

Save the Date!

Dermatology Nurses' Association

43rd Annual Convention

Support Prospectus

One for All

Orlando, FL

March 5 - 8, 2025

dnna

Dermatology Nurses' Association®

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Dermatology Nurses' Association

43rd Annual Convention



The **Dermatology Nurses' Association** is a professional nursing organization comprised of diverse individuals who are committed to quality dermatologic care to provide exceptional patient outcomes through sharing knowledge and expertise. The core purpose is to promote excellence in dermatological care. Members work with board certified dermatologists in offices, outpatient facilities, hospitals, and other settings where patients need dermatology care.

We are pleased to invite you to exhibit during the DNA 2025 Annual Convention to be held **March 5-8, 2025** at the **Doubletree by Hilton in Orlando, FL**. We anticipate more than 200 dermatology nurse professionals to attend live in Orlando.

As an exhibitor, you will have an outstanding opportunity to personally present your important sales and marketing message to hundreds of nurses who initiate product evaluations and who purchase products for use. If your products are used in the dermatology market, your participation with DNA is certain to benefit your sales and marketing program.

The exhibit schedule has been designed to provide the best time for nurses to view exhibits and speak with representatives about products and services. Take advantage of this opportunity to exhibit among dermatology nurses and increase your sales while you support the DNA! Join us in Orlando, FL!

Sincerely,

Tom Greene
Corporate Relations Manager | 856-256-2367
tgreene@dhanurse.org

Target audience is
nurse practitioners,
registered nurses,
licensed practical nurses,
medical assistants,
other healthcare providers,
and staff who are specialized and/or
have an interest in dermatology.

DNA is an accredited provider through ANA, providing 3 days of general sessions, and also 2 full days of the NP Forum workshop which is specifically targeted to mid level providers. Core curriculum education is also provided in separate workshops.

Over 200 RNs, LPNs, NPs*, and PAs

attended in person the 2024 Annual Convention in San Diego

**Over 50 NPs attended the 2024 Nurse Practitioner Forum Workshop.*

10'x10' Booth

\$2,875

- 6 hours of exclusive exhibit time
- One 10'x10' booth with 3 badges
- List of Attendees (does not include email addresses)
- Complimentary coffee & refreshment breaks
- Booth Signage with company name
- Listing in the convention event page name/address and website

Non-profit rates are available. Please contact us.

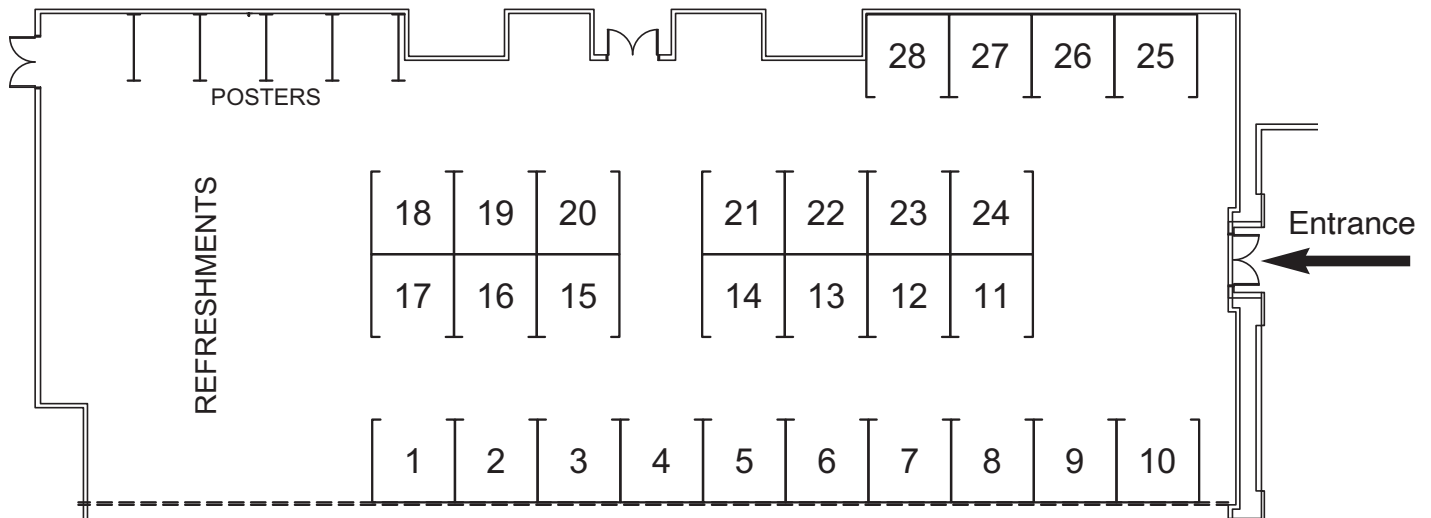
Booths include a table and 2 chairs.

Exhibit Hall Hours

Tuesday, March 4 — 12:00pm - 5:00pm Exhibit Set-up
Wednesday, March 5 — 10:15am - 12:00pm; 2:30pm - 3:30pm
Thursday, March 6 — 10:00am - 11:45am; 2:00pm - 3:15pm

DNA reserves the right to modify the exhibit schedule. Exhibitors will be notified at that time if the schedule changes.

Majestic 1-3 Ballroom



Hotel Information:

Doubletree Orlando by Hilton
10100 International Drive
Orlando, FL 32825

DNA hotel reservations can be made at dnanurse.org



For more information contact:

Tom Greene
856-256-2367
tgreene@dnanurse.org

Heidi Perret
856-256-2375
heidi.perret@ajj.com

Sponsorship Opportunities

Product Theater/Symposia (Live)

\$22,500

AVAILABLE SLOTS

Wednesday, March 5, 2025 7:00 am - 8:00 am Breakfast | 5:00 pm - 6:00 pm Wine & Cheese
Thursday, March 6, 2025 7:00 am - 8:00 am Breakfast | 5:30 pm - 6:30 pm Wine & Cheese
Friday March 7, 2025 7:00 am - 8:00 am Breakfast

Exclusive Product Theater/Symposia (Live)

\$45,000

AVAILABLE SLOTS

Wednesday, March 5, 2025 12:15 pm - 1:30 pm Lunch
Thursday, March 6, 2025 11:45 am - 1:00 pm Lunch
Friday March 7, 2025 11:30 am - 1:00 pm Lunch

Please contact Tom Greene or Heidi Perret for more sponsorship opportunity information.

- Annual Convention Guide
- Attendee meeting bags
- First Timers Orientation/Networking
- Hotel key cards
- Advertising opportunities
- Welcome Reception
- Refreshment break
- WiFi
- Networking Event

*DNA charges a 3% fee on all credit card transactions.



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March 5 - 8, 2025

Information for Exhibitors

Rules and Regulations

Assignment of Space

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records. The primary consideration in the assignment of space to exhibitors shall be in the best interest of the Association. The Dermatology Nurses' Association may at its discretion accept or reject any application for space and reserves the right to relocate or reassign space at any time for the overall benefit of the convention. In determining your overall level of support to DNA, DNA takes into account: your past and present exhibit participation; participation in DNA's Corporate Membership Program; advertising support of DNA publications; miscellaneous grants and sponsorships; etc.

Exhibitor Services

The following services will be provided to exhibitors at no additional charge.

- A standard pipe/drape set
- A standard identification sign showing exhibitor's name and booth number
- Exhibit description in the Convention Event Page
- Pre-registration of booth personnel
- Pre-registration list of attendees (Does not include email address)
- Complimentary refreshment breaks served in exhibit hall

DNA Policies

If material on display is not in keeping with DNA policy and philosophy, we reserve the right to demand its removal. Canvassing outside of the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time within the hall. All business must be conducted from within each exhibitor's booth.

Decorator Services Shipping Instructions

DNA will make arrangements with an official contractor to handle all exhibit-related needs. They will have labor available for set-up and will also provide furnishings. The drayage firm will receive, store, and deliver exhibits directly to the exhibit hall on set-up day. All shipments must be prepaid and consigned as indicated on the floor plan page.

Security and Liability

All efforts will be made to provide adequate security for the exhibit area. However, each exhibitor must make provisions to

safeguard their valuables from the time they are placed in the exhibit area until they are removed. Neither the Dermatology Nurses' Association nor the Hotel will be responsible for loss or damage due to any cause. DNA is not liable for any additional expenses incurred by exhibitors beyond booth fees and the exhibitor hereby releases DNA from any and all claims of every sort it may have against DNA based upon, arising out of, or in connection with or related to the trade show, including, but not limited to loss, theft, damage, destruction, or delay or non-delivery of goods, display material and other effects.

These rules and regulations are to be construed as part of all space contracts. The Dermatology Nurses' Association reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

Registration

Advance registration will be provided. All exhibitors will be required to register. A special exhibitor registration area will be provided on-site. Exhibitors are entitled to three complimentary exhibit badges per booth. Additional badges over three will be available for \$100 each. Admission to the exhibit area will be by badge only.

Terms of Payment And Cancellations

Full payment is required with the booth application. DNA accepts VISA, MC and AMEX along with check payments. Assignments not rejected by the exhibitor within 14 days from the notification space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the Exhibit Manager.

Should any contingency prevent holding of the conference or exhibition, the sponsoring group shall not be held liable for any expense incurred by the exhibitor.

Exhibitors canceling before January 9, 2024 will forfeit 50% of booth fee. Exhibitors canceling after this date will be charged full space rental, whether the space is paid in full or not.

Communications with reference to exhibits at DNA's Annual Convention should be addressed to:
Heidi Perret: Marketing Specialist
DNA Annual Convention
Phone: 856-256-2375
Email: heidi.perret@ajj.com

This was my first DNA Convention. I prepared and presented a poster and was able to obtain education for my certification hours. I recommend joining the DNA and staying involved.

Jonna A., RN, DNC

"My favorite part of Convention is the education and learning best practices, but mostly seeing my friends I made at past conventions and making new friends. I recommend becoming a DNA member and attending Convention to have a great time while you learn."

Kathy G., MSN, RN, DNC