Society of Otorhinolaryngology and Head-Neck Nurses

Dear Colleague:

The Society of Otorhinolaryngology and Head-Neck Nurses (SOHN) invites you to participate in our 37th Annual Congress and Nursing Symposium in Vancouver, British Columbia September 27-October 1, 2013. SOHN is a national specialty nursing organization comprised of over 1200 nurses who specialize in the care of patients with ear, nose and throat disorders and head-neck cancer. Our members are involved in the delivery of patient care and patient management in many health care settings such as operating rooms, clinics, intensive care units, physician offices, ambulatory surgical centers and home health agencies. Our subspecialties include: otology, pediatric ORL, facial plastics, allergy/sinus, geriatric ORL, head and neck, and general ORL. Many of our members are nurse practitioners, administrators, educators and nurse managers. Our specialty nurses use your products in the workplace, market your products to others and are the decision makers in purchasing.

The 37th Annual Meeting in Vancouver provides the perfect opportunity for you to share your products and services, along with valuable exposure through networking events. The Annual Meeting offers you the chance to get directly in front of your target audience of more than 400 qualified ORL and Head-Neck nurses with direct purchasing power and purchasing influence for their work places.

Your commitment to exhibit, to sponsor an event or to support an education session is greatly appreciated. We will gladly accept any promotional items for our registrants’ packets (tote bags, pens, writing pads, etc.).

The combination of your technical knowledge and our nursing care will assist our patients in achieving a better quality of life. We look forward to your participation and support.

Please contact me with your sponsorship questions; I can be reached at 386-428-1695 or by email at sohnnet@aol.com.

Sincerely,

Sandra L. Schwartz, MS, RN, CORLN
Executive Director

Enclosures
EXHIBITOR CONTRACT/APPLICATION

In accordance with the terms, conditions and regulations governing the Society of Otorhinolaryngology and Head-Neck Nurses, Inc. (SOHN) Ear, Nose and Throat Nursing Foundation (ENT-NF) Annual Congress and Nursing Symposium Westin Bayshore Hotel Vancouver, British Columbia Exhibit Dates: September 29 & 30, 2013

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The undersigned hereby makes application for exhibit space. Each application when accepted by SOHN becomes a contract. Please type or print all of the following items:

Company name: 

Authorized exhibit personnel (limit of two persons per exhibit):

Name: _________________________________ Title: _________________________________

Phone: _________________________________ Email: _________________________________

Name: _________________________________ Title: _________________________________

Phone: _________________________________ Email: _________________________________

Please indicate if you will need an electrical outlet. Electrical outlet required _____yes _____no

Exhibitors are responsible for any additional charges including shipping, electrical access, and hotel storage fees.

**Please provide a title and general summary of your exhibit.** Include any educational and informational descriptions of the products, equipment and/or services to be displayed. This will be printed in our program.

Enclose your remittance of $1,500.00 (6 foot table top exhibit), $2,500 (12 foot table top) payable in U.S. Funds (Master Card, AMEX and VISA accepted) to: Society of Otorhinolaryngology and Head-Neck Nurses, Inc.

Spaces confirmed are not transferable and a charge of $300 will be made for any cancellations made by the Exhibitor prior to July 22, 2013. No refunds for exhibit space will be made after July 22, 2013. SOHN will not be responsible for any expenses incurred in the provision of the exhibit.

Please sign and return this contract by July 1, 2013 to:

SOHN National Headquarters

Technical Exhibits

207 Downing Street
New Smyrna Beach, FL 32168

Tel: 386-428-1695
Fax: 386-423-7566

SOHN Federal Tax ID #74-1992779

SOFON 37th Annual Congress and Nursing Symposium
September 27-October 1, 2013
Vancouver, British Columbia

Levels of Sponsorship

All SOHN Exhibitors receive the following benefits:
- Web site ad for 30 days on the SOHN web site

**SILVER SPONSOR** $3,000 - $4,999
- Web site ad for 90 days on the SOHN Web site
- Invitation to SOHN’s Opening Ceremony and Recognition as a Silver Sponsor
- Company’s name will be highlighted as a sponsor in the Congress Proceedings book
- One copy of the congress attendee list (one time use)
- Complimentary 6 foot skirted table

**GOLD SPONSOR** $5,000 - $9,999
*(receive the following plus silver benefits)*
- Web site ad for 6 months on the SOHN Web site
- Acknowledgement and presentation of Gold Sponsor Recognition at Opening Ceremony

**PLATINUM SPONSOR** $10,000+
*(receive the following plus silver and gold benefits)*
- Registration fee to include participation in all regular courses for 2 persons
- Web site ad for one year on the SOHN Web site
- ½ page ad in the post-conference Update
- Acknowledgement and presentation of Platinum Sponsor Recognition at Opening Ceremony
- Choice of exhibit space location

Sept. 30  
Exhibitor Hours 8 am - 4 pm  
Exhibit Breakdown 4 pm

**Location**
Exhibitors who participate in SOHN’s 37th Annual Congress and Nursing Symposium will receive additional information at a later date that includes details on shipping and hotel regulations.

**Exhibit Dates & Hours**
- **Sunday, September 29** 7:30 - 10 am  
  (Set-Up)
- **Sunday, September 29** 10 am - 5 pm
- **Monday, September 30** 8 am - 3 pm  
  (Exhibit Breakdown) 3 - 5 pm

**Exhibit Fees**
- **Basic Exhibitor Rate**  
  $1,500  
  6 foot skirted tabletop space
- **Enhanced Exhibit Space**  
  $2,500  
  12 foot skirted tabletop space
- **Additional sponsorship opportunities available**

Contact Information:
Sohn
Sandra Schwartz, Executive Director  
207 Downing Street  
New Smyrna Beach, Florida 32168  
Tel: 386-428-1695  
Fax: 386-423-7566  
sohnnet@aol.com  
www.sohnnurse.com

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**Sohn Exhibitor Timeline**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>July 1</td>
<td>Return of Exhibit contract</td>
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<td>July 22</td>
<td>Last day for withdrawal with</td>
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What You Need to Know about SOHN and Its Members:

- SOHN is comprised of 1200 qualified and savvy ORL nurses who are decision makers in purchasing. The SOHN Congress and Nursing Symposium offers an outstanding venue for showcasing your products and services.
- SOHN Members have been identified by their colleagues and employers as the best and brightest in ORL nursing.
- SOHN Members are influencers of policy at all levels and shapers of ORL health care practices for the benefit of the public.
- SOHN Members are Advanced Practice Nurses, Nurse Managers, Supervisors, Office Managers and Staff Nurses.
- SOHN Members work in Hospitals, Operating Rooms, Ambulatory/Outpatient Clinics and Offices.
- SOHN Members sub-specialize in allergy, otology, head and neck oncology, facial plastics, ORL pediatrics and general ORL.
- Many SOHN Members have prescriptive authority.

As an Exhibitor or Sponsor at the 2013 SOHN Congress, your organization will benefit from these exclusive value-added marketing bonuses:

- Your company’s description in the SOHN on-site Congress Proceedings
- Come face to face with 400 nursing professionals who are tremendously influential in the purchasing activity of their practice
- The opportunity to audit educational sessions
- Hear suggestions about improving your product or service
- Build visibility for your company
- And much, much more!

What Kind of Organizations Exhibit at the Annual SOHN Congress?

- Pharmaceutical
- Medical Publishers
- Associations and Non-Profits
- Medical Supply & Equipment
- Government Organizations
- Hospitals
- Technology Solutions
SPONSORSHIP RESPONSE FORM

To: Sandra L. Schwartz, Executive Director
Fax: 386-423-7566

From: _________________________________________________________________

Company: ____________________________________________________________________

Fax #: ______________________________Email:_____________________________

Phone: (_____) _______________________Time Zone: _________________________

Re: Corporate Sponsorship of the SOHN & ENT-NF Educational Symposium
We are interested in providing sponsorship for the SOHN Annual Congress. Our areas of interest would be:

__ Commercial Exhibit - $1,500 (6 foot table top exhibit) $2,500 (12 foot table top exhibit)
__ Keynote Speaker - travel and honorarium - call SOHN
__ Guest speaker - travel and honorarium - $2,500
__ Sponsor for educational program - $2,000
__ Raffle prizes for the Ear, Nose and Throat Nursing Foundation Fundraiser
__ Literature or product sample inserted/ dropped into Official Conference Bag - $1,000
__ Saturday Evening Opening Reception - call SOHN
__ Refreshment break (served in exhibit hall) - $2,000
__ Scholarship Program - $1,500 per scholarship
__ Congress Proceedings Book - $3,000
__ Conference Bags - $2,000
__ Promotional items (given to our 400 Congress registrants)
__ Advertisement(s) in the SOHN ORL Head-Neck Nursing a professional nursing journal sent out quarterly to over 1,200 members and subscribers, including medical libraries and hospitals.
__ Advertisement(s) in the SOHN Update, our member/ subscriber newsletter, sent out five times annually.
__ Other:
________________________________________________________________________

Please call us if you are interested in an item not appearing on this list. We will contact you to answer any questions or to provide additional information. We appreciate your interest. Please return this form by July 1st.

E-mail: sohnnet@aol.com Fax: 386-423-7566
Mail: SOHN, 207 Downing Street, New Smyrna Beach, FL 32168