

## Host a popular Vendor Program dedicated exclusively to your products

### Vendor Program: \$3,000 (Limit two per exhibiting company)

Educate attendees on the value, benefits and uses of your products. Present a 90-minute session dedicated exclusively to your company and its products and services, **or** provide a balanced nursing educational activity for contact hour credit.\* Exhibitors may host up to two (2) program slots during the Course; the cost is \$3,000 per Vendor Program.

A Vendor Program Application is available on SGNA's Web site at [www.sgna.org](http://www.sgna.org) (click on "Exhibits").

*\*The SGNA Approver does not review applications for contact hour approval for for-profit entities. However, we would be happy to direct you to organizations that can assist you in this regard.*

- In 2010, average Vendor Program attendance was 93 prospects per session.
- Vendor Programs are selling quickly! Reserve your program today – Vendor Programs confirmed by October 1, 2010 will be promoted in the Advance Program.

Date**	Time	Number of Programs Scheduled
Thursday, May 5	6:00 pm – 7:30 pm	2
Friday, May 6	5:00 pm – 6:30 pm	4
Saturday, May 7	5:00 pm – 6:30 pm	4
Sunday, May 8	8:00 am – 9:30 am	5
Sunday, May 8	10:00 am – 11:30 am	6
Monday, May 9	6:15 pm – 7:45 pm	5

\*\*Schedule subject to change.

Half day and full day programs are also available. Please call for more information

### Focus Group(s): \$6,000 (Limit two per exhibiting company)

SGNA will work with you to convene a group of eight to twelve members targeting your demographic to help your company gauge interest and promote services. SGNA will provide participants and a list of meeting registrants prior to the Annual Course, a meeting room in which to hold the 60-minute focus group, lunch and a stipend for participants.

Contact Jennifer Shupe at 312/673-5742 or [jshupe@smithbucklin.com](mailto:jshupe@smithbucklin.com) for more information.

## Sponsorship – Take the Next Step with Your Marketing Visibility!

Sponsorship of 38th Annual Course programs and activities will provide your company with high visibility among gastroenterology and endoscopy nursing professionals who buy your services and supplies. SGNA also offers a variety of cash and in-kind sponsorship opportunities throughout the year, including educational products and programs, publications and social events.

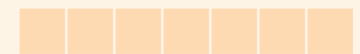
Sponsorships start at just \$1,000 and offer very special promotional considerations for your organization.

**Questions about exhibit space and Vendor Programs?** Contact Jennifer Shupe at 312/673-5742 or at [jshupe@smithbucklin.com](mailto:jshupe@smithbucklin.com). Also visit [www.sgna.org](http://www.sgna.org).

**Questions about Sponsorship?** Contact Debbie Cohen, Director of Corporate Sponsorship, at 847/251-6288 or [dcohen226@aol.com](mailto:dcohen226@aol.com).

## Exhibitor Benefits Help Expand Your Market Share

- **9.5 dedicated exhibit hours** to ensure traffic flow to your booth. Showcase your products and services without competing against other conference activities.
- **A link from SGNA's Web site to your company's home page.** SGNA's Web site, [www.sgna.org](http://www.sgna.org), offers expanded options and services to members, and visits to the site continue to grow exponentially. As a result, the names and links of SGNA exhibitors will receive significant exposure.
- **Company/product description** on the Web site and in the exhibitor guide at the Annual Course.
- **Extensive Marketing Opportunities** (see page 5).
- **Five complimentary Exhibit Hall badges** for each 10' x 10' booth space.
- The opportunity to host a **Vendor Program or focus group.**
- Expanded visibility through education. You may utilize Vendor Programs to provide approved educational packets for attendees to complete for contact hour credit. Contact SGNA Headquarters at 800/245-SGNA (7462) for information on how to go about obtaining contact hour approval.



*"From an exhibit standpoint, SGNA does a wonderful job with scheduling unopposed exhibit hours, working with staff and getting the nurses rallied for the exhibit portion. SGNA is one of my favorite shows to organize."*

—37th Annual Course exhibitor