phone and video appointments with attendees through app with personal/company video account link
    - iii. Add *Social Media Links* including Facebook, LinkedIn, Instagram, Twitter, YouTube, etc.
  - d. Listed in *Interactive Directory for Sponsors & Exhibitors*
  - e. Attendees encouraged to visit exhibitors by earning points and winning door prizes
    - i. *Engage Attendees* to compete in planned point-based game that motivates maximum interaction with exhibitors
    - ii. *Leaderboard:* Top point earners to be featured on the leaderboard as they compete to win door prizes
  - f. Scheduled *Live Training Sessions* with FADONA staff on virtual platform (to be recorded as well)
  - g. *Pre-Convention Attendee List* to be provided to send introductions, invitations, samples, brochures, fliers, etc.
  - h. *Free Ads:* One (1) complimentary *1/4<sup>th</sup>-Page Color Ad* (3.625" x 4.875") in the digital conference program
  - i. FADONA will schedule *two (2) FREE Push Notifications* per exhibitor to all participants during the convention
  - j. *Exhibitor Spotlight:* You will be scheduled for a *3- to 5-Minute Live Spotlight in the Trade Show Lobby* with participants.
  - k. *Post-Convention Attendee list* will be provided to send thank you notes, samples, brochures, fliers, etc.
  - l. *Successful Strategies:* FADONA staff will share ideas on how you can maximize your time and investment
  - m. *Enduring Value:* After the convention is over, your exhibit will be open 24/7 until at least June 1, 2021
  - n. *Exhibitor Staff:* May register to attend the seminars and earn contact hours for FL-licensed nurses and NHAs at **no cost**

**Early-Bird  
rate expires  
Feb. 14, 2021**

2. **Conflicting Events:** As a condition of this application to exhibit, you agree not to host/support/sponsor any meetings or receptions within 24 hours of the beginning or end of the FADONA convention, unless specific written/email consent is obtained from FADONA's Director of Operations.

### 3. Trade Show-Related Times (subject to change):

- a. **Setup:** Exhibitors to provide content to FADONA staff no later than **Friday, March 5**
- b. **Exhibit Hours:** There will be a total of **5.0** live exhibit hours:
  - ◀ **Monday, March 22; 5-6 p.m.**
  - ◀ **Tuesday, March 23; 4:45-6:15 p.m.**
  - ◀ **Wednesday, March 24; 4-6:30 p.m.**
- c. **Staff Earn Florida Nursing and NHA CEs:** Exhibitor representatives will be provided with a conference brochure describing the planned educational activities and be given the opportunity to register as a full participant at no charge.

4. **Application for Exhibit Space:** Complete and sign the *Exhibitor Application & Agreement* and return it to: **FADONA, Attention: Shane Bellotti, 400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401.** You may also fax it to **(561) 689-6324**, or email it to **sbellotti@fadona.org**.

**5. Sponsorship Opportunities:** We invite you to sponsor one or more of the following convention events:

- **A. Welcome Reception on Monday, March 22: \$2,500** — Sponsored by **Consulate Healthcare** for 7<sup>th</sup> consecutive year
- **B. Educational Sessions: \$2,000** each
- **C. Tuesday Keynote Speaker Presentation: \$2,500**
- **D. Keynote Speaker on Wednesday, March 24: \$2,500**
- **E. Tote Bags: \$2,000**
- **F. LPN & CNA Awards of Excellence: \$2,000** — Sponsored by **RB Health Partners** for 11<sup>th</sup> consecutive year
- **G. Plastic Business Cards with your imprint: \$1,250**
- **H. T-Shirts: \$1,500**
- **I. Nursing Administrator of the Year Award: \$1,500** — Reserved by **Optum** for 18<sup>th</sup> consecutive year.
- **J. Name Badge Holders: \$1,000**
- **K. Platinum Partners Premium: \$500** — Available only to Alliance Council members



1. Two *Coffee Breaks* sponsored by Platinum Partners — with coffee mailed to attendees.
2. *Annual Awards Luncheon*, Wednesday, March 24, *\$10 DoorDash gift certificates* to be provided to attendees toward lunch delivered from the restaurant of their choice.
3. *Sponsor-Only Mailing to Attendees* – include company’s materials and giveaways (4 oz limit)
4. *Enhanced Convention Game Participation – Special Bonus Points* provided to attendees when they interact with Platinum Partners during the Trade Show.
5. *Premier Sponsor Listing* for the Trade Show and in the interactive *Preferred Vendor Directory*
6. Company’s *logo featured in rotating banner* at bottom of the convention app.
7. *Special Platinum Partner Email Campaign* to more than *1,100* FADONA email contacts (DONs, ADONs, etc.)
8. *Karaoke Contest Sponsored by Platinum Partners*

— This support level is available only to **Alliance Council** members.

- **L. Grand Sponsor** — The following benefits are included in this level:
  - i. Annual Alliance Council membership dues: **A \$250 value**
  - ii. One (1) virtual exhibit booth: **A \$1,125 value**
  - iii. **Platinum Partners Premium — \$500**
  - iv. One (1) free, full-page color ad or its equivalent (must use within 18 months) in the award-winning *FADONA Focus* newsletter: **A \$750 value**
  - v. Free company listing with Alliance Council in each issue of *FADONA Focus*. **A \$125 value**
  - vi. One (1) free 1/2-page color ad in the Annual Convention Program: **A \$275 value**
  - ix. Company logo and website link at [www.fadona.org](http://www.fadona.org): **A \$250 value**
  - x. Recognition as the sponsor of one of the educational sessions: **A \$2,000 value**
  - xi. High-profile recognition in print, collateral material, website, onsite signage, mentioned in announcements, etc.
- The total of these benefits adds up to **\$5,025**. As a **Grand Sponsor**, the total is only **\$3,995** — **A \$1,030 savings**
- **M. Classic Sponsor** — This level includes all the benefits in “L” above, except section “x” for educational session sponsor.
- The total of these benefits adds up to **\$3,025**. As a **Classic Sponsor**, the total is only **\$2,495** — **A \$530 savings**

There is a limited number of sponsorship opportunities.

We urge you to act now to reserve your sponsorship by contacting:

**Ian Cordes at the FADONA business office, (561) 689-6321, [icordes@fadona.org](mailto:icordes@fadona.org).**

As the generous sponsor of one of these events, you will receive the following (appropriate to the function):

- Your company name shown as sponsor of the event in the convention program, virtual platform and promotional material.
- Your company name prominently displayed during the event.
- Introduction and recognition at the event, where appropriate.
- “**Sponsor**” banners with your company logo to be scrolling throughout the convention.
- Acknowledgment of your sponsorship included in *FADONA Focus*, the association’s official statewide newsletter, and on our website.

**6. Door Prizes:** Door prizes are especially popular with convention participants and draw big crowds. Door prize giveaways will be held at the end of the Trade Show, when exhibitors are invited to present their door prizes to the lucky winners (participants must be present to win). If you would like to donate a prize, please indicate on the enclosed agreement.

**7. Cancellations:** In order to receive a refund of your exhibit fee, a request must be received in writing before **March 3, 2021** (an administrative fee of \$150 will be deducted from your refund). Cancellations after **March 3** will result in forfeiture of the entire fee.

Continued on the next page



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**FADONA/LTC**  
400 Executive Center Drive, Suite 208  
West Palm Beach, FL 33401  
(561) 689-6321 • [www.fadona.org](http://www.fadona.org)

**Early-Bird  
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**Register to exhibit, reserve a sponsorship, join FADONA,  
and pay online by credit card at [www.fadona.org](http://www.fadona.org).**

**Presented by the Florida Association Directors of Nursing Administration/LTC**

**Continued from the previous page**

**8. Rules and Regulations:**

- a. An exhibitor may not share any part of a booth with another exhibitor or may not resell all or part of a booth.
- b. Each exhibitor must provide attendant(s) to man the exhibit space. We ask the exhibitor to name a representative who will be responsible for the installation and operation of the booth. Please notify the FADONA business office of any replacement of representatives for your exhibit space.
- c. Soliciting in the Trade Show Lobby by representatives of firms that have not purchased a booth is prohibited. FADONA reserves the right to eject from the virtual platform any unauthorized persons soliciting orders, distributing advertisements, or showing their products. The offenders waive any right and/or claims for damages against FADONA arising from the enforcement of this rule.
- d. FADONA reserves the right to accept or reject applications for booth space at the *Virtual 34<sup>th</sup> Annual Trade Show* without recourse from the applicant.
- e. FADONA has the right to restrict, eject, or reassign any exhibitor or its representative(s) as may be required in the best interest of other exhibitors or FADONA, prior to and during the *Virtual 34<sup>th</sup> Annual Trade Show*, without recourse from the restricted exhibitor(s).
- f. FADONA may amend these terms and conditions and documents included herein by reference, and each exhibitor shall be bound thereby. In the event of any amendments or additions to these regulations, written notices will be given by FADONA to such exhibitors as may be affected by them. In addition, FADONA may post or publish notice of such amendments as it may think appropriate or find practical. FADONA may also amend the exhibit schedule without notice.
- g. All matters and questions not covered by the regulations set forth will be decided by the convention chair. Additionally, the decisions of the convention chair must be accepted as final if there are disagreements between FADONA and exhibitors or exhibitors amongst themselves.

**9. General Information & Inquiries:** Contact **Shane Bellotti**, FADONA's Membership Services Manager, with any questions you may have regarding the *Annual Trade Show*, sponsoring events, how to join FADONA as an Alliance Council member, etc. He can be reached at **(561) 689-6321**, or via email at [sbellotti@fadona.org](mailto:sbellotti@fadona.org).