



International  
**Transplant Nurses**  
Society

# **2021** ANNUAL MEETING

## **MEETING DATES**

**Thursday, September 9 –  
Sunday, September 12, 2021**

## **EXHIBIT DATES**

**Thursday, September 9 –  
Friday, September 10, 2021**

**DoubleTree by Hilton  
Portland, OR, USA**

# REACH YOUR TARGET AUDIENCE BY JOINING THE ITNS ANNUAL MEETING

## ITNS Mission Statement

The International Transplant Nurses Society (ITNS) is committed to the promotion of excellence in clinical transplant nursing through the provision of educational and professional growth opportunities, interdisciplinary networking, collaborative activities, and nursing research.

## Target Audience

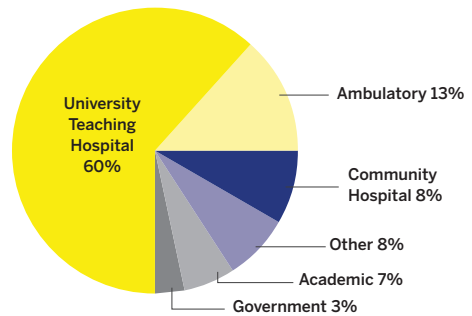
The ITNS Annual Meeting is ideal for transplant professionals. ITNS offers educational content appropriate for all levels of practice, from bedside nurses through advanced practice nurses. Attendees benefit from education with both pre- and post-transplant focuses.

## Attendees Include

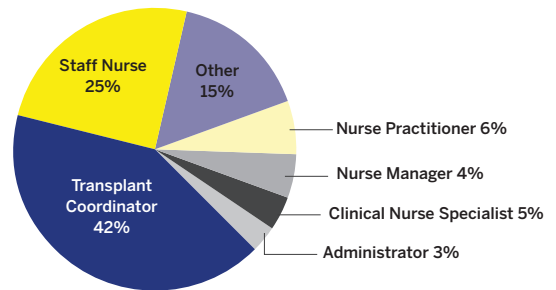
- staff nurses
- advanced practice nurses
- transplant coordinators
- administrators
- researchers
- case managers
- clinical educators
- faculty
- nurse managers
- nurse practitioners
- clinical nurse specialists
- students
- and more!

## Member Demographics

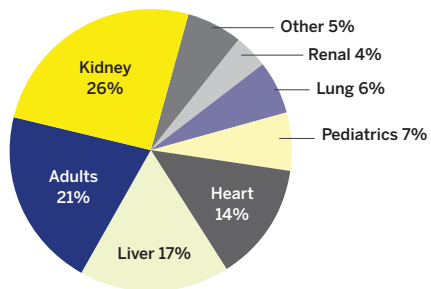
### Primary Work Setting



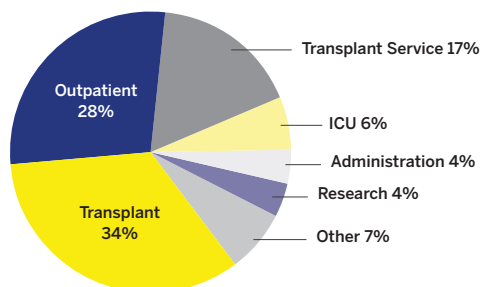
### Primary Position



### Area of Expertise



### Primary Responsibility



# Improving patient care by supporting those who care for them.

## EXHIBIT AND SUPPORT OPPORTUNITIES

### Why You Should Exhibit

- Your customers and prospects are here! Share your information with more than 350 nurses in one location.
- Generate new leads for future sales.
- Test new products or services with your target audience.
- Fill an open position at your hospital or facility.
- Speak directly with leaders in the transplant field.
- Receive a return on your investment with face-to-face contact.
- Join us virtually and reach the virtual attendees.
- Gather intelligence from your competitors.

### ITNS Offers to Exhibitors

- Dedicated, unopposed exhibit hours are scheduled to offer you maximum visibility and exposure to your target market.
- A opening reception, posters, breaks, and lunch are in the exhibit hall, which provides added face-to-face contact with attendees and ensures high-quality traffic.
- Direct access to the decision makers in the profession.

### Exhibit Schedule\*

#### Thursday, September 9

Exhibitor Setup/Registration	8:00 am–4:00 pm
Opening Reception with Exhibits and Posters	5:30–7:30 pm

#### Friday, September 10

Exhibit Hall Hours	9:45 am–3:00 pm
Break with Exhibits and Posters	9:45–10:45 am
Lunch with Exhibits and Posters	12:15–1:15 pm
Exhibit Tear Down	3:00–5:00 pm

*\*Schedule is subject to change. Visit [www.itns.org/exhibitor](http://www.itns.org/exhibitor) for any updates to the schedule.*

### Booth Fees

**VIP Exhibit Space**      **\$2,675 USD**  
10' x 10' booth (includes virtual listing in Exhibitor Gallery)

**Nonprofit\***      **\$1,995 USD**  
10' x 10' space

*\*A letter of request is required. Send an e-mail request to [mpaulson@itns.org](mailto:mpaulson@itns.org)*

Your VIP exhibit fee includes:

- One Exhibit Space—including one 6-ft table, two chairs, carpeting, and an ID sign. One full conference registration and three exhibit hall badges. A virtual listing in the Exhibitor Gallery

**Premier Level**      **\$5,000 USD**

- All VIP benefits
- Recognition as a Bronze sponsor
- Passport Program participant
- Video ad – 5 minutes or less
- Banner ad in the virtual Exhibitor Gallery
- One Full Registration to the meeting

## Our nurses are influencers and have buying power!

Transplant nurses frequently recommend products to patients or are involved in purchasing products for their facilities.

The ITNS Annual Meeting is where you need to be!

## Important Dates and Deadlines

**Upon booth application** Company description submitted for the interactive floor planner on the ITNS website

**May 1, 2021** Booths assigned to registered exhibitors

**June 21, 2021** Full payment for exhibit space due

**July 1, 2021** Proposals for symposia due

**August 3, 2021** Decorator kit posted on the ITNS website

**August 3, 2021** Deadline for bag insert (all materials must be approved and received by ITNS)

**August 10, 2021** Deadline for housing reservations

**August 26, 2021** Deadline to sign up for exhibitor badges

## BECOME AN ITNS SUPPORTER

Becoming a supporter is an excellent way to drive traffic to your booth or event and position your company as an industry leader. Give your organization valuable insight into the challenges and needs of transplant nursing and the implications of these solutions for both patient care and the industries related to this specialized field.

You can reach this key audience through both educational and promotional support.

### Commercial Support

Supporter levels are Platinum \$50,000 USD, Diamond \$25,000 USD, Gold \$15,000 USD, Silver \$10,000 USD, and Bronze \$5,000 USD.

### Advertising Opportunities

- Bag Insert
- E-Blasts
- Banner Ads
- Freestanding Meter Boards
- Mobile App Push Notifications

### Sponsorship Opportunities

- Opening Reception
- ITNS Attendee Lounge
- Lanyards
- Tote Bags/Padfolio
- PPE (such as masks and sanitizer)
- WiFi
- Mobile App



## Non-CE Symposia

Supporters can develop and provide a 60-minute promotional or educational program in accordance with their own guidelines. These activities do not compete with continuing education programs, allowing you to present your product as a workshop or host a special activity to present branded or non-branded information to attendees.

## Ancillary Meeting

To hold an ancillary meeting at the Annual Meeting, see the Ancillary Meeting Guidelines and Room Request Form at [itns.org/exhibitor](https://itns.org/exhibitor) for complete information. Ancillary meetings may not take place Thursday through Sunday without prior approval by ITNS. There may be restrictions on available hours. No outside events can be held at or in conjunction with the ITNS Annual Meeting without review and approval by ITNS. There is a \$2,500 nonrefundable fee to hold a meeting. All other associated expenses are your responsibility.

## Industry Relations Council

Join the ITNS Industry Relations Council (IRC) program for benefits that greatly enhance your organization's opportunity to engage with ITNS leaders in the study of neuroscience. This is a prime opportunity to reach more than 1,200 ITNS members throughout the year. Receive recognition throughout the year along with many benefits. For more information and a list of benefits, please visit [itns.org/IRC](https://itns.org/IRC) for details.

Reach more than 350 transplant nursing leaders interested in learning about new research and improvements in patient care for transplant recipients and donors.

Enhance our visibility within the growing medical field of transplantation.

Network with attendees who work in community hospitals, university health centers, academia, government, organ procurement, and the military.



Contact Mary Paulson, at **+1 847.375.4803** or [\*\*mpaulson@itns.org\*\*](mailto:mpaulson@itns.org) to discuss support opportunities and to design a support package that fits your needs.