



## Society of Otorhinolaryngology and Head-Neck Nurses

Dear Colleague:

The Society of Otorhinolaryngology and Head-Neck Nurses (SOHN) invites you to participate in our 33<sup>rd</sup> Annual Congress and Nursing Symposium in San Diego, California, October 2-6, 2009. 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.

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](mailto:sohnnet@aol.com).

Sincerely,

*Sandra L. Schwartz*

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

Enclosures



### National Headquarters

202 Julia Street ~ New Smyrna Beach, FL 32168 ~ 386-428-1695 ~ Fax 386-423-7566  
Email: [sohnnet@aol.com](mailto:sohnnet@aol.com) ~ Website: [www.sohnnurse.com](http://www.sohnnurse.com)

# 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  
**ORL Nursing 2009: Renew, Refresh, Revitalize!!**  
San Diego, California  
**Exhibit Dates: October 4 & 5, 2009**

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

\_\_\_\_\_  
Street Address/P. O. Box

\_\_\_\_\_  
City State ZIP

\_\_\_\_\_  
Telephone # Fax # Email

\_\_\_\_\_  
Authorizing Person/Title

(signature)\_\_\_\_\_

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, payable in U.S. Funds (Master Card 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, 2009. No refunds for exhibit space will be made after July 22, 2009. SOHN will not be responsible for any expenses incurred in the provision of the exhibit.

Please sign and return this contract by **July 15<sup>th</sup>, 2009** to: Master Card \_\_\_ VISA \_\_\_  
SOHN National Headquarters card # \_\_\_\_\_ exp \_\_\_\_  
Technical Exhibits  
202 Julia Street name on card \_\_\_\_\_  
New Smyrna Beach, FL 32168 signature \_\_\_\_\_

Tel: 386-428-1695

Fax: 386-423-7566

SOHN Federal Tax ID #74-1992779

# SOHN 33<sup>rd</sup> Annual Congress and Nursing Symposium

October 2-6, 2009 ~ San Diego, California

## Levels of Sponsorship

### All SOHN Exhibitors receive the following benefits:

- 6 foot skirted tabletop space
- Web site ad for 30 days on the SOHN web site
- One copy of the congress attendee list (one time use)
- Company's name will appear in the Congress Proceedings book

### **SILVER SPONSOR** \$3,000 - \$4,999 (receive the following plus the above listed items)

- Web site ad for 90 days on the SOHN Web site
- Invitation to SOHN's Opening Ceremony and Recognition
- Company's name will be highlighted as a sponsor in the Congress Proceedings book

### **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 plaque 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 Sponsor award at Opening Ceremony
- Choice of exhibit space location

## SOHN Exhibitor Timeline

July 15	Return of Exhibit contract
July 22	Last day for withdrawal with refund (less \$300 processing fee)
October 4	Exhibitor Set-Up 7:00 am - 10 am Exhibit Hours 10 am - 5 pm
October 5	Exhibitor Hours 8 am - 3 pm Exhibit Breakdown 3 - 5 pm

## Location

**Manchester Grand Hyatt**  
One Market Place  
San Diego, CA 92101

Exhibitors who participate in SOHN's 33<sup>rd</sup> 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, October 4	7 am - 10 am
(Set-Up)	
Sunday, October 5	10 am - 5 pm
Monday, October 5	8 am - 3 pm
(Exhibit Breakdown)	3 pm - 5 pm

## Exhibit Fees

**Basic Exhibitor Rate \$1,500**  
6 foot skirted tabletop space  
**10' x 10' Exhibit Space \$2500**

### **Additional sponsorship opportunities available**

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



Society of Otorhinolaryngology and Head-Neck Nurses  
33<sup>rd</sup> Annual Congress and Nursing Symposium  
San Diego, California  
October 2-6, 2009

*ORL Nursing 2009: Renew, Refresh, Revitalize!!*

Expected Attendance: 500

**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 2009 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 500 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

Society of Otorhinolaryngology and Head-Neck Nurses  
33<sup>rd</sup> Annual Congress and Nursing Symposium  
San Diego, California  
October 2-6, 2009

**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-\$2,500
- Keynote Speaker - travel and honorarium - call SOHN
- Guest speaker - travel and honorarium - \$2,000
- 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) - \$3,000
- Scholarship Program - \$1,500 per scholarship
- Congress Proceedings Book - \$5,000
- Conference Bags - \$3,500
- Promotional items (given to our 500+ Congress registrants)
- Advertisement(s) in the SOHN *ORL Head-Neck Nursing* a professional nursing journal sent out quarterly to over 1,500 members and subscribers, including medical libraries and hospitals.
- Advertisement(s) in the SOHN *Update*, our member/ subscriber newsletter, sent out six 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 15<sup>th</sup>**.

E-mail: [sohnet@aol.com](mailto:sohnet@aol.com)

Fax: 386-423-7566

Mail: SOHN, 202 Julia Street, New Smyrna Beach, FL 32168