



# EXHIBITOR PROSPECTUS

NOVEMBER 8–11, 2017

WASHINGTON STATE CONVENTION CENTER  
SEATTLE, WA



**REACH**  
2017

# REACH Rehabilitation Nurse Leaders

ARN represents nearly 5,600 nursing rehabilitation specialists nationwide. Our mission is to promote and advance professional rehabilitation nursing practice through education, advocacy, collaboration, and research to enhance the quality of life of those affected by disability and chronic illness.

Join us to show off your cutting-edge discoveries, so our nurses can provide the best care to their patients.

When you exhibit at REACH 2017, you will meet one on one with the leaders, decision makers, and front-line healthcare professionals in rehabilitation.

## Exhibit Opportunities

ARN offers standard 10' x 10' booths that can be ordered as a single space or combined with additional booths to create an even greater presence. The following are provided to all exhibitors:

- standard 7" x 44" identification sign with the exhibitor's name, city, and state (one sign per booth)
- 8' high back wall and 33" divider rails
- exhibit listing in the conference guide, in the mobile app, and on the ARN website
- discounted advertising in the conference guide
- four exhibitor badges per booth.

### Space Assignment

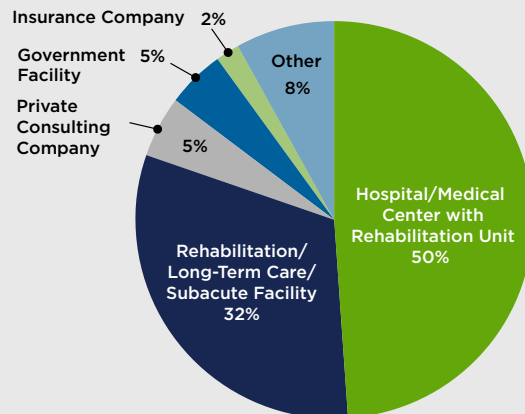
Space will be assigned according to the date on which the contract and deposit are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of exhibitors' products.

### Official Contractor

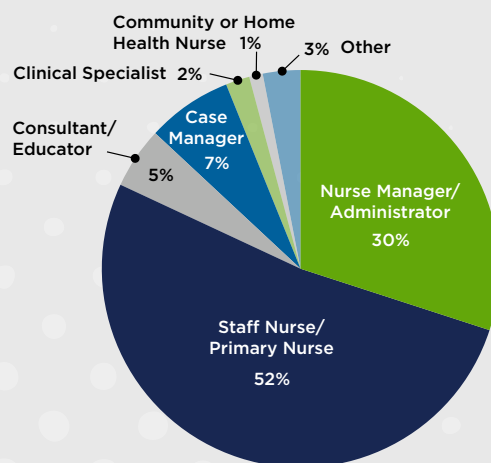
The official contractor will maintain a service desk in the Resource Center at the time of installation and removal of exhibits. Exhibitor information kits will be available online approximately 60-90 days before the conference.

**Reserve your exhibit space today! Visit the exhibit page at [rehabnurse.org](http://rehabnurse.org) to download an exhibit application.**

## ARN Demographics



Current Practice Settings



Current Positions

### Exhibit Fees

- 10' x 10' exhibit space ..... \$1,850
- 10' x 20' exhibit space ..... \$3,600
- Corner booth fee ..... \$100

*IRC participants receive a \$500 discount.*

### Institution Booth Package

Facilities and not-for-profit organizations can purchase a booth package to save money on booth furnishings and conference registration. The booth package includes

- 10' x 10' exhibit space
- one table, two chairs
- one REACH 2017 conference registration.

Institution package ..... \$2,100

## Resource Center Schedule

Exhibits will be located in Hall E at the Washington State Convention Center in Seattle.

### Wednesday, November 8

8 am–4 pm . . . . . Exhibit Setup and Registration

5–7 pm . . . . . Opening Reception in the Resource Center

### Thursday, November 9

7 am–3:30 pm . . . . . Resource Center Open with Exhibits and Posters

7–8:30 am . . . . . Breakfast

11:15 am–1:15 pm . . . . . Lunch for Purchase

2–3:45 pm . . . . . Break

### Friday, November 10

7–11 am . . . . . Resource Center Open with Exhibits and Posters

7–8 am . . . . . Breakfast

10:30–11 am . . . . . Break

11 am–3 pm . . . . . Exhibit Teardown

Exhibits must be dismantled and removed by 3 pm. Hours are subject to change. Although the Resource Center will remain open, exhibitors are not required to staff their booths outside of the meals and breaks published above.

Companies interested in exhibiting should contact Chris Schroll, Senior Manager, ARN Professional Relations & Development, at [cschroll@connect2amc.com](mailto:cschroll@connect2amc.com) or 847.375.3661.

## Housing Information

A block of rooms is being held for REACH 2017 through October 14, 2017, at

Sheraton Seattle Hotel  
1400 Sixth Avenue  
Seattle, WA 98101

The special rate is \$219 (single/double).

For reservations, call 206.621.9000.

## Marketing Opportunities

### Enhance your visibility and drive attendees to your booth at REACH 2017.

Make this your most successful conference by inviting REACH attendees to your booth through use of a room drop, a conference guide advertisement, or a promotional mailing to preregistered attendees—or all three.

### Room Drop

Your promotional piece is delivered to all attendees staying at the host hotel.

- Direct REACH to attendees
- Increase traffic to your booth
- Promote your company's presence at the conference

The fee to participate is \$3,000.

*A minimum of three participants are required. Room drops will not be available if there are not enough participants. If room drops are cancelled due to low participation, a full refund will be issued.*

### Conference Guide Advertising

This valuable publication is viewed by attendees every day during the conference.

Deadline for space reservations:  
August 15, 2017

Materials deadline: September 15, 2017

*Dates are subject to change.*

### Attendee Mailing List

A list of preregistered attendees is available to all exhibitors for purchase. The mailing list (for one-time use only) allows the exhibitor to send a promotional piece or mailer to preregistered attendees in advance of the conference.

The fee for an attendee mailing list is \$500. The list of preregistered attendees will be distributed approximately 1 month before the conference.

### Obtain a Wider REACH

ARN Membership List . . . . . \$1,200  
(approximate REACH is 5,500)

Certified Rehabilitation . . . . . \$2,800  
Registered Nurse (CRRN<sup>®</sup>) List  
(approximate REACH is 13,300)

ARN has many additional opportunities for exhibitors and sponsors. Contact Chris Schroll at [cschroll@connect2amc.com](mailto:cschroll@connect2amc.com) or 847.375.3661 for more information.

## REACH Leaders in Rehabilitation Nursing

### Product Theater

The ARN Product Theater provides an excellent opportunity to present information to a large group of REACH 2017 attendees at one time. For optimal scheduling, reserve your session early.

The Product Theater is available for up to three exhibitors to showcase company products, services, or programs in 30-minute segments in a designated area in the Resource Center. The fee includes a podium, microphone, screen, LCD projector, and theater-style seating for 50 attendees.

#### Product Theater Fee

|                                |         |
|--------------------------------|---------|
| IRC participant rate . . . . . | \$4,500 |
| Standard rate . . . . .        | \$5,000 |



## Important Dates and Deadlines for Exhibitors

### Upon Booth Application

|                    |   |
|--------------------|---|
| December 2, 2016   | Deadline to be included in the initial space draw. Submit your contract with a 50% deposit to ensure premium booth placement.                 |
| July 5, 2017       | Company description for the ARN website and conference guide due<br>Commitment for support opportunities (to be included in the brochure) due |
| August 1, 2017     | Full payment for exhibit space due  |
| August 15, 2017    | Full payment for advertising space reservation due  |
| September 15, 2017 | Room drop and conference guide advertising materials due<br>(All materials must be preapproved.)  |
| October 14, 2017   | Housing reservations due<br>Exhibitor registration must be complete for badge details.  |