

39th ANNUAL CONFERENCE



*From Social Determinants to Precision Health
Innovations: Nursing Research for Today and Tomorrow*



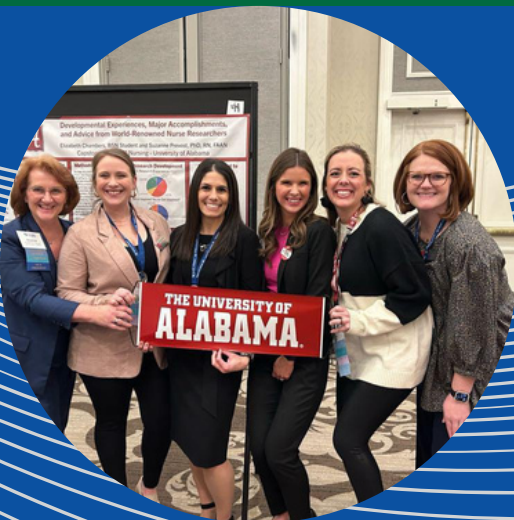
February 19-21, 2025
The Peabody Memphis

**SPONSORSHIP AND EXHIBITOR
PROSPECTUS**

The Southern Nursing Research Society (SNRS) stands as a beacon of excellence and innovation in the realm of nursing research. With a rich history spanning decades, SNRS has continuously strived to elevate nursing science and foster collaboration among nursing professionals across the Southern United States. As SNRS gears up for its 39th annual conference, we extend a heartfelt invitation to sponsors and exhibitors to join us in our mission by sponsoring and exhibiting at this esteemed event.



Charleen McNeill, PhD, MSN, RN
President, SNRS



WELCOME

Why Sponsor SNRS?

1. **Access to Diverse Audience:** SNRS conferences attract a wide spectrum of attendees, including nurse researchers, educators, clinicians, and students. By sponsoring SNRS, you gain unparalleled access to this diverse audience, enabling them to showcase their products and services to key decision-makers and influencers in the nursing field.
2. **Networking Opportunities:** SNRS conferences provide a fertile ground for networking and forging valuable connections. As a sponsor, you will have the opportunity to engage with attendees through various networking events, such as receptions, luncheons, and breakout sessions. These interactions offer a platform to build relationships, gather feedback, and explore potential collaborations with nursing professionals.
3. **Brand Visibility and Recognition:** Sponsorship of SNRS aligns you with a prestigious organization known for its commitment to excellence in nursing research. By associating your brand with SNRS, you can enhance your visibility within the nursing community. Moreover, sponsors receive recognition through various channels, including conference materials, signage, and digital platforms, amplifying their exposure to a broader audience.
4. **Showcase Products and Services:** Exhibiting at the SNRS conference provides you with a prime opportunity to showcase their latest products, technologies, and services directly to a targeted audience of nursing professionals. Whether it's medical devices, educational resources, commerce, industry, or healthcare solutions, you can demonstrate your offerings and engage attendees in meaningful conversations about how their products can address the needs and challenges facing the nursing community.
5. **Support Nursing Research and Education:** By sponsoring SNRS, you contribute to the advancement of nursing science and education. The funds generated through sponsorship directly support SNRS initiatives, including research grants, scholarships, and educational programs, which play a vital role in nurturing the next generation of nurse researchers and leaders.

Join us at SNRS 2025 in Memphis!

As SNRS prepares to host its annual conference, we invite you to seize the opportunity to partner with us and be part of this prestigious event. Together, let us unlock opportunities, advance healthcare, and shape the future of nursing research. Join us at SNRS 2025 and become a valued partner in our mission to empower nurses and improve patient outcomes.



Charleen McNeill, PhD, MSN, RN
President, SNRS

The SNRS Annual Conference is the focal point for those engaged in nursing research in the southern region of the United States. By bringing professionals and students together in an open exchange of information, the conference provides the highest standard in professional communication.

At the Annual Conference, sponsors and exhibitors can:

- Meet with and recruit potential nursing faculty and clinicians in one central location.
- Provide information on open positions, benefits, and corporate culture at your university or institution.
- Promote your nursing programs and research opportunities.
- Take advantage of traffic builders, including advertising in the SNRS conference mobile app.
- Network with colleagues and other professionals in the southern region.
- Include your brochure and/or job listings in the attendee's registration packets.

[Submit Your Application](#)

WHY SPONSOR AND EXHIBIT?



Connect with over 500 nursing professionals, educators and researchers.



Our sponsorship packages are designed to ensure maximum exposure and visibility during the conference.



The nation's foremost nursing research experts will cover the latest industry developments.



Multiple networking opportunities with leaders in the nursing research field.

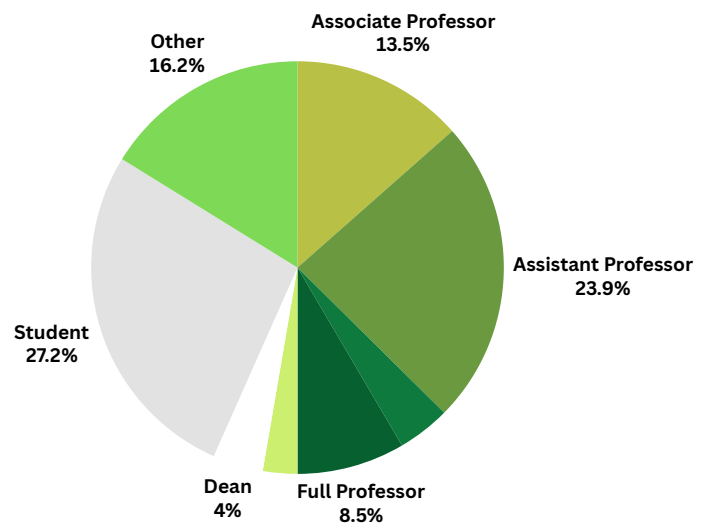
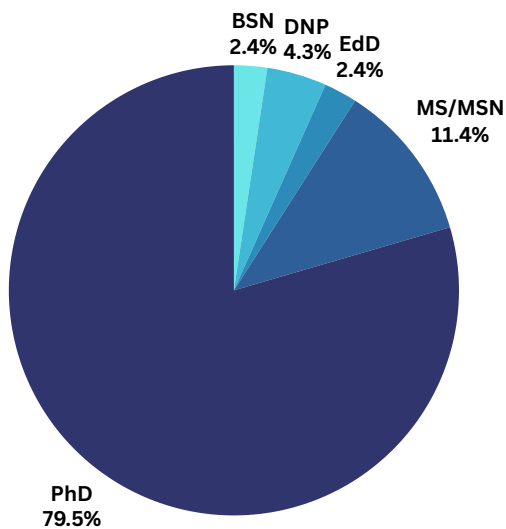
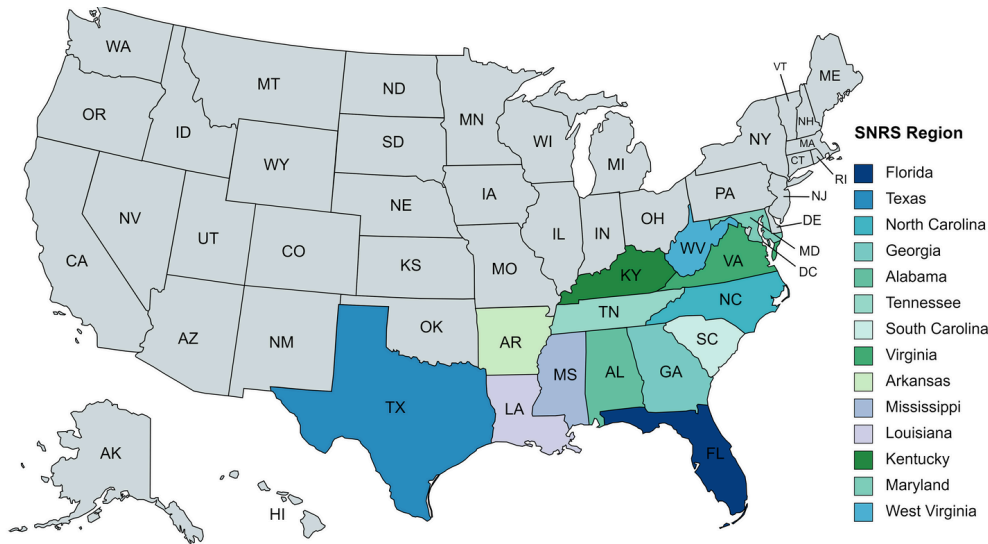
BENEFITS OF SPONSORING & EXHIBITING

MEET OUR AUDIENCE

We are excited to invite you to partner with SNRS and support nursing research in the southern region by sponsoring or exhibiting at the Annual Conference. This brochure outlines the many opportunities you have to reach this important market, including exhibits, sponsorships, advertising, and media distribution.

DEMOGRAPHICS

The SNRS Annual Conference typically has over 500 attendees which include faculty, deans from schools of nursing, graduate nursing students (PhD, DNP and MSN), clinical nurse specialists, nurse practitioners, and nurse researchers employed primarily in academic and patient care settings. See graphs below representing the states in the SNRS region ranked by number of members and members by credentials and titles.



SPONSORSHIP PACKAGES

DIAMOND LEVEL | \$10,000

- Recognition at the 39th Annual Conference (signage, verbal, and slides)
- Opportunity to deliver 2-minute speech about your organization at a general session
- Recognition on conference website
- Recognition on conference mobile app
- Digital ad in the conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Three (3) complimentary conference registrations
- One (1) complimentary exhibit booth
- 10% discount on full conference group registration (max of 10 registrations apply)
- Recognition as Sponsor for Opening Reception
- Complimentary media insert
- Exclusive Sponsor Spotlight on Social Media Platforms

PLATINUM LEVEL | \$7,500

- Recognition at the 39th Annual Conference (signage, verbal and slides)
- Recognition on conference website
- Recognition on conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Two (2) complimentary conference registrations
- Half price exhibit booth
- 10% discount on full conference group registration (max of 5 registrations apply)
- Recognition as Sponsor for Opening Reception
- Complimentary media insert
- Exclusive Sponsor Spotlight on Social Media Platforms

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SPONSORSHIP PACKAGES (CONT.)

GOLD PARTNERSHIP **\$5,000**

- Recognition as a sponsor on the 39th Annual Conference signage
- Choice of Exclusive Sponsorship:
 - Student Networking Breakfast
 - Scholarship Networking Breakfast
 - Registration
 - Mobile App
- Recognition as Exclusive Sponsor at the event chosen above
- Recognition on conference website
- Logo in conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms

SILVER PARTNERSHIP **\$2,500**

- Recognition as a sponsor on the 39th Annual Conference signage
- Choice of Exclusive Sponsorship:
 - Afternoon Session Break (2 available)
 - Workshops
- Recognition as Exclusive Sponsor at the event chosen above
- Recognition on conference website
- Logo in conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms

BRONZE PARTNERSHIP **\$1,500** **STUDENT TRAVEL SCHOLARSHIP**

- Recognition as a sponsor on the 39th Annual Conference signage
- Recognition as a sponsor of a student travel scholarship
- Recognition on conference website
- Logo in Conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms

FRIENDS OF SNRS **\$1,000**

- Recognition as a sponsor on the 39th Annual Conference signage
- Recognition on conference website
- Logo in Conference mobile app
- Use of SNRS Sponsor level on all corporate signage
- Conference Sponsor Recognition on Social Media Platforms

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Sponsorship Deadline February 1, 2025

PROMOTIONAL OPPORTUNITIES

SPONSORED ITEMS

\$5,000

First Aid Kit

Conference Tote Bag

\$4,000

Flash Drives

Notebooks/Notepads

\$3,000

Hotel Key Card Branding

Badge-Holder Lanyards

Hand Sanitizer



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***Additional items available upon request*

Sponsored Items Specifics:

- Your company logo branded on the sponsored item
- Price includes cost of production & shipping
- Items will be produced and shipped by SNRS
- Recognition on conference website
- Logo in conference mobile app

Deadline to sponsor an item is February 1, 2025.



Special New Sponsorship Opportunity
SNRS Conference Charging Station
\$5,000 - 3 opportunities available!

(includes all specifics listed above)

ADVERTISING

Ads are available in our conference mobile app for one or all three days. There is also the option to send push notifications through the app. All ads are full color, must be in EPS, PNG, JPEG, TIFF or GIF format and submitted to info@snrs.org. The recommended size per banner is 475 pixels by 200 pixels. The deadline to submit ad materials for the conference mobile app is **February 1, 2025**.

3-Day Mobile App Ad - Member Rate - \$750 Non-Member Rate - \$800

- *Your ad will be featured each day at the top of the activity feed. All attendees will see your ad when they open their app at the start of the day and once again throughout each day. The ad will run for 3 days during the conference, Wednesday, Thursday and Friday.*

1-Day Mobile App Ad - Member Rate - \$500 Non-Member Rate - \$550

- *Your ad will be featured for one day of the conference at the top of the activity feed. All attendees will see your ad when they open their app at the start of the chosen day and once again throughout that day. Choose your day: Wednesday, Thursday or Friday.*

Push notifications through the mobile app - \$150 per notification

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EXHIBIT AT SNRS

The SNRS Expo will be located in the exhibit hall at The Peabody Memphis Hotel. With your exhibit booth you will receive (1) exhibit pass which includes access to all the conference sessions excluding pre-conference workshops.

■ EARLY BIRD DEADLINE

The exhibitor early bird deadline is **December 13, 2024. We anticipate selling out.** Reserve your booth early, so your institution's information can be included in all the marketing materials! The deadline for exhibit space is February 1, 2025.

■ SET UP/DISMANTLE

Exhibitors will have access to the expo Wednesday, Feb. 19, from 12:00 pm - 3:00 pm for set up. All exhibits must be installed by 3:00 pm for the exhibit happening at 3:45 pm on Wednesday, Feb. 19. Exhibits will be dismantled Friday, Feb. 21, 9:00 am - 11:00 am. Packing or dismantling of exhibit booths may not begin before 9:00 am Friday, Feb. 21. If an organization dismantles early, it may jeopardize its eligibility to exhibit at future SNRS conferences. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

■ CONFLICTING EVENT POLICY

No entertainment, social functions or meetings may be scheduled to conflict with the official SNRS Annual Conference program or specific exhibit hours.

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Exhibit Hours

Wednesday, Feb. 19

Exhibitor Set Up 12:00-3:00 pm

Exhibits Open 3:45-4:45 pm

Thursday, Feb. 20

Exhibits are open 7:00-8:00 am, 9:15-10:15 am, 12:00-1:30 pm and 4:15-5:15 pm

Friday, Feb. 21

Exhibits Open 7:45-8:45 am

Dismantle 9:00-11:00 am

This schedule is preliminary and subject to change. Exhibitors will be notified of changes by email.

Exhibit Space

\$1,500 non-profit organization

\$1,800 for-profit organization

After December 13, 2024, fees increase \$150.

Includes:

- (1) 6-foot skirted table, (2) chairs, and (2) complimentary badges
- Company listing on the conference app
- Additional exhibit booth passes available for \$175 per person. Limit 3 additional registrations per booth space. This pass does not include access to the conference. Regular registration rates apply.

EXHIBITOR RULES & REGULATIONS

■ PRIZE DRAWINGS

Exhibitors can offer prize drawings for all attendees visiting the SNRS Expo. Invite attendees to put their business cards in a bowl (you supply) at your booth. At a time of the exhibitor's choosing pick a business card out of the bowl and contact the winner. Simply indicate on the registration form that you will be hosting a give-away. This is an opportunity for you to support the SNRS Recruitment Expo and to encourage attendees to visit and leave their information at your booth.

■ ASSIGNMENT OF EXHIBIT SPACE

SNRS reserves the right to assign space as necessary in the best interest of the Annual Conference.

■ ELIGIBILITY FOR EXHIBITING

The Annual Conference is SNRS's premier conference. Its purpose is to enhance the professional development of its members. Accordingly, SNRS reserves the exclusive and total right to control all aspects of the conduct of the meeting and exhibits. SNRS specifically reserves the right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria:

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are directly related to nursing research.
- The applicant is determined by SNRS to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by SNRS not to be harmful, ineffective, or illegal.
- The applicant agrees to comply with SNRS's rules and regulations governing exhibits.
- The application, fees, and any required documents are received prior to the established deadline.

Please note: To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must NOT be higher than 8' in the back and 4' high along dividers and aisles. No walls, partitions, decorations or any other obstructions may be erected which in any way interfere with the view of any other exhibit. Exhibitors desiring to use materials other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations must submit a detailed sketch or a proposed layout by email at least 30 days prior to the opening of the exhibit, and must receive written approval & of the conference planner.

■ CANCELLATION POLICY

Cancellations received in writing between **December 13, 2024** and **January 13, 2025** will be subject to a 50% cancellation fee. There will be no refund for cancellations received after **January 13, 2025**. In the unlikely event of cancellation of the conference, SNRS is not responsible for any cost, damages or other expenses of any kind including, without limitation, transportation and/ or hotel costs incurred by registrant.

■ EXHIBIT SHIPPING INFORMATION

Exhibitors are responsible for any handling charges associated with their packages and it is recommended to use the decorator or a trackable service. The shipping address, dates and information will be located in your exhibitor kit sent directly to you from the SNRS decorator. SNRS, the decorator, its employees and agents are not responsible for the shipping of stored materials. The hotel will not accept any exhibit material shipments.

■ CARE OF EXHIBIT SPACE

The exhibitor must, at its own expense, maintain and keep the booth and exhibit in clean and good order in accordance with these rules and regulations and all other applicable rules and ordinances.

■ SUBLEASING

Subleasing of the exhibit space is NOT permitted, and two or more companies may not share a single leased space.

■ UTILITIES

Utilities (e.g., electrical, telephone, etc.) must be ordered directly from the designated vendors and are not included in the booth fee. Order forms will be emailed at a later date.

■ SECURITY

Each exhibiting company is responsible for safeguarding its goods, materials, equipment and exhibit booth at all times. General security service will be provided by SNRS for the exhibition period, but neither the security nor SNRS will be responsible for loss of or damage to and property.

[Submit Your Application](#)

EXHIBITOR RULES & REGULATIONS (CONT.)

FIRE REGULATIONS

All doors and openings must be kept clear. Exhibit signs, fire alarms and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All decorations must be able to stand a flameproof test.

TERMS

To reserve your exhibit space and/or sponsorship, payment in full is required at time of application. Payments by check should be made payable to SNRS and forwarded to SNRS, 673 Potomac Station Dr. #801, Leesburg, VA 20176.

HOTEL USE

SNRS reserves the right to control suite reservations at the hotel. No potential exhibitor will be allowed to access a hotel suite for the express purpose of circumventing the SNRS Exhibitors Marketplace and its attendant costs.

LIABILITY AND INSURANCE

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save SNRS, Le Méridien-Sheraton Hotel, its owners, its operator, and each of their respective parent, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of SNRS, Le Méridien-Sheraton Hotel, and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage. SNRS, Le Méridien-Sheraton Hotel, its owner, its operator, shall be included in such policies as additional named insured's. In addition, exhibitor acknowledges that neither SNRS, Le Méridien-Sheraton Hotel, its owners, its operator, maintain insurance

covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

PRESS CONFERENCES

Press conferences by exhibitors on the exhibit floor during the exhibit hours are prohibited. All news conferences must be coordinated with the SNRS conference planner.

MEETINGS, ENTERTAINMENT AND SOCIAL FUNCTIONS

No entertainment, social functions or meetings may be scheduled to conflict with the official SNRS Annual Conference program or specific exhibit hours. Requests for use of function space at the facility must be made in writing to SNRS at info@snrs.org. Upon receipt of such a request for function space, SNRS will notify you if space is available. It is the responsibility of the exhibitor to finalize arrangements with the hotel.

INTERPRETATION AND ENFORCEMENT

These rules and regulations become a part of the contract between the exhibitor and SNRS. SNRS has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decisions of SNRS and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors and their representatives who fail to observe these conditions, or contract or who, in the opinion of SNRS, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES

Registration and attendance at, or participation in the Southern Nursing Research Society (SNRS) Annual Conference constitutes an agreement by the registrants to allow SNRS to use and distribute the registrant's photographic image in (e.g., brochures, advertising) and electronic images on the SNRS website, in promotional material (e.g., emails), and in SNRS publications and newsletters.

Submit Your Application



SNRS

Southern Nursing Research Society
Advancing Nursing Research

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FEBRUARY 19-21, 2025 | THE PEABODY MEMPHIS | MEMPHIS, TN