



**American College of Nurse-Midwives**  
**58<sup>th</sup> Annual Meeting & Exhibition**  
Nashville, Tennessee | May 29–June 2, 2013  
*Midwives in Harmony for Women's Health*

## ***ACNM Exhibitor Newsletter***

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- Important Dates
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- Newly Named ACNM Decorator and Offer to Save on Shipping/Labor!

**Let's get ready for NASHVILLE!** Thank you for signing up to participate in the leading meeting in our country designed exclusively for Certified Nurse-Midwives and Certified Midwives, where over 1,500 attendees are expected to converge this May/June! You are our "preliminary group" of exhibitors and for those who signed up by early January, your company/ organization was listed within the printed Meeting Highlights, promotional mailer which was sent last month to over 7,000 potential attendees. [Program Highlights](#). Our exhibitor community are considered VIP's for this meeting...we wouldn't be successful without your participation. Be sure to check out the [Nashville microsite](#) posted on the official ACNM meeting website to learn about the unique setting of our host city.

**SURVEY FEEDBACK INFLUENCES 2013:** This year you will reap the benefits of changes made in response to attendee and exhibitor feedback. You have helped us shape the 2013 ACNM Exhibit Hall schedule and activities, which are now more tailored than ever before to your needs and to the needs of your customers.

- **We have partnered with a new Exhibitor Services Contractor, NexxtShow! You will receive reduced fees compared to last year for services and equipment and TOP customer service.** Only NexxtShow offers the NexxtWall (read below for details) and provides Personal Exhibitor Assistants (PEA's) to act as your helpers during the meeting.



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- In 2012 we may have reduced hall hours a tad too much. So, thanks to your feedback, **1.5 hours have been added** for 2013. The majority of the 11 open hours will be unopposed by other activities.
- An **exhibitor lounge** will be available within the hall for those who would like to take a break in a relaxing environment.
- Many exhibitors expressed interest in an **"email" mailing list** so we've given attendees an opportunity to "opt in" if they wish to receive marketing based emails (see "Promote Your Booth" below for more details).
- In the interest of attracting attendees into the hall, we've created opportunities for exhibitors to sponsor **prize drawings** and **attractions**. In the works....we are currently seeking a chalk artist to create fabulous street art in the center of the exhibit hall.



## 2013 EXHIBIT SCHEDULE:

### Move-In/Installation

- Wednesday, May 29. ....2:00pm – 8:00pm
- Thursday, May 30. ....8:00am–1:00pm

### Exhibit Hall Open/Planned Activities

- Thursday, May 30. .... 4:00pm–6:30pm
- Friday, May 31 (*including Midwifery Market*).....11:30am–3:30pm
- Saturday, June 1 (*including Midwifery Market*)....9:30am–2:00pm

### Move-Out/Dismantling

- Saturday, June 1. ....2:15pm–6:00pm

*Dismantling may begin at 2:15pm. The Exhibit Hall must be cleared no later than Saturday at 6:00pm.*



**SAVE ON SHIPPING AND HANDLING COSTS -** Let NexxtShow help you save on costs. Leave your bulky booth at home and have your custom graphics created directly onto the backwall of your booth for an amazing introductory cost of **\$100** for 2013, far less than the cost to ship and set up your booth. See the Exhibitor Service Kit for details soon.

*Must meet art submission deadlines for special fee.*



**PROMOTE YOUR BOOTH AND YOUR COMPANY!** ACNM will help you get the word out!

### ***Sponsorship Opportunities***

Plan to promote your booth and your product and services in advance. We offer a wide variety of options to fit all budgets. Contact Tana Stellato at [ACNMMeeting@stellatosolutions.com](mailto:ACNMMeeting@stellatosolutions.com) or [click here to view the Prospectus](#) and scroll to pages 6, 7 and 11.

### ***Advertising Opportunities***

Interested in print advertising? [Click here to view the Advertising Order Form including price options.](#)

- Provide a **Registration Bag Insert** for a special "exhibitor only" price (\$1,250) and be included on "thank you sponsor" signage (*limited number so act very soon*).
- [Purchase a traditional mailing list](#) for \$370 or an email mailing list for \$450 (one time use).



### ***Host a Product Theatre, Breakfast or Dinner***

There are currently 2, one-hour timeslots still available to host a non CE Product Theatre. These unique settings offer exhibiting partners an opportunity to invite their customers into a VIP viewing of their products and services within a "session environment" inside the exhibit hall while hosting a light lunch. A limited number of hosted breakfast and dinner timeslots are also available for additional CE symposium or non-CE presentations to be held within a meeting room. Fees vary. Contact Tana Stellato at [ACNMMeeting@stellatosolutions.com](mailto:ACNMMeeting@stellatosolutions.com) for more information.

### **IMPORTANT DATES:**

**February 18<sup>th</sup>** – Exhibitor Service Kit goes live on the ACNM website. Mark your calendar to visit the ACNM website on the 18<sup>th</sup> at [www.midwife.org/am](http://www.midwife.org/am) Exhibits/Sponsors

**March 20<sup>th</sup>** – NexxtWall Graphics to be submitted to NexxtShow

**April 15<sup>th</sup>** (exact date to be announced) - Deadline to provide/edit 100 word company descriptions

**April 29<sup>th</sup>** – Deadline for advance pricing for exhibitor services

**May 6<sup>th</sup>** – Deadline to receive registration kit inserts

**May** (exact date to be announced)- Exhibitor Badge Manager available

### **INTERACTIVE FLOORPLAN**

Interested in seeing who your booth neighbor will be? [Click here](#) and navigate the enhanced view of the upcoming exhibition floor. We'll use this new tool to promote your location to attendees as well.

### **HOTEL RESERVATIONS**

Rooms are still available within the exhibitor block and are currently on a first-come, first-serve basis. All exhibit personnel are required to reserve their room at one of the 3 ACNM hotels through the official housing bureau, Orchid, in order to receive priority points. As an ACNM exhibitor, you will receive reduced rates and complimentary in room





internet access. [Click here to make your reservation now.](#)

## ADVANCE SPACE SELECTION FOR 2014 ANNUAL MEETING AND EXHIBITION IN DENVER, COLORADO

We will be selling booth space while onsite in Nashville for the 2014 Exhibition, to be held May 12 to 17, at the Sheraton Denver Downtown Hotel. The order of selection will be based on a priority point system. Information on your company's current points, how they are calculated and the selection schedule will be emailed to you prior to the meeting. Space sales will be offered by appointment or by proxy in the Exhibit Manager's office on Friday and Saturday in Nashville. Build your points by having all of your booth personnel book their rooms at one of the official ACNM hotels! *Stay tuned for more information.*

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## THANK YOU TO OUR SPONSORS (as of 2/8/13)



VANDERBILT UNIVERSITY  School of Nursing