

2010 National Conference Exhibitor Prospectus

Register online at: www.nadona.org



NADONALTC

NATIONAL ASSOCIATION DIRECTORS OF NURSING ADMINISTRATION/LONG TERM CARE

June 12-16, 2010
Hyatt Regency Atlanta
Atlanta, GA

Why Support NADONA/LTC and the National Conference?

Supporting the National Association Directors of Nursing Administration in Long Term Care (NADONA/LTC) provides your company with the opportunity to interact with key decision-makers involved with the day-to-day care of residents and patients in the long-term care continuum. NADONA/LTC has been the leading advocate and educational organization for DONs, ADONs and RNs in long-term care since 1986. With 30 state chapters, it continues to be the largest organization representing nurses working in long-term care settings such as assisted living, skilled nursing, mental retardation and developmentally disabled.

Some of the largest nursing home chains in the United States are corporate members of NADONA/LTC, including Atria, Fundamental, Kindred, LifeCare, HCR ManorCare and Merrill Gardens. Supporting NADONA/LTC provides an opportunity to interact with nurses within these and many other organizations. With agenda items including sessions on the MDS 3.0, the Quality Indicator Survey and Recovery Cost Audit, NADONA/LTC expects great attendance at this National Conference!

Goals of the 2010 NADONA/LTC National Conference

- Establish a forum in which nurses can exchange their knowledge and experience with colleagues to improve management of patients within the long-term care continuum
- Identify new and innovative methods to meet the increasing clinical needs of patients requiring long-term care
- Update members on current methods to enhance the management of healthcare providers, healthcare professionals and support staff that work within the long-term care continuum
- Define and provide recommendations and guidance on meeting current and future regulatory and legal challenges of caring for patients within the long-term care continuum

Benefits of Sponsorship

Corporate exhibitors and sponsors are essential to the success of the National Conference. We hope that your company can participate in and support the 2010 meeting. There are many benefits for providing sponsorship support at the 2010 National Conference:

- Build corporate and brand name recognition among key healthcare decision-makers
- Meet and interact with these key decision-makers
- Learn alongside decision-makers and providers on key healthcare issues
- Identify key issues and opportunities for your company and/or brands among long-term care nurses
- Right of first refusal for your exhibit or sponsorship at the 2011 National Conference

All exhibitors will participate in a program that increases booth traffic and interaction with meeting attendees! This program was implemented at the 2009 National Conference and resulted in an estimated 50% increase in booth traffic!

More information on this program will be sent to you in upcoming e-blasts!

NADONA/LTC offers a wide array of services to its members, including educational materials; conferences; scholarships; Director of Nursing, Licensed Practical Nurse and Assisted Living certification programs; a mentoring program; and a quarterly journal, *The Director*. Through its publications and programs, NADONA/LTC reaches approximately 20,000 nurses who are employed in long-term care.



2010 NATIONAL CONFERENCE TENTATIVE SCHEDULE OF EVENTS

Saturday, June 12, 2010

- 7:30 AM Registration opens
- 9:00 AM - 11:45 AM Board Meeting
- 8:30 AM - 12:00 PM Boot Camp for the Nurse Manager
- 8:30 AM - 12:00 PM "Train the Trainer" Clinical Practice Guidelines for Diabetes Training Session
- 12:00 PM - 1:00 PM Boot Camp and Train the Trainer Lunch (optional)
- 12:00 PM - 5:00 PM State Presidents Roundtable
- 1:00 PM - 4:00 PM Boot Camp for the Nurse Manager (Part 2)
- 1:00 PM - 4:00 PM "Train the Trainer" Clinical Practice Guidelines for Diabetes Training Session (Part 2)
- 6:30 PM - 9:30 PM NADONA Board/State Presidents Dinner

Sunday, June 13, 2010

- 7:00 AM Registration Opens
- 7:00 AM - 8:30 AM Industry Sponsored Educational Session with Breakfast
- 9:00 AM - 11:00 AM Opening Ceremonies
How to Stay Energized in a Changing World
Greg Risberg, CSP, MSW
Elmhurst, IL
- 11:15 AM - 3:15 PM NADONA Certification Review (Limited Seating)
- 11:15 AM - 1:00 PM RAC Audit
- 11:15 AM - 1:00 PM Understanding and Developing the Tools Needed for Admitting AIDS/HIV Residents
- 1:15 PM - 2:15 PM Product Workshops Lunch
- 2:30 PM - 4:15 PM *Renewed Proactive Role in LTC- F Tag 441*
Nimalie Stone, MD
Medical Epidemiologist for Long Term Care
Prevention and Response Branch
Division of Healthcare Quality Promotion
Centers for Disease Control and Prevention
- 4:30 PM - 6:00 PM *Mama's Not Right...Behavior Management in the Elderly*
- 4:30 PM - 6:00 PM *How to Age in Place in Assisted Living*
- 6:15 PM - 8:00 PM Industry Sponsored Educational Session with Dinner

Monday, June 14, 2010

- 7:00 AM Registration Opens
- 8:30 AM - 9:30 AM Product Workshop Breakfasts
- 9:45 AM - 11:15 AM *Stabotage! Dealing With Pit Bulls, Skunks, Scorpions, and Slugs in the Workplace*
Dr. Judith Briles
Aurora, CO

Monday, June 14, 2010 (cont.)

- 11:30 AM - 3:30 PM Exhibits and Lunch
- 3:45 PM - 5:45 PM *How to Meet CMS' Federal Requirements While Maintaining a Home-like Atmosphere*
- 3:45 PM - 5:45 PM *Electronic Charting: Successful Implementation From Start to Finish*
- 6:00 PM - 7:30 PM Industry Sponsored Symposium
- 7:30 PM - 9:00 PM Social Time/Networking

Tuesday, June 15, 2010

- 7:00 AM Registration Opens
- 8:00 AM - 9:00 AM Product Workshop Breakfasts
- 9:15 AM - 10:45 AM *Take Care, Take Charge, Take Off*
John Newton
Chicago, IL
- 11:00 AM - 2:30 PM Exhibits and Lunch
- 2:45 PM - 6:00 PM *Transitioning from MDS 2.0 to 3.0: From Beginning to End*
- 2:45 PM - 4:00 PM *Strategies for Pain Management Education Related to F-309*
- 4:15 PM - 5:45 PM *Infection Control: Meeting the New CMS Requirements*
- 7:30 PM - 10:00 PM Awards Banquet and Ceremony

Wednesday, June 16, 2010

- 7:15 AM - 8:45 AM Industry Sponsored Educational Session with Breakfast
- 9:00 AM - 10:30 AM *RAI Changes With Relationship to the MDS 3.0*
- 9:00 AM - 10:30 AM *Safe Patient/Resident Handling and Movement: Making a Difference*
- 10:40 AM - 12:15 PM *RAI Changes With Relationship to the MDS 3.0 Part 2*
- 10:40 AM - 12:15 PM *Brain Fitness in the AL Environment*
- 12:30 PM - 2:00 PM Industry Sponsored Educational Session with Lunch
- 2:15 PM - 4:00 PM *New Documentation Requirements Resulting From the 3.0: From Nursing to Ancillary Services*
- 2:15 PM - 4:00 PM *Dehydration in the LTC Setting: Avoiding a Sentinel Event*
- 4:00 PM Close of Conference

Exhibit Dates

Monday, June 14, 2010

11:30 am - 3:30 pm
Lunch will be served in the exhibit hall

Tuesday, June 15, 2010

11:00 am - 2:30 pm
Lunch will be served in the exhibit hall

Important Dates

Friday, February 5, 2010

Exhibit packets will be sent

Wednesday, May 5, 2010

NADONA/LTC room block cut-off day

Sunday, June 13, 2010

Exhibitor move-in 12:00 pm

Tuesday, June 15, 2010

Exhibitor move-out 3:00 - 8:00 pm

Benefits of Sponsorship

All exhibitors will participate in a program that increases booth traffic and interaction with attendees! This program was implemented at the 2009 National Conference and resulted in an estimated 50% increase in booth traffic!

Exhibitor Registration Packages

Premium Booth Details

Platinum 8 x 10 \$9,000

- Full-page, 4-color ad in the Conference Issue of *The Director* magazine
- Full-page, 4-color ad in the Conference Program Guide
- 1 year NADONA/LTC Benefactor Membership, one ticket to the Annual Awards Banquet
- One scanner for lead retrieval

Gold 8 x 10 \$8,250

- Full-page, black & white ad in the Conference Issue of *The Director* magazine
- Full-page, black & white ad in the Conference Program Guide
- 1-year NADONA/LTC Benefactor Membership; one ticket to the Annual Awards Banquet
- One scanner for lead retrieval

Silver 8 x 10 \$6,000

- Half-page, 4-color ad in the Conference Issue of *The Director* magazine
- Half-page, 4-color ad in the Conference Program Guide
- 1 year NADONA/LTC Benefactor Membership; one ticket to the Annual Awards Banquet
- One scanner for lead retrieval

Hotel Information

Hyatt Regency Atlanta
265 Peachtree St. Northeast
Atlanta, Georgia 30303
404-577-1234
www.atlantaregency.hyatt.com

Please call Hyatt Regency Atlanta Reservations Department directly at 404-577-1234 or 800-233-1234 to facilitate your hotel room reservations. Please identify yourself as an attendee of the National Association Directors of Nursing National Conference (NADONA/LTC). Please visit www.nadona.org to confirm your hotel accommodations. The hotel link can be found on the Hotel tab of the National Conference Event page.

NADONA/LTC has a room block for the evenings of Friday, June 11 through Thursday, June 16, 2010. The contracted room rate for these nights is \$169 (single/double occupancy) per night plus tax and applicable charges. Please contact MatureHealth Communications at 877-764-7267 if you have any questions.

The NADONA/LTC room block cut-off date is Friday, May 5, 2010. After May 5, the group rate expires and rates may be higher. If guest rooms are requested after this date, reservations can still be made, but at the prevailing rate. Only non-smoking rooms have been requested. Depending on availability, rooms are not guaranteed.

You may cancel your reservation up to 48 hours prior to your arrival. Any cancellations after that time or no-shows will result in a cancellation fee of one night's room rate plus tax.

Promotional Events/Meal Functions Available for Support

Saturday, June 12

DON Boot Camps Breakfast and Lunch	\$10,000
Board Meeting Lunch	\$5,000
Presidents Roundtable Dinner	\$5,000

Sunday, June 13

Opening Ceremony/Keynote Speaker (Breakfast)	\$20,000
Product Workshop Lunches	\$15,000

This includes all costs except speaker travel, honorarium and hand-outs. Up to 3 workshops will take place concurrently. Seating will be for 100 nurses at each.

Monday, June 14

Product Workshop Breakfasts	\$10,000
-----------------------------------	----------

This includes all costs except speaker travel, honorarium and hand-outs. Up to 3 workshops will take place concurrently. Seating will be for 100 nurses at each.

Exhibit Hall Lunch	\$30,000
Breakout Sessions Coffee Break	\$10,000

Logo will appear with signs during coffee break.

Monday, June 14 (cont.)

Networking Reception	\$5,000
----------------------------	---------

This includes a sanctioned time slot, room and pre-registrant list. Food and beverage is the responsibility of the sponsor.

Tuesday, June 15

Product Workshop Breakfasts	\$10,000
-----------------------------------	----------

This includes all costs except speaker travel, honorarium and hand-outs. Up to 3 workshops will take place concurrently. Seating will be for 100 nurses at each.

Exhibit Hall Lunch	\$30,000
Awards Banquet and Ceremony	\$30,000

Wednesday, June 16

Closing Reception Lunch	\$10,000
Breakout Sessions Coffee Morning Break	\$10,000

The Exhibitor Registration can now be completed online at www.nadona.org. All booth personnel will need to be registered online.

If you have any questions regarding sponsorship you may call MatureHealth Communications toll-free at

1-877-764-7267 or fax your completed sponsorship agreements to 908-709-0060.

MARKETING OPPORTUNITIES

Following is a list of the many opportunities to market your company or brand to the attendees. Don't miss these unique ways to highlight your company or brand to this decision-making audience. Sponsoring companies will receive a complimentary Registration Packet insert (a \$1,500 value) and recognition in the Conference Program Guide.

Exhibition Passport\$1,000 per spot

Limited to 25 companies. Attendees must visit your exhibit booth to be eligible for drawings.

Conference Tote Bag Insert\$1,500

Ensure your company's message is brought to attendees' attention by having NADONA/LTC insert your flyer or brochure into every Conference tote bag.

Room Drop\$3,500

Have your product literature delivered right to all Conference participants' rooms.

Conference Nametag\$4,000

Sponsor company name will be printed prominently on the nametag. It is estimated that 800 nametags will be produced and distributed.

Luggage Tag\$5,000

NADONA/LTC luggage tags will be distributed to all 2010 Conference participants in their registration tote bag. The sponsor company logo and information will be included on one side of the tag.

Conference Pen\$5,000

Your customized conference pen will be given to each attendee at the registration desk. These pens will also be placed at all NADONA/LTC registration counters for completing forms.

Conference Lanyard\$5,000

Sponsor company name will be printed on the lanyard that holds the Conference nametag. It is estimated that 800 lanyards will be produced and distributed.

Refreshment Station ...\$5,000 each, 7 for \$30,000

Sponsor a refreshment station and you will be given the prime opportunity to place your product literature on the tables in the refreshment area with a sign saying "sponsored by." Take advantage of the only opportunity to distribute your literature outside of your booth in the exhibit hall. We will also provide signage next to the refreshment station.

Convention Tablet\$7,500

NADONA/LTC will produce and provide customized note pads for all Conference attendees. NADONA/LTC will include a tablet in each Conference tote bag.

Badge Holder\$7,500

These will be worn by both attendees and exhibitors. Everyone who attends the show must wear a badge. What better way to make a bold statement to all NADONA/LTC attendees.

Reusable Water Bottle\$7,500

Light refreshment breaks will be provided throughout the meeting. The attendees will appreciate the reusable plastic water bottle for all NADONA/LTC attendees. The sponsor company logo and information will be included on the water bottle.

Hotel Key\$8,000

Attendees will be checking into the Hyatt Regency for the conference. Impress attendees each time they enter their hotel room by imprinting hotel keys with your company's logo, or your company's special event or booth number.

Conference Syllabus on CD-ROM\$8,000

The CD-ROM has the PowerPoint™ slides for all programs presented at the Conference. All attendees will receive a CD-ROM and can refer to it when they return to their facilities and to educate those staff members who could not attend the Conference. A link to your company site can be included on the drive. The sponsor will have exclusive rights to advertising on the CD-ROM.

NADONA/LTC Cyber Kiosk\$10,000

Attendees will circulate through 4 computer kiosks to check e-mail and browse the web. These stations will allow attendees to stay in touch with their facilities while they are away. The sponsor will have signage acknowledging support over each station, as well as its logo on the screen saver and wallpaper. Sponsor can also provide mouse pads, pens and pads for the kiosks.

Official Conference Tote Bag\$10,000

Feature your company on the official 2010 Conference tote. This is the main bag that is handed out to every attendee that contains all conference educational materials. Even after the event, the conference tote bags imprinted with your company logo will be carried back to their facilities to be seen by other healthcare professionals.

Trade Show Map\$11,000

Constant exposure to attendees both on-site and off—the map will feature the agenda, map of the trade show exhibit floor, exhibitors list and a map of Atlanta with restaurants and attractions. The sponsor company logo and information will be included on the map.

The Exhibitor Registration can now be completed online at www.nadona.org. All booth personnel will need to be registered online. If you are interested in or have any questions regarding sponsorship call MatureHealth Communications toll-free at 1-877-764-7267

BOOTH SPACE APPLICATION

The Exhibitor Registration can now be completed online at www.nadona.org. All booth personnel will need to be registered online.

Company Name (Please type or print name as it should appear on sign, program and badges)

Company Contact First Name Last Name

Company Mailing Address (This is the address to which all correspondence will be sent)

City State ZIP

Phone/Ext. E-mail

On-Site Contact First Name Last Name

Phone/Ext. E-mail

Alternate On-Site Contact First Name Last Name

Phone/Ext. E-mail

Booth #(s) requested 1. _____ 2. _____ 3. _____ Booth Conflicts: _____

Booth Types and Pricing

- PLATINUM 8 x 10** **\$9,000.00**
Full-page, 4-color ad in the Conference Issue of *The Director* magazine; full-page, 4-color ad in the Conference Program Guide; 1 year NADONA/LTC Benefactor Membership; one ticket to the Annual Awards Banquet; one scanner for lead retrieval
 - GOLD 8 x 10** **\$8,250.00**
Full-page, black & white ad in the Conference Issue of *The Director* magazine; full-page, black & white ad in the Conference Program Guide; 1-year NADONA/LTC Benefactor Membership; one ticket to the Annual Awards Banquet; one scanner for lead retrieval
 - SILVER 8 x 10** **\$6,000.00**
Half-page, 4-color ad in the Conference Issue of *The Director* magazine; half-page, 4-color ad in the Conference Program Guide; 1 year NADONA/LTC Benefactor Membership; one ticket to the Annual Awards Banquet; one scanner for lead retrieval
 - 8 x 10 Aisle** **\$3,000.00**
This includes 2 exhibitor passes; one scanner for lead retrieval
 - 8 x 10 Corner** **\$3,400.00**
This includes 2 exhibitor passes; one scanner for lead retrieval
 - 20 x 20 Island** **\$8,150.00**
This includes 5 exhibitor passes; two scanners for lead retrieval
 - 20 x 40 Island** **\$12,000.00**
This includes 8 exhibitor passes; two scanners for lead retrieval
- Additional Booth Attendees** \$ _____ \$250/ea.
(please contact MatureHealth Communications with booth attendees)
- Awards Banquet Ticket(s)** \$ _____ \$100/ea. Qty. _____
- One-Day Pass** \$ _____ \$250/ea. Qty. _____
- TOTAL \$ _____

Payment Method (Please print clearly)

- Check Enclosed Visa MasterCard American Express

Card #: _____ Expiration Date: ____/____

Signature: _____ Security ID: _____ (3-digit code on back of MC, VISA; 4-digit code on front of AMEX)

Mail: Make check or money order payable to: NADONA/LTC, Reed Hartman Tower, 11353 Reed Hartman Highway, Suite 210, Cincinnati, Ohio 45241.

Toll-free registration with Visa/MasterCard/American Express: 1-800-222-0539 or fax application to 513-791-3699.

Apply for membership on our website with Visa/MasterCard/American Express: www.nadona.org.

NADONA/LTC reserves the right to accept or deny application.

Have questions? Call MatureHealth Communications toll-free at 1-877-764-7267 or e-mail us at info@maturehealth.com

Please see Exhibit Rules on back page for rules and restrictions. Fax Completed Form To NADONA/LTC at 513-791-3699

FLOORPLAN



NATIONAL ASSOCIATION DIRECTORS OF NURSING ADMINISTRATION IN LONG TERM CARE

JUNE 12-16, 2010
 HYATT REGENCY ATLANTA
 EXHIBITION LEVEL
 ATLANTA, GEORGIA



PRODUCT WORKSHOP APPLICATION

Promote your products and services to nursing key decision-makers. These are not continuing education accredited. NADONA/LTC provides everything except the speaker, logistics, honorarium and handouts. Seating will be up to 100 nurses.

To increase audience generation, no other CE programming or meal functions will be provided during this time slot. Up to three workshops will take place concurrently. These sessions will also be promoted with e-blast announcements prior to the meeting, promotion in the Conference Program Guide and announcements on-site during the meeting.

Name of Sponsor/Company

Contact: Name

Title

Street Address

City

State

ZIP

Phone

Fax

E-mail

Signature

Date

Product Workshop Cost — \$10,000-\$15,000

Date/Meal Interested in (Please provide a first and second choice):

Sunday, June 13 Lunch \$15,000 Monday, June 14 Breakfast \$10,000 Tuesday, June 15 Breakfast \$10,000
 1st 2nd 1st 2nd 1st 2nd

MatureHealth Communications will contact you to discuss your arrangements.

NADONA/LTC reserves the right to accept or deny application.

Question? Call MatureHealth Communications toll-free at 1-877-764-7267 or e-mail us at info@maturehealth.com

Please Fax Completed Form To: MatureHealth Communications at 908-709-0060

ADVISORY BOARD PANEL APPLICATION

Ask questions and get answers from the clinical leaders in long-term care. The director of nursing is the key decision-maker for products and services within his or her facility.

Company

Requestor Name

Street Address

City

State

ZIP

Phone

Fax

E-mail

Signature

Date

Advisory Panel Cost — \$5,000 *This includes the cost of meeting room space and pre-registration list.*

MatureHealth Communications will contact you to discuss your arrangements

NADONA/LTC reserves the right to accept or deny application.

Question? Call MatureHealth Communications toll-free at 1-877-764-7267 or e-mail us at info@maturehealth.com

Please Fax Completed Form To: MatureHealth Communications at 908-709-0060

CONTINUING EDUCATION PROGRAM OPPORTUNITIES

The National Association Directors of Nursing Administration/LTC (NADONA/LTC) is committed to providing nursing CE activities that promote improvements and quality in healthcare and are independent of the control of commercial interests. As part of this commitment, NADONA/LTC has outlined in this written agreement the terms, conditions and purpose of commercial support for its nursing CE activities. Commercial support is defined as financial or in-kind contributions given by a commercial interest, which is used to pay all or part of the costs of a nursing CE activity.

The following information is intended to assist companies in their decision to provide an educational program (symposium) at the 2010 National Conference. Program must be proposed and accepted at least three (3) months prior to conference. All topics must be approved by NADONA/LTC prior to acceptance. Breakfast, lunch and dinner programs/symposia are available at the conference. The prices on these will vary depending upon the meal function.

Commercial support to NADONA will provide:

- Designated symposia meal
- Highlighter in *The Director*
- Recognition in the conference program
- Contact hours for RNs and NHAs
- Symposia room
- Signage (1) 22 x 28 outside room
- Free Registration Packet insert
- Presentation on website for printing
- Program/speaker evaluations
- Honorarium for speakers
- Handouts
- Speaker expenses

Terms, Conditions and Purpose

Independence:

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interests of the commercial interests.

2. The accredited provider is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the nursing CE, selection of education methods and the evaluation of the activity.

Appropriate use of commercial support:

1. The accredited provider will make all decisions regarding the disposition and disbursement of the funds from the commercial interest.

2. The commercial interest will not require the accredited provider to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.

For more information on the process to support a continuing education program at the 2010 National Conference, please call MatureHealth Communications at 1-877-764-7267.

Special advertising rates are available in the National Conference Program Guide for those advertisers in *The Director*!

NADONA is currently offering an incentive to advertise your company, product or service in the Spring 2010 issue of *The Director*. Companies that purchase advertising in the Spring 2010 issue of *The Director* will also receive a complimentary comparable ad in the National Convention Program Guide! Those companies that purchase advertising for all 4 issues of *The Director* will receive a premium location in the Conference Program Guide.

The Director is the official publication of NADONA/LTC and is mailed to over 20,000 directors and managers of nursing, nursing vice presidents, advanced practice nurses and other nursing professionals that are key decision-makers within their facilities.

For any brand or service that is focusing in long-term care, the DON and nursing staff are key decision-makers or influencers for product and service selection—they should be a key target! In addition, the DON has a broad range of responsibilities, including primary contact with family and caregivers, personnel and staffing, staff development, infection control, in-service coordination, corporate compliance and MDS coordination.

A focus in long-term care should include the DON!

To find out more about this opportunity, contact Layne Oliff at MatureHealth Communications, 908-709-8080 or layneo@maturehealth.com.



THANK YOU TO ALL OF OUR PAST NATIONAL CONFERENCE EXHIBITORS

AANAC
 Abbott Diabetes Care
 Abbott Nutrition
 Accu-Med Services
 ACHCA
 Achieve Healthcare Technologies
 Adherence Technologies
 ADL Data Systems Inc.
 Advance Newsmagazines
 Advanced Wireless Communications
 Advance
 Answers On Demand
 AIS
 Alimed, Inc.
 Alpharma Pharmaceuticals
 American Data
 American Databank
 American Health Care Association
 American Healthtech
 Amgen
 Anatomical Concepts Inc.
 Answers On Demand
 AOD Software
 Apollo Corporation
 ARJO, Inc./Diligent Services
 ARKRAY USA (Formerly Hypoguard)
 Artromick International, Inc.
 Assisted Living Consult
 AstraZeneca Pharmaceuticals
 ATMOS Inc.
 Atria Senior Living Group
 Attends Healthcare Products
 (formerly PaperPak)
 Ausmed Publications
 Bed-Check Corporation
 Bertec Corp
 Beverly Healthcare
 Biocodex, Inc.
 Bio Tech Pharmacal, Inc.
 Bionix Medical Technologies
 Blue Sky Medical
 Bodyline Products Int'l – Body Vac Division
 Boehringer Ingelheim Pharmaceuticals, Inc.
 Briggs Corporation
 Bristol Myers Squibb &
 Otsuka Pharmaceutical America
 Broda Seating
 Brookdale Senior Living
 Business Voice
 Calmoseptine Inc.
 Caltech Industries, Inc.
 CareTracker By Resource Systems
 Care One
 Care-Tech Laboratories
 Celeration
 Centers for Disease Control & Prevention
 Central Solutions
 Chesapeake Service
 Chestnut Ridge Foam, Inc.
 Clinical Access
 Clinical Resources LLC
 Cloonan Corporation
 Coloplast
 Convatec, Inc.
 Count Me In
 Covidien (formerly Tyco Healthcare/Kendall)
 Craig Richard Promotional Products Inc.
 Crest Health Care
 Cubist Pharmaceuticals
 David B. Storm & Associates
 Degussa (Clini Shield Brand)
 Derby Inc.
 Derma Sciences, Inc.
 Dermasaver (Hip Saver)
 Dey L.P.
 Diagnostic Devices, Inc.
 Direct Supply
 Disposables Delivered
 DM Systems
 Donovan Industries

DQE, Inc.
 Duke University School of Nursing
 ECPN
 EduTracker
 eHealth Data
 Eisai, Inc.
 Eli Lilly and Company
 Encore Healthcare, LLC
 Endo Pharmaceuticals
 Equip for Quality
 Erickson Retirement Communities
 Ergosafe Products
 Esprit Pharma, Inc.
 Evercare
 Extendicare Health Services
 EZ Way, Inc.
 First Quality Products
 Five Star Quality Care, Inc.
 Forest Pharmaceuticals, Inc.
 Functional Pathways
 Fundamental Clinical Consulting
 Gaymar Industries
 Genesis HealthCare
 Gentell
 GlaxoSmithKline
 GlobeMed Resources
 GOJO Industries, Inc.
 Golden Living
 Graham-Field Inc.
 Gulf South Medical
 Hallmark Rehabilitation
 Hamilton Consulting
 Harborside Healthcare
 Hartmann-Conco Inc.
 HCPro Inc.
 HCR ManorCare
 HDIS (Home Delivery
 Incontinent Supplies)
 Health Care Logistics
 HealthMEDX, Inc.
 Healthpoint, Ltd.
 Henry Schein Extended Care
 Hill Rom
 HMP Communications, LLC
 Home Free System
 Home Quality Management
 Homefree Inc.
 HS Pharmaceuticals
 Huntleigh Healthcare
 Hypoguard
 Infosys Inc.
 Innovative Senior Care
 Innovatix LLC
 Intensive Therapeutics
 Invacare Continuing Care Group
 INVIRO Medical Devices, Inc.
 Ivivi Technologies
 Janssen Pharmaceutica Inc.
 Jax Ltd, Inc.
 Joerns HealthCare Inc.
 Johnson & Johnson Health
 Care Companies
 Johnson & Johnson LTC Group
 KCI
 Kindred Healthcare
 Kindred Pharmacy Services
 KPS Pharmacy
 Kunde Healthcare Services Inc.
 Kwalu
 Lantiseptic Division Summit Industries Inc.
 Last Impressions
 LeaderStat
 Learning Harbor, Inc.
 Life Care Centers of America
 Life Scan
 Life Systems
 Lifescan
 Liko Inc.
 Lilly USA, LLC
 Links Medical Products

Lippincott Williams & Wilkins
 Longport, Inc.
 LTC Solutions Inc.
 Mangar USA
 Manrex Limited
 Mason Medical Products
 MasterCare Patient Equipment, Inc.
 Max Well Medical
 MCHHealthcare Products Inc.
 McKnights Long-Term Care News
 MDI Achieve
 Medastat USA
 Medicare Lifts
 Medicare Products
 Medela Medical Technology
 Medical Nutrition USA, Inc.
 Medical Staffing Network Inc.
 Medline
 Med-Mizer
 Med-Pass Inc.
 Merck & Co, Inc.
 Micra Partners
 Millennium Pharmacy Systems, Inc.
 MMI Med Carts
 MMS – A Medical Supply Co.
 Mobilex USA
 Molift, Inc.
 Molnlycke Healthcare
 Momentum Healthware
 Momentum Health Information System
 Mosby Saunders – Elsevier Inc
 MRI Healthcare
 MTS – Medication Technologies
 My Ziva
 National Alliance of Wound Care
 National Board for Certification of
 Hospice & Palliative Nurses
 National Gerontological Nursing Association
 National Multiple Sclerosis Society
 NOA Medical Industries
 Norfolk Medical
 Novartis Medical Nutrition
 Novartis Nutrition
 Novartis Pharmaceuticals Corp.
 Novo Nordisk Inc.
 Nurse Assist
 Nursing Homes Magazine
 NuStep Inc.
 OmegaCare
 Omnicare, Inc.
 OPUS Medication Systems
 Organon Pharmaceuticals
 ORTEC
 Ortho Urology
 Ortho-Biotech
 Ortho-McNeil Pharmaceutical Inc.
 Owen Mumford Inc.
 P&G Pharmaceuticals
 Par Pharmaceutical
 Pathway Health Services
 PDI – Professional Disposables
 International
 Penner Manufacturing
 Peoplefirst Rehabilitation
 Personal Safety Corp
 Pfizer
 PharMerica
 Phillips Environmental Products
 Plum Enterprises, Inc.
 PointClickCare
 Posey
 Prentice Hall
 Principle Business Enterprises
 Professional Disposables Int'l (PDI)
 Pulmonetic Systems
 QCE Labs
 Quiet Heart Music
 RCM Health Care Services
 Reachout Healthcare America
 RecoverCare

Repro-Med Systems, Inc.
 Resource Systems
 RES-Q Healthcare Systems
 RF Technologies
 Roche
 Roche Diagnostics Corp.
 Ross Products Division –
 Abbott Laboratories
 Rue Education
 RUG Tools
 Sage Products Inc.
 Salix Pharmaceuticals, Inc.
 Sammons Preston Rolyan
 sanofi-aventis
 Sava Senior Care
 SCA Personal Care/TENA
 Schering Plough Consumer Healthcare
 Products
 Secure Care Products, Inc.
 SeniorMed, A Walgreens Company
 Senior Technologies Inc.
 Sepracor
 Shoes For Crews, LLC
 Shure-Step.com
 Signature HealthCARE
 Silvercare Solutions
 Simple LTC, Inc.
 Skil-Care Corp
 Smith & Nephew
 SMT Health Systems
 Social Security Administration
 Software Engineering Inc.
 Specialized Wound Management
 Stanley – Senior Technologies
 Sten + Barr Medical
 Storm Showers
 Sucampo Pharmaceuticals, Inc.
 Summit Industries, Inc.
 SunBridge Healthcare
 SunDance Rehabilitation Corp.
 Sunrise Medical
 Suntech Medical, Inc.
 SureHands Life & Care Systems
 T.H.E. Medical
 Takeda Pharmaceuticals North
 America, Inc.
 TAP Pharmaceuticals, Inc.
 Tektone Sound & Signal
 Telemedicine Solutions UC
 TFH USA
 The College Network, Inc.
 The Dignity Shield
 The Gideons International
 The Haskell Company
 The Roho Group
 The SSI Group, Inc.
 ThermoTek Inc.
 Trans Health
 UCB
 Universal Medical Products
 Upstairs Solutions
 Uroval Inc.
 Vancare
 Vigilant
 VIP International
 VistaPharm
 VitalCare Group
 VITAS Innovative Hospice Care
 Vocollect Healthcare Systems
 Watson Pharmaceuticals
 Waverly Glen Systems
 Wheelchair Getaways
 Whisperglide Swing Company
 Whitestone
 WOCN
 Wound Care Education Institute
 Wyeth Pharmaceuticals

EXHIBITOR RULES / REGULATIONS

The following rules and regulations are not intended to restrict exhibitors, but to provide an environment where all exhibitors can operate efficiently without undue interference from other exhibitors.

- Customers shall be contacted and all business activities of the exhibitor shall be conducted within the allotted exhibit area.
- Exhibit modules, stands, tripods, and all other exhibit materials will be in good repair so as not to detract from the general aesthetics of the center.
- Prior permission to move about the hall to promote the exhibitor's company (for example, using a mime passing out balloons, utilizing an artist, etc.) must be obtained from NADONA/LTC or MatureHealth Communications at least 30 days prior to the conference. If you're unsure whether or not your promotional idea will conflict with others, call MatureHealth Communications at 1-877-764-7267.
- Booth construction will be limited to eight feet in height. Exceptions to this will be made by MatureHealth Communications if the exhibitor's plans indicate that additional height will not interfere with an approach to other booths. Side dividers will be 36 inches in height and, in general, higher booth construction along the sides should not extend more than three feet from the back.
- All construction must conform to the local fire code. Table drapes, back wall drapes, textile or paper displays and decorations must be flame-proofed. All materials and displays are subject to inspection by the Fire Marshal.
- There will be no smoking in the exhibit hall.
- No excessive noise, loud audio or mechanical equipment will be permitted. The decision of NADONA/LTC or MatureHealth Communications is final in determining what noise level is excessive.
- Individuals, manufacturers, dealers of firms conducting business or attempting to solicit in the exhibit area, hotel property or immediate vicinity without having secured signed permission from NADONA/LTC or MatureHealth Communications will be expelled from the conference.
- Subletting or sharing an exhibit will not be permitted.
- All cylinders containing oxygen, compressed air or other gases must be secured by strap, chain, stand or cart to prevent tip-over.
- Exhibitors desiring to use the services of contractors other than the official service contractor designated by NADONA/LTC and MatureHealth Communications must provide notification and proof of insurance at least 30 days prior to the opening of the exhibit hall. This notification can be faxed to 908-709-0060. NADONA/LTC and MatureHealth Communications have the right to refuse admittance on the exhibit floor to said contractor if prior approval is not given.
- Each exhibitor must make provisions for the safeguarding of its goods, materials, equipment and display at all times. NADONA/LTC and MatureHealth Communications conference officials will be in the exhibit area, but will not be responsible for the loss of any materials. Exhibitors not safeguarding their materials do so at their own risk. The exhibit hall will be locked when not in use and has no public traffic access.
- Each exhibitor must keep an attendant in the display booth during the open hours of the exhibition.
- Exhibitors cannot tear down or dismantle their booths before the time designated on posted exhibit hours. Early dismantle is subject to exclusion of participation in future events.
- NADONA/LTC and MatureHealth Communications will not be held liable for hazards or accidents caused by early dismantle.
- Exhibitors violating any of the Exhibitor Rules will be subject to expulsion from the Conference. Determinations of such violations will be made by NADONA/LTC or MatureHealth Communications.
- No helium balloons will be permitted in the hall unless permanently attached to a booth. No gum distribution or decals (other than the ones being stuck on names badges) will be permitted on the premises. Exhibitors will be responsible for balloon retrieval or cleanup, if necessary.
- No persons under the age of 18 allowed in the exhibit hall.
- NADONA/LTC reserves the right to accept or deny all exhibitors.
- Request for cancellation of exhibit space must be presented in writing and postmarked by the designated days to cancel exhibit space rental.
 - January 1, 2010 — March 1, 2010 - full refund
 - March 2, 2010 — April 1, 2010 - 25% refund
 - After April 1st, 2010 — no refund



The Exhibitor Prospectus can now be completed online at www.nadona.org. All booth personnel will need to be registered online.



REED HARTMAN TOWER
11353 REED HARTMAN HWY
SUITE 210
CINCINNATI, OH 45241

CONFERENCE@NADONA.ORG
1 - 800 - 222 - 0539
WWW.NADONA.ORG