

A high-angle, wide shot of the Golden Gate Bridge in San Francisco, California. The bridge's iconic orange-red towers and suspension cables are the central focus, extending from the foreground on the left towards the right side of the frame. The bridge spans across a body of water, with the city of San Francisco visible in the distance under a clear blue sky. The lighting suggests a bright, sunny day.

NBNA 52ND

NATIONAL BLACK NURSES ASSOCIATION, INC.

ANNUAL INSTITUTE & CONFERENCE

EXHIBITORS & SPONSORS

July 23 — 28, 2024

Marriott Marquis Hotel • San Francisco, California



Advancing Health Care Across the Lifespan: Through Re-Imagining Nursing and Human Caring

Dear NBNA Members and Attendees,

These are exciting times for the National Black Nurses Association (NBNA) as we prepare for our 52nd Annual Institute and Conference. Please join us from **Tuesday, July 23, 2024, to Sunday, July 28, 2024**, at the Marriott Marquis hotel in picturesque, San Francisco, CA. As you know, earlier this year, after careful consideration, NBNA released a statement announcing its decision to move its 2024 conference out of Florida. Our primary reason for this move was our duty to ensure the safety and well-being of NBNA members, given the political and social climate in Florida and the recent racially motivated, hate-fueled murders of three innocent Black Americans in Jacksonville, FL.

Our conference committee and staff in the national office have been extremely busy planning a memorable conference where you can select educational offerings that meet your needs, engage in activities that promote career development, along with opportunities to network, fellowship, and celebrate with friends, and colleagues. Our corporate roundtable partners, sponsors, and other allies represent various industries and are guaranteed to bring innovative, real-time knowledge that you can utilize long after the conference has ended.

Our conference theme this year is **Advancing Health Care Across the Lifespan: Through Re-Imagining Nursing and Human Caring**. We invite you to come and share in the extraordinary reimagining of the NBNA. If you are not a member, this is a great time to join as we move onward and upward!

Sincerely,

A handwritten signature in blue ink that reads "Sheldon D. Fields".

Sheldon D. Fields, PhD, RN, FNP-BC, AACRN, FAANP, FNAP, FAAN

14th President – National Black Nurses Association, Inc

Welcome to the 52nd Annual NBNA Institute and Conference!

As we convene the 52nd Annual NBNA Institute and Conference, we continue to celebrate our beginnings and amplify the importance of our very first conference held in Cleveland, Ohio in September of 1972.

Fifty-two years later, black nurses remain strong and are key leaders in reducing disparities and advancing health equity through their innovations in nursing practice, education, research, policy advocacy, and entrepreneurship. Our Annual Institute and Conference is designed to equip attendees with the requisite knowledge needed to address cross cutting issues affecting nursing, health care, and health equity.

CONFERENCE OBJECTIVES

- Discuss the role of bioinformatics, biotechnology, including Artificial Intelligence (AI), and novel innovations in advancing Health Care, the nursing profession, and reducing health disparities.
- Examine advancements in community partnerships with Health Care systems and the opportunities for improving the built environment and population health.
- Examine emerging models of care and opportunities for improving chronic-health conditions, medication and treatment adherence, and self-management.
- Analyze key concepts for effective management and leadership across all settings among emerging and tenured nursing leaders.
- Identify trends and issues affecting health equity, environmental health, and public health justice.
- Examine the key components of lived experiences in the context of the individual and structural social health drivers.
- Discuss the advantages of inclusion of racial and ethnic groups, populations experiencing health disparities, including sexual orientation and gender identity or socioeconomically disadvantaged populations, and populations with different abilities who are often not included in clinical trials and clinical research.

REASONS FOR INVESTING IN NBNA

- Generate leads and build relationships with nurse attendees
- Conduct quality conversations with nurse clinicians, researchers, educators, administrators and key leaders that positively impact the way they work
- Create brand and product portfolio awareness
- Participate in educational content
- Gain exposure to the latest nursing innovations
- Opportunity to see what competitors are doing and identify new trends and hot-button topics

NBNA IS SEEKING ABSTRACTS ON THE FOLLOWING TOPICS FOR THE INSTITUTES, WORKSHOPS AND POSTERS:

- **Re-Imagining Healthy Communities:** Progressing the Built Environment
- **COVID-19 Research:** Post-Pandemic Clinical Research- Value-Based Care, Biotechnology, Vaccination
- **Food As Medicine Programs:** Improving Patient Outcomes
- **Community Partnerships:** Implications for Housing, Health Equity, and Wellness Programs
- **New Models of Care:** Advancing Technological Advances Across the Continuum of Care
- **Navigating Nursing Education, Scholarship & Impact:** Research, Fellowships, Advanced Degrees
- **Dimensions of Health Policy Advocacy:** Opioid Crisis, Homelessness, Gun Violence, Mental Health
- **Health Equity Across the Life Cycle:** Infant Mortality, Maternal Health, Cognitive/Neurological Health
- **The Future of Nursing:** Implications for Racial Reckoning
- **Advancing DEI with Human-Centered Design:** Innovation, Research, Entrepreneurship
- **“Weathering” to “Joy”:** Managers, Directors, Executives Navigating Leading While Black!
- **Chronic Disease Self-Management:** Navigating the Healthcare System to Improve Individual and Family Self-Management, Self-Efficacy, and Health Outcomes
- **Public Health Crisis:** Structural Racism in Healthcare
- **Clinical Research:** Increasing Equitable Access to Clinical Trials and Clinical Research- Study Protocol Inclusion Criteria, Recruitment, Barriers to Enrollment & Study Completion
- **Artificial Intelligence (AI), Bioinformatics & Biotechnology:** Beyond Algorithmic, Diagnostic and Test Biases in Medicine
- **21st Century Advances in Healthcare Innovations:** Improving Health Literacy, Social-Health Drivers, Medication & Treatment Adherence

WHO SHOULD EXHIBIT AT THE CONFERENCE:

Any company or organization looking to target the nurse marketplace through product demonstrations, building brand image, develop new contacts and recruit from the brightest and the most highly credentialed pool of nurses in the country. **Please use category numbers when filling out the EXHIBIT CONTRACT JOTFORM.** A list of previous exhibitors can be found at www.NBNA.org

Associations (Medical)	(1)	Nursing Homes	(11)
Behavioral Health	(2)	Nutrition/Food	(12)
Consumer Goods (jewelry, travel, etc.)	(3)	Publishers	(13)
Education/Research Programs	(4)	Pharmaceuticals	(14)
Government Agencies	(5)	Recruitment/Personnel	(15)
Hospitals/Medical Centers	(6)	Skin Care/Personal Care	(16)
Information Technology	(7)	State Nurses Associations	(17)
Insurance/Financial Investments	(8)	Uniforms/Shoes/Clothing	(18)
Laboratory/Pharmaceutical	(9)	Universities/Colleges/Schools	(19)
Medical Equipment/Supplies	(10)	Wound Care	(20)

TO REGISTER FOR THE CONFERENCE

This year's conference is embracing technology to streamline the registration process. We have fully implemented an online registration system using the Whova platform. Participants can conveniently secure their exhibit booths, register booth staff, and explore sponsorship options by paying via ACH, credit card, check or request an invoice.

CALL FOR ABSTRACTS

GUIDELINES FOR ABSTRACTS AND REFERENCES:  [CLICK HERE](#)

ABSTRACT SAMPLE:  [CLICK HERE](#)

TO SUBMIT AN ABSTRACT:  [CLICK HERE](#)

If you do not know if your abstract has been accepted, call the NBNA National Office at 301-589-3200. If you have submitted an abstract, oral, or poster for presentation, and wish to register for the conference, USE THE REGISTRATION LINK BELOW.

SPEAKER REGISTRATION:  [CLICK HERE](#)

CONFERENCE SPONSORSHIP FORM

COMPLETE SPONSORSHIP FORM  [CLICK HERE](#)

EXHIBITOR REGISTRATION / CONTRACT

EXHIBITOR ONLINE REGISTRATION  [CLICK HERE](#)

PROGRAM BOOK ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES FORM  [CLICK HERE](#)

CONFERENCE AT-A-GLANCE

SUNDAY, JULY 21

1:00 pm - 4:00 pm Bag Stuffing

TUESDAY, JULY 23

9:00 am - 5:00 pm NBNA Office
9:00 am - 5:00 pm NBNA Registration Office
10:00 am - 2:00 pm Local Chapter Health Fair
12:30 pm - 3:30 pm Board of Directors Meeting
3:00 pm - 7:00 pm NBNA Conference Registration Opens
3:00 pm - 7:00 pm Conference Buddy Café
5:00 pm - 7:00 pm Speaker Ready Room

WEDNESDAY, JULY 24

7:00 am - 6:00 pm NBNA Office
7:00 am - 5:00 pm NBNA Conference Registration
7:00 am - 5:00 pm NBNA Buddy Cafe
7:30 am - 4:30 pm NBNA Leadership Institute
(Chapter Presidents and Vice Presidents)
8:00 am - 5:00 pm Speaker Ready Room
8:00 am - 5:00 pm NBNA & Johnson & Johnson Minority
Leadership Forum (Invitation only)
9:00am - 11:00 am VITAS Master Class
Sponsored by: VITAS Healthcare
9:00 am - 12:00 pm American Red Cross Workshop
Sponsored by: The American Red
Cross
10:00 am - 4:00 pm American Red Cross Blood Drive
All are invited to give!
1:00 pm - 5:00 pm Professional Writing Workshop
Bring a working manuscript and
laptop or tablet.
2:00 pm - 4:00 pm Workshop (2 - 3)
3:30 pm - 5:00 pm Credentialing
4:00 pm - 5:00 pm New Members Orientation
4:00 pm - 5:00 pm Monitors and Moderators Orientation

4:30 pm - 6:30 pm Chapter Development
5:00 pm - 7:00 pm NBNA Conference Buddy Meet-Up /
Networking and Welcome Reception
7:00 pm - 10:00 pm NBNA Under 40 Forum
Sponsored by: VITAS Healthcare
Registration Required

THURSDAY, JULY 25

**Last Day to Purchase Event Tickets.
No tickets will be sold after 2 pm.**

6:00 am - 7:00 am Fitness Session
6:30 am - 7:45 am CE / NON CE Breakfast (2 sessions)
7:00 am - 4:00 pm NBNA Registration
7:30 am - 10:00 am NBNA Business Meeting
Chartering of New Chapters
8:00 am - 5:00 pm NBNA Office
8:00 am - 5:00 pm Speaker Ready Room
10:30 am - 12:30 pm Plenary Session
12:30 pm - 3:00 pm VITAS Master Class
1:00 pm - 5:00 pm Exhibit Hall Grand Opening
2:00 pm - 3:00 pm NBNA Nursing Innovation Theater
2:00 pm - 4:00 pm LPN / LVN Forum
3:00 pm - 5:00 pm Uniformed Services Forum, Federal
Service Nursing Council
4:00 pm - 5:00 pm NBNA Choir Rehearsal
5:00 pm - 6:00 pm NBNA Chapter Line-up
6:00 pm - 8:00 pm Opening Ceremony

FRIDAY, JULY 26

RED DRESS DAY!

6:00 am - 7:00 am Exercise Session
6:30 am - 7:45 am CE / NON-CE Breakfast Session (2)
7:00 am - 4:00 pm NBNA Conference Registration
7:30 am - 4:00 pm NBNA Summer Youth Enrichment
Institute
8:00 am - 5:00 pm NBNA Office

CONFERENCE AT-A-GLANCE

8:00 am - 5:00 pm	Speaker Ready Room
8:00 am - 12:00 pm	Future Nurses Forum (Non-Licensed Student)
8:00 am - 12:00 pm	Institutes (6-7 TBD)
8:30 am - 10:30 am	VITAS Master Class Sponsored by: VITAS Healthcare
11:00 am - 12:00 pm	Innovation Theater
11:00 am - 4:00 pm	NBNA Career and Educational Fair Exhibit Hall Open
12:30 pm - 2:30 pm	NBNA Luncheon
2:30 pm - 3:30 pm	Innovation Theater
3:30 pm - 4:30 pm	Plenary II
4:30 pm - 6:30 pm	NBNA Choir Rehearsal
6:00 pm - TBD	Fund Development Event

SATURDAY, JULY 27

WEAR BLUE DAY!

6:00 am - 7:00 am	Exercise Session
6:30 am - 7:45 am	CE / NON-CE Breakfast (2)
8:00 am - 4:00 pm	NBNA Registration Office
8:00 am - 4:00 pm	NBNA Office

8:00 am - 1:00 pm	Speaker Ready Room
8:00 am - 10:00 am	Workshop (6 -7 TBD)
8:00 am - 11:00 am	Men's Bow Tie Breakfast
11:30 am - 12:30 pm	Men's Health Talk
10:30 am - 11:30 pm	Innovation Theater
10:00 am - 1:00 pm	Exhibit Hall Open
12:30 pm - 1:00 pm	Grand Raffle
1:30 pm - 4:00 pm	Awards Ceremony Nurse of the Year Awards, Community Service Awards, Scholarship Awards, Membership Campaign Awards
3:30 pm - 4:30 pm	NBNA Choir Rehearsal
6:00 pm - 7:00 pm	Lifetime Member Photo
7:00 pm - 11:00 pm	President's Gala Presentation of the NBNA Presidential Awards

SUNDAY, JULY 28

7:30 am - 9:30 am	Ecumenical Service
10:00 am - 12:00 pm	Brunch and Closing Session Installation of Officers, New Board Members and Nominating Committee
12:00 pm - 1:00 pm	Post Conference Board of Directors Meeting

ABOUT NBNA:

The National Black Nurses Association represents approximately 308,000 African American nurses from the USA, Canada, Eastern Caribbean and Africa, with 111 chartered chapters nationwide.

OUR MISSION:

To serve as the voice for black nurses and diverse populations ensuring equal access to professional development, promoting educational opportunities and improving health.



San Francisco

Marriott Marquis

**780 MISSION STREET
SAN FRANCISCO, CA 94103
415-896-1600**

HOTEL & CONFERENCE INFORMATION RESERVATIONS

THE NBNA ROOM BLOCK WILL BE AVAILABLE STARTING DECEMBER 1, 2023. The deadline for making reservations at the San Francisco Marriott Marquis is **FRIDAY, JUNE 28, 2024 AT 5:00 PM, EASTERN TIME**, after this date, reservations will be accepted on a space and rate availability basis. If the Group Rate is not available, the Hotel's rack rate will apply. A limited number of suites are included in the room-block.

CALL-IN OR ONLINE RESERVATIONS: San Francisco Marriott Marquis Central Reservations: 888-575-8934 (**DEADLINE: 5:00 PM EASTERN TIME, FRIDAY, JUNE 28, 2024**). When calling in, the guest should refer to the National Black Nurses Association Conference. **GROUP CODE: NBNA**

TO BOOK YOUR RESERVATION ONLINE:  **CLICK HERE**



ROOM RATES

NOTE: The room tax on sleeping rooms is 14% plus a 2.25% San Fran Tourism Tax and a \$0.73 California Tourism Fee. Total room taxes are 16.98%. The total of \$42.28 will be added to the standard room rate of \$249.

KING ROOM: 1 King Bed, (1 or 2 people): Single or Double Occupancy Rate is \$249.

DOUBLE/DOUBLE: 2 Queen Beds, (1 or 2 people): Single or Double Occupancy Rate is \$249.

KING ROOM OR DOUBLE ROOM: \$30 per night for each additional person.

CHECK-IN & CHECK-OUT

CHECK-IN 4:00 PM -12 MIDNIGHT / CHECK-OUT: 11:00 AM

EARLY DEPARTURE FEES: No early departure fee contracted

LATE CHECK OUT: Based on availability; the following late check out fees apply: 12 noon-3pm \$50+tax, Between 3pm and 5pm \$100+tax, any time after 5pm, full days room tax applies.

ROOM GUARANTEE: Attendees should be prepared with a credit card to which the first night's room and tax will be charged at the time the reservation is made. All guaranteed reservations will be held until 11:59 pm on the day of the confirmed arrival date. We strongly suggest that you do NOT use a debit card to guarantee your room or incidentals at check-in.

CANCELLATIONS: Cancellations must be received 3 days prior to arrival date. One (1) night room/tax late cancel penalty applies for those received within 3 days of arrival date or less.

HOTEL AMENITIES & FEATURES

Recharge in fully renovated, contemporary hotel rooms and suites that feature plush bedding and soundproof windows for a peaceful retreat in San Francisco. Rooms include mini-refrigerators, Smart TVs, ample work-stations, and Wi-Fi access. Pets are welcome with a maximum of one pet per room. The non-refundable fee is \$125. Pets must weigh below 40 lbs. and stay with guests at all times. Contact us for more info.

FOR MORE ON HOTEL AMENITIES:  [CLICK HERE](#)

FEDEX BUSINESS CENTER

Do you need presentations, flyers, brochures or other marketing materials for your meeting or event? Submit your orders online and we'll have them waiting for you here at San Francisco Marriott Marquis when you arrive. Operating Hours: M - F: 7:30 am - 7:00 pm / S - S: 7:30 am - 4:00 pm

FOR MORE ON FEDEX BUSINESS CENTER:  [CLICK HERE](#)

TO PRINT YOUR SHIPPING LABEL:  [CLICK HERE](#)

DINING OPTIONS

Dine at the exclusive M Club, open daily for our valued Platinum, Titanium and Ambassador Marriott Bonvoy Members, the scenic View Lounge, our rooftop bar which boasts sweeping views of San Francisco or B55 Craft House and Kitchen which specializes in beer and bourbon. Need something on the go? Stop by our Mission Street Pantry to pick up freshly prepared dishes for lunch or grab some coffee and a light breakfast before leaving downtown to catch your next flight.

DINING OPTIONS:  [CLICK HERE](#)

AIRPORT, SHUTTLE GROUND TRANSPORTATION AND PARKING

SFO International Airport: 13 miles/18 minutes / OAK International Airport: 19 miles/25 minutes

Taxi from SFO International \$55 + Gratuity

Taxi from Oak International \$65 + Gratuity/Bridge Toll

BART Train from SFO International \$10 per trip

BART Train from OAK Internation \$11.40 per trip

Super Shuttle from SFO International \$19 + Gratuity (Reservations are required)

Hotel Valey Parking Only \$91.20 per night (Overnight with in and out privileges, Incudes tax)

FIFTH & MISSION / YERBA BUENA GARAGE

833 Mission Street San Francisco, CA 94103 • 415.982.8522 x14

24 Hr. Maximum or Lost Ticket Per Day: \$44

Midnight to 9:00 am	\$4.00 per hour	9:00 am to 12:00 pm	\$5.00 per hour
12:00 pm to 3:00 pm	\$5.00 per hour	3:00 pm to 6:00 pm	\$5.00 per hour
6:00 pm to Midnight	\$4.00 per hour	FLAT RATE: 12 Hour Maximum: \$38	

SCOOTERS

Scoot-a-Round Rentals. Do not delay making your reservation!

TO RESERVE A SCOOTER:  [CLICK HERE](#)

ATTENDEE TIPS / WHAT TO WEAR

DRESS FOR SUCCESS! Business attire is suggested when attending educational sessions, the business meeting and opening ceremony. Bring a sweater or wrap as meeting rooms can be chilly. Although Atlanta can be hot, the hotel and meeting rooms will be air conditioned. Wear comfortable shoes. We all love the glam shoes, but they are just not comfortable for visiting the exhibit hall and moving about the hotel.

BRING SNACKS! Bring a few power bars, nuts, or dried fruit to keep your energy level high.

WEAR RED! Show solidarity with women and heart health by wearing a red item of clothing or a red accessory on **FRIDAY, JULY 26**.

WEAR BLUE! The Fourth Annual Men's Bow Tie Institute will be held on **SATURDAY, JULY 27**. Please wear something blue in recognition of Men's Health Awareness and your best bow tie!

PRESIDENT'S GALA & BRUNCH SEATING PROCEDURES

- All members, guest, VIPs, honorees, awardees, exhibitors, speakers, sponsors, spouses, and children **MUST** have a ticket with a table assignment number to attend the Gala.
- **TICKET SALES** for the Gala and Closing Brunch Session will end at **2:00 PM, THURSDAY, JULY 25**. Tickets for the Fund Development Event will end at **4:00 PM, FRIDAY, JULY 26**.
- **PRESIDENT'S GALA SEATING—CHAPTER TABLES** are designated based on the number of **ADVANCED** registered members and guests. Purchase ticket(s) by **JULY 8** to guarantee seating with your chapter. Gala and Brunch tickets will be available on **TUESDAY, JULY 23** after 3:00 pm. If you purchase Gala tickets onsite, NBNA cannot guarantee you will be placed with your chapter. You will be assigned to the next available open seat.
- Tickets must be shown at the door on the night of the GALA. The hostesses will help you locate your table by the assigned table number.
- Reserved seating for Lifetime Members only; open seating for all other attendees at the Sunday Brunch. Tickets must be shown at the door.
- **CLOSING BRUNCH SEATING PROCEDURES**. Reserved seating for Lifetime Members **ONLY** at the Closing Brunch; open seating for all other attendees on Sunday. Tickets must be shown at the door.

MORE ABOUT THE CONFERENCE

BREAKFAST SESSIONS: Sponsored by a corporation, association, or company to educate the attendee about a new product, program or innovation the organization is promoting. Only 125 people may attend. Pre-registration is suggested. May be a CE or a Non-CE session.

WORKSHOPS AND INSTITUTES: Workshops are generally 2 hours long, and institutes are 4 hours long. You must stay for the entire session to receive CEs.

PLENARY SESSIONS: There will be a 1- and a 2-hour Plenary Session. The presentations are on one central theme from different perspectives.

INNOVATION THEATER SESSIONS: An opportunity for organizations to present a 1-hour program on their latest innovations. CEs may be awarded.

THE EMERGING LEADERS FORUM: This program is for non-licensed attendees. Students who have not yet become a registered nurse. (CEs are not awarded for this program.)

THE BUSINESS MEETING: NBNA members and delegates hear presentations from the leadership; vote on resolutions and bylaw changes; and celebrate the chartering of new chapters.

THE NBNA PRESIDENTS LEADERSHIP INSTITUTE: Only the chapter president, vice president, and a member appointed by the chapter president may attend the meeting. Chapter leaders hear presentations on leadership and programs that can be implemented on the chapter level.

THE UNDER FORTY FORUM: Sponsored event and opportunity to be motivated and inspired by your peers, leaders in nursing, and have some fun. Students and nurses at all levels who are under 40 years old may attend.



BOOTH RESERVATIONS DEADLINE: MAY 15, 2024

BOOTH COST: 8' x 10': \$2,000 8' x 20' : \$4,000 10' x 20' : \$4,000 (US dollars)

WHAT IS PROVIDED

- Each 8' x 10' booth will be fitted with the following;
- Two (2) side chairs per counter;
- One (1) 6" W x 30" H draped table per counter;
- One (1) wastebasket per counter;
- Masking drape;
- Installation & dismantle labor;
- Exhibitors and sponsors will receive the show kit;
- Exhibitor Concierge to help you plan for all of your needs.

ON-SITE EXHIBITOR CONCIERGE SERVICES

A Concierge Service Center will offer personalized service to the exhibitors by visiting each exhibitor in their booth, assuring all orders have been received, and assisting with on-site orders as needed.



ON-LINE EXHIBITOR SERVICE MANUAL

Each exhibitor will receive a personal link to the service manual, containing information for all services offered. Our technology allows the exhibitors to quickly and easily identify services and items they need and will guide you through the ordering process. Exhibitors access to additional services such as flora, electricity, audiovisual, etc.

SHIPMENTS TO SHOW SITE

GES will receive and unload shipments at show site only during scheduled exhibitor move-in times. If you are shipping material to the San Francisco Marriott Marquis by FedEx or UPS packages that arrive earlier than 5 calendar days before they are retrieved, will be subject to a \$5.00 a day storage fee.

FEDEX SHIPPING LABEL  **CLICK HERE**

PLEASE NOTE: All requested information must be provided in order to ensure that you receive confirmation for your exhibit space, receipts and event updates. GES is the official show decorator, please contact them regarding your shipping questions. The hotel will charge for shipping and receiving and delivery of all Exhibitor materials to the show floor.

SECURITY AND LIABILITY

Security will be on duty at all times.

A copy of proposed exhibitor's contract must be submitted to Hotel's [APPLICABLE DEPARTMENT] for approval prior to its printing and distribution, to ensure that the Hotel is protected and that exhibitors have received complete information and instructions, as well as rules and regulations governing exhibits at the Hotel. The Exhibitor's contract must include the following **HOLD HARMLESS CLAUSE**:

"The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims."

Hotel will not be responsible or liable for any loss, damage, or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss, or damages arising directly from the Hotel's own negligence. National Black Nurses Association will be responsible to negotiate the contract with its exhibitors.

BOOTH ASSIGNMENT

During the registration process, participants will have the opportunity of selecting preferred exhibit space assignments. However, it is essential to note that the space selection will only be confirmed upon receipt of payment within 10 - 15 business days, emphasizing the importance of timely completion. Every effort will be made to accommodate your preferred location. However, NBNA reserves the right to accept or reject any application for space and may need to relocate or reassign exhibit booths as deemed necessary.

EXHIBIT BOOTHS ARE REQUIRED TO REMAIN OPEN AND STAFFED DURING THE SCHEDULED HOURS. If you anticipate an early departure, please advise the NBNA National Office Exhibit Coordinator as soon as possible.

FOR EXHIBITOR ONLINE REGISTRATION  [CLICK HERE](#)

Once payment has been received, a confirmation email including the assigned exhibit space number will be sent. Checks are made payable to NBNA, and mailed to:

**Tracy Rudd, Exhibitor Services
National Black Nurses Association
8630 Fenton Street, Suite 910
Silver Spring, MD 20910**

EXCLUSIVE EXHIBIT HOURS

Dedicated exhibit hours allow participants ample opportunity to meet with you to learn about your products and services.

NBNA PAYMENT & CANCELLATION POLICY

Payment by CHECK must be received in the NBNA office by **FRIDAY, JUNE 9**. After this date, payment may be made by money order or credit card (MasterCard or VISA) ONLY. Should it become necessary for you to cancel your registration, WRITTEN notification must be received (not postmarked) by Monday, July 3. Refunds will be made 90 days following the conclusion of the NBNA Conference. A \$250 administrative fee will be deducted from the total amount refunded.

EXHIBITOR SCHEDULE

EXHIBIT HOURS MAY CHANGE WITHOUT PRIOR NOTICE

TUESDAY, July 23	3:00 pm -7:00 pm	Registration
WEDESDAY, July 24	12:30 pm - 5:00 pm	Exhibit Booth Set-Up
THURSDAY, July 25	8:00 am - 12:00 pm 1:00 pm - 5:00 pm 6:00 pm – 8:00 pm	Exhibit Booth Set-Up Exhibit Hall Grand Opening NBNA Opening Ceremony (Exhibit Hall closed)
FRIDAY, July 26	10:00 am - 5:00 pm	Local Career Fair & Exhibits Open for NBNA Members & Local Nurses
SATURDAY, July 27	10:00 am - 1:00 pm 12:00 pm - 12:30 pm 1:00 pm - 3:00 pm	Exhibits Hall Open Grand Raffle Exhibits Dismantled

Jump Starting Your Future in Nursing

The National Black Nurses Association's 14th Annual

Career and Educational Fair – Friday, July 26, 2024

The National Black Nurses Association's Annual Institute and Conference provides its conference attendees with a unique opportunity to network and explore career and educational advancement opportunities with over 120 of the most prestigious hospitals and the finest schools of nursing in the country. We want to thank you for making this possible by letting you know we have heard you and want to enhance your experience at the NBNA conference.

We are pleased to announce that we have expanded the exhibit hall hours on **FRIDAY, JULY 26** to make way for the 14th Annual NBNA Career and Educational Fair which will be marketed to nurses in the Atlanta area and surrounding counties prior to the conference. We know you want to connect with nurses who are on the move, ready to move and want to hear what you may have to offer. We realize that it is important for you to connect with the seasoned RN as well as the first year RN who is eager to grow in their nursing career. We also know you want to meet the RN or MSN who is ready to take the next step in their nursing education. Our goal is to continue to be the meeting of choice, the nurses conference where you will continue to meet the best and the brightest nurses from across the country and from the local markets. Attendees are asked to come prepared to interview with resumes in hand!

The future of nursing is changing and NBNA will continue to be at the forefront of that change by providing our members and conference attendees the latest and best practices in nursing leadership, research, information technology, health care management, as well as educational and employment opportunities.


We hope you will join us!

NBNA NURSING INNOVATION THEATER

SPONSOR BENEFITS

- Seating for 130 attendees, 8' x 12' stage, seating for 2 presenters on stage, corporate signage, stage décor
- Audio visual equipment includes: screen, LCD projector, podium microphone
- Pre-conference promotion by NBNA on website and Facebook
- Pre-conference registration for attendees
- Marquis Listing in Program Book

NBNA will provide a drawing for one complimentary conference registration for the 2025 Conference for each of the theater presentations. Sponsors are free to provide an approved incentive to attendees. Sponsoring organization may wish to add on snacks or other refreshments. Your choices are:

- Book for one hour at \$7,000 per hour
- Call for Abstracts form:  [CLICK HERE](#)

EVENT SPONSORSHIP OPPORTUNITIES

EDUCATE: CEU OR NON-CEU BREAKFAST SESSIONS: Get the word out about a hot trend or your latest innovation across the health care industries. This 60-minute breakfast presentation will be attended by 130 nurses eager to hear what your company is doing to improve patient care. Your sponsorship includes a hot plated breakfast for 130 people, the standard AV package which includes a screen, power point projector, sound, and a laptop computer. If you require additional AV, our provider will work directly with you to make those arrangements. Your event will be promoted in all the pre-conference communications that will go out to the attendees. Session signage is also provided. The sponsorship does not include expenses for your speaker.

COST: \$17,000 – SIX (6) SESSIONS ARE AVAILABLE. ITEM #2

NURSING INNOVATION THEATER CEU OR NON-CEU PRESENTATION: Get the word out about a hot trend or your latest innovation across the health care industries. This 60-minute presentation will be attended by 130 nurses eager to hear what your company is doing to improve patient care. Your sponsorship includes the standard AV package which includes a screen, power point projector, sound, and a laptop computer. If you require additional AV, our provider will work directly with you to make those arrangements. Your event will be promoted in all the pre-conference communications that will go out to the attendees. Session signage is also provided. If you wish to offer snacks for the attendees, you will be introduced to our convention manager at the San Francisco Marriott Marquis to make those arrangements. The sponsorship does not include expenses for your speaker.

COST: \$7,000 – FIVE (5) THEATER TIMES ARE AVAILABLE. ITEM #7

EMAIL BLAST: Promote products, services, or an upcoming program through an e-mail advertisement. Highlight a program that you are sponsoring during the NBNA conference. NBNA will send your one-page digital flyer to registered attendees. You may include the link to a designated webpage. Select a date between June 1 and September 30.

COST TO ADVERTISE: \$1,300

To confirm your advertisement, please see page 22. Digital ad file type (jpeg or png) at 800 pixels wide by any length will be sent via ConstantContact.



NBNA NURSING INNOVATION THEATER REGISTRATION

THEATER DATES AND TIMES (TIME SLOTS SUBJECT TO AVAILABILITY)

TYPE OF PRODUCT OR SERVICE

- Presentation Lecture/discussion Video Demonstration
 Other CEU Presentation Non CEU Presentation

Please describe: _____

Thursday, July 25 • NBNA Nursing Innovation Theater

1 hour Show 2:00 pm - 3:00 pm \$7,000 TOTAL HOURS _____ TOTAL AMOUNT \$ _____

Friday, July 26 • NBNA Nursing Innovation Theater

1 hour Show 11:00 am - 12:00 pm \$7,000 TOTAL HOURS _____ TOTAL AMOUNT \$ _____

1 hour Show 2:30 am - 3:30 pm \$7,000 TOTAL HOURS _____ TOTAL AMOUNT \$ _____

Saturday, July 27 • NBNA Nursing Innovation Theater

1 hour Show 10:30 am - 11:30 am \$7,000 TOTAL HOURS _____ TOTAL AMOUNT \$ _____

PAYMENT INFORMATION (NBNA accepts only MasterCard and Visa Credit Cards)

NAME: _____ COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: __ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

PAYMENT TYPE: Check (Payable to NBNA) MasterCard Visa Amt. Enclosed: _____

Credit Card # _____ Exp. Date: _____

Cardholder Name (please type or print): _____ Security code: _____

Billing Address _____

Signature _____

AS IT APPEARS ON THE CARD

ALLOW 10 DAYS PROCESSING TIME IF PAYING BY CHECK.

RETURN TO:

DIANNE MANCE / phone 301-589-3200 • fax 301-589-3223 • email: dmance@nbna.org
National Black Nurses Association • 8630 Fenton Street, Suite 910 • Silver Spring, MD 20910



SOLD

MISSION STREET

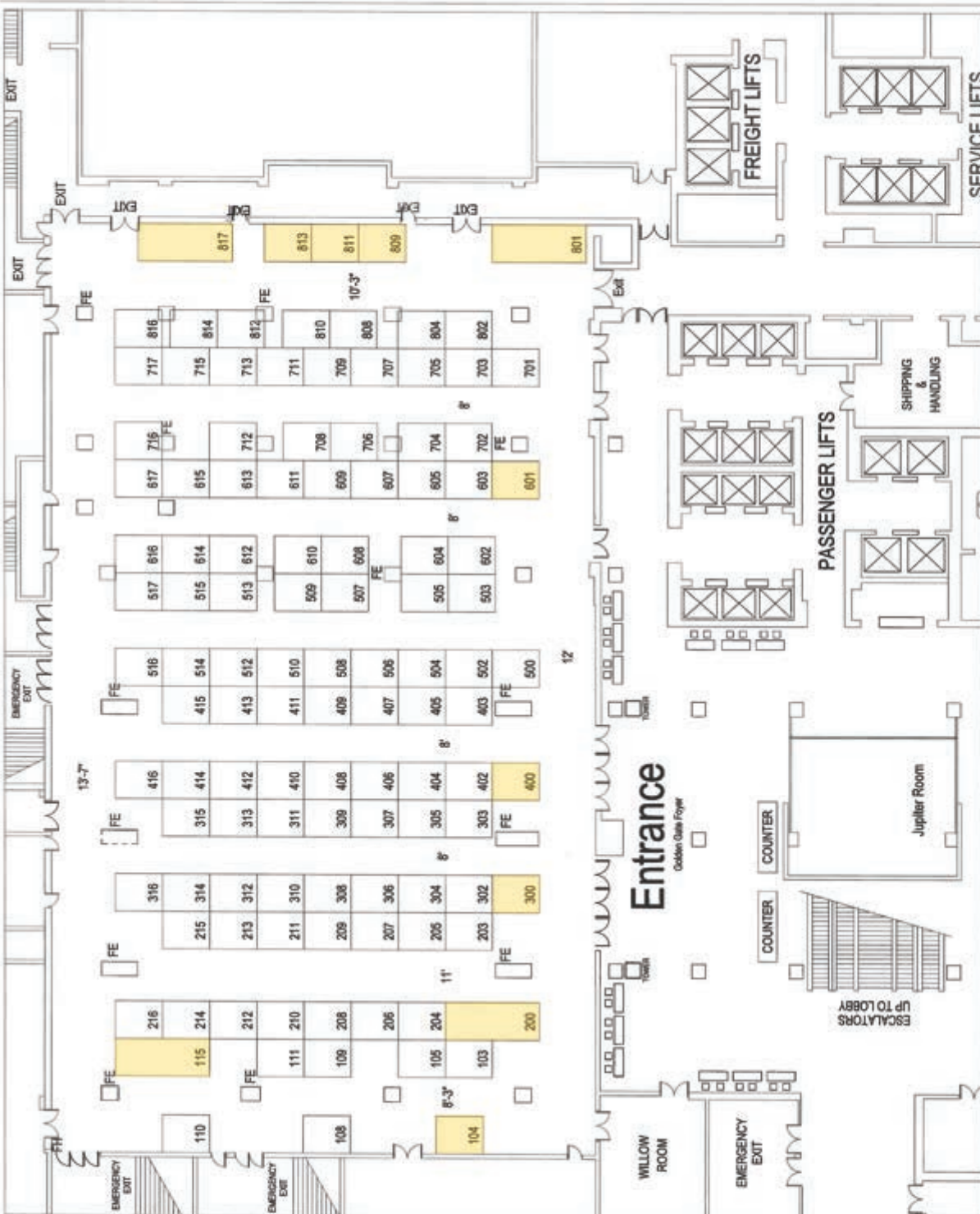
PLACING ITEMS IN THE LOBBY REQUIRES PRIOR FIRE MARSHAL APPROVAL



BOOTH_8X10.....110
BOOTH_8X20.....4
TABLE_6X2-CHAIRS.....24

EXTINGUISHERS
FIRE ALARM
FIRE HOSE
DEN GATE BALLROOM = 9'-5"

ion St. Tunnel



National Black Nurses Association (NBNA) Annual Institute & Conference 2024

July 23-27 2024

Marriott Marquis San Francisco / Golden Gate Ballroom / San Francisco, CA



V1-3R

DRAWN BY: SA

REVISION DATE: 12/18/23

CONFERENCE SPONSORSHIP FORM

Exhibiting Company Information: _____ Confirmed BOOTH No. _____

COMPANY NAME: _____

CONTACT NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

SPONSORSHIP LEVEL: **Diamond \$50,000 +** **Platinum \$49,999 - \$20,000**
 Gold \$19,999 - \$10,000 **Silver \$9,999 - \$5,000** **Bronze \$4,999 - \$1,000**

SPONSORSHIP OPPORTUNITIES (see pages 19 - 21 of prospectus):

ITEM #	DESCRIPTION	YOUR INVESTMENT
_____	_____	_____
_____	_____	_____
_____	_____	_____

ALL LOGOS FOR PRINTING MUST BE AN EPS, ILLUSTRATOR OR HIGH QUALITY PDF FORMAT.

PAYMENT INFORMATION

(NBNA accepts only MasterCard and Visa Credit Cards)

PAYMENT TYPE: Check (Payable to NBNA) MasterCard Visa Amt. Enclosed: _____

Credit Card # _____ Exp. Date: _____

Cardholder Name (please type or print): _____ Security code: _____

Billing Address _____

Signature _____

AS IT APPEARS ON THE CARD

ALLOW 10 DAYS PROCESSING TIME IF PAYING BY CHECK.

EMAIL, MAIL OR FAX COMPLETED FORM TO:
NBNA Exhibitor Coordinator • 8630 Fenton Street, Suite 910 • Silver Spring, MD 20910
Fax: 301-589-3223 • dmance@nbna.org

TO COMPLETE SPONSORSHIP FORM ONLINE  CLICK HERE

SPONSORSHIP LEVELS AND BENEFITS

SPONSORSHIP LEVELS: NBNA sponsorships are designed to increase brand recognition by engaging and networking with our annual meeting attendees. The chart below outlines the additional benefits your company will receive with each sponsorship level. **ALL LOGOS FOR PRINTING MUST BE AN EPS, ILLUSTRATOR OR HIGH QUALITY PDF FORMAT.**

Sponsorship Levels and Benefits		DIAMOND \$50,000 +	PLATINUM \$49,999 - \$20,000	GOLD \$19,999 - \$10,000	SILVER \$9,999 - \$5,000	BRONZE \$4,999 - \$1,000
1	Recognition on supporter signage prominently displayed in select common areas	•	•	•	•	•
2	Recognition in public relations materials	•	•	•	•	•
3	Post conference edition of the NBNA Online Newsletter	•	•	•	•	•
4	Recognition in Conference up-dates on the website	•	•	•	•	•
5	Corporate identification on event tickets as appropriate	•	•	•	•	•
6	Recognition by NBNA Leadership at the Opening Ceremony	•	•	•	•	•
7	Verbal recognition at the sponsored event	•	•	•	•	•
8	Company recognition on exhibit hall entrance unit	•	•	•	•	•
9	Recognition in Conference Souvenir Program Book	•	•	•	•	•
10	VIP Seating at the Opening Ceremony	•	•	•	•	•
11	Sponsor Ribbon at your exhibit booth	•	•	•	•	
12	Additional two tickets to the President's Gala (\$250 per person \$500value)	•	•	•	•	
13	Two tickets for the Closing Session and Brunch (\$125 per person \$250 value)	•				
14	Company logo on NBNA Conference website and Whova Platform	•	•	•		
15	Complimentary full page ad in Conference Souvenir Program Book and on Whova Platform (\$1500 AND Complimentary exhibit booth (\$2,000 value total Value \$3500)	•	•			
16	A VIP table for 10 at the President's Gala (\$2500 value)	•	•			
17	Complimentary Literature/Product inserted in conference bag (\$500 value) Send NBNA the artwork.	•	•			
18	Complimentary conference registration for five individuals (early bird non-member value at \$740 per registration)	•	•			
19	Complimentary full-page ad in Conference Souvenir Program Book \$1500 OR Complimentary Exhibit Booth (\$2,000 value)			•	•	
20	Complimentary conference registration for two individuals (early bird non-member value at \$740 per registration, \$1400 Value)			•	•	
21	Complimentary 1 hour webinar may be scheduled between September and December 2024	•				
22	Complimentary Article in the Winter NBNA Newsletter	•				
23	Prime-time News Hour	•				

EVENT SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Item	Opportunity	Key Benefits	Investment	Quantity Available
1	NBNA Board of Directors and Non-Member Local Nurses Meet & Greet. Tuesday, July 23, 5:00pm - 6:00pm	Event signage, speaking opportunity, promotional materials. Meet with NBNA Board Members and first time attendees and potential local members, 100 guests	\$15,000 \$5,000	sole sponsor shared (3)
2	CEU or NON-CEU Breakfast Session (60 minutes) Thursday, July 25 (2); Friday, July 26 (2); and Saturday, July 27 (2). Reach a target audience to receive specialized information on your latest product or program.	Event signage. Includes one complimentary E-Blast between June 1 and Sept. 30 and inclusion of 1 piece of literature (printed by you) or product in the conference bag	\$17,000	6
3	Continental Breakfast before the Business Meeting Thursday, July 25	Welcome attendees at the buffet and foyer entrance; promotional materials displayed on tables	\$40,000	2 at \$20,000
4	Exhibit Hall Lunch, Thursday, July 25	Event signage, table tents, logo on the lunch box	\$75,000	
5	NBNA Summer Youth Leadership Institute Friday, July 26	Event signage during the program, opportunity to host the children at your school of nursing or health facility	\$15,000 \$5000	sole sponsor shared: 3 max.
6	NBNA Under Forty Forum Wednesday, July 24	Event signage. Network with some of the brightest emerging leaders in nursing. Engage in "speed mentoring" with NBNA Under 40 attendees	\$25,000	1
7	NBNA Innovations Theater Thursday, July 26: 2:00 - 3:00 pm Friday, July 27: 11:00am-12:00 pm & 2:30-3:30 pm Saturday, July 28: 10:30-11:30 am	Event signage. An exciting venue to promote nursing innovations across industries. Showcase your companies' hottest trends and newest innovations.	\$7,000	4
8	Lunch and Learn, for all attendees, Friday, July 27	Event Signage. Sponsorship includes complimentary E-Blast between June 1 and Sept. 30 and inclusion of one piece of literature (printed by you) or product in the conference bag	\$80,000	1
9	Mentoring in the Moment / Conference Buddy Networking Reception	Meet with a group of new and potential nurse leaders, who are charting their next steps in nursing career	\$30,000 \$10,000	sole sponsor 3
10	NBNA President's Leadership Institute Wednesday, July 24	Event signage, sponsored speaker, promotional materials (250 people)	\$25,000 \$35,000	breakfast sponsor lunch sponsor
11	NBNA CEU Institutes. 4-hour program	Event signage, 1 hour sponsored speaker(s)	\$10,000 (sole)	multiple
12	Career Fair for Local Students and Non-Member Nurses Friday, July 26, 10:00 am - 3:00pm	Recruitment opportunity for local potential hires; logo and company name on bag and neck wallet	\$1,000	Neck Wallet Badge Holder
13	Men's Health Bowtie Brunch, Saturday, July 27 Fourth Annual event for men and about men's health. Hosted by the NBNA Ad Hoc Committee on Men's Health	Sponsorship a speaker for the program, opportunity to promote your brand, and your program in the area of men's health	\$20,000 \$10,000	sole sponsor shared (2)
14	NBNA Awards Ceremony Saturday, July 27, 2:00 pm - 4:00 pm	Greet and meet the best and the brightest NBNA Members as they receive their honors. Photo op is included and mention in the program book as a sponsor	\$25,000 \$5,000	sole sponsor shared (5)
15	Corporate Table for The President's Banquet	Invite your companies employees or colleagues to celebrate and honor NBNA's outstanding leaders	\$2,500 / Table for 10	multiple
16	Conference Bags	Company name and logo on 1200 NBNA bags	\$15,000	1
17	Conference neck wallet style badge holder	Company Name and logo on 1200 NBNA badge holders	\$10,000	1
18	Conference Bag Insert, Literature/Product	1200 attendees will receive your product	\$500 per item	multiple
19	Water Bottles	Company logo on 1200 water bottles	\$10,000	1
20	CEU Computer Evaluation Kiosk: Thursday through Sunday	Kiosk will have company name and logo, and screen saver on the computer for 4 days	\$2,000	1
21	Directional Signage	Signage with your company logo and name will guide attendees throughout the conference	\$1,000	One meter / one sided
22	Directional Signage	Signage with your company logo and name will guide attendees throughout the conference	\$1,500	One meter / two sided

ADDITIONAL UNRESTRICTED EDUCATIONAL GRANT OPPORTUNITIES

Item	Opportunity	Key Benefits	Investment	Quantity Available
23	Plenary Session, Thursday, July 25 (one hour)	Feature your own speaker or presentation	\$10,000	4 speakers
24	Institutes, Friday, July 26	Feature your own speaker or presentation	\$5,000	6
25	Workshops, Saturday, July 27	Feature your own speaker or presentation	\$3,500	4

NBNA AWARDS

Item	Opportunity	Key Benefits	Investment	Quantity Available
26	NBNA Lifetime Achievement Awards (8)	Special recognition in program, photo-op with awardees	\$4,000	1
27	NBNA Trailblazer Awards (8)	Special recognition in program, photo-op with awardees	\$4,000	1
28	NBNA Nurse of the Year Awards (10)	Special recognition in program, photo-op with awardees	\$7,000	1
29	Under 40 Awards (up to 20 awards)	Special recognition in program, photo-op with awardees	\$3,000	1

DR. LAURANNE SAMS SCHOLARSHIP

Item	Opportunity	Key Benefits	Investment	Quantity Available
30	Your donation will provide tuition assistance to a deserving NBNA student member	A special recognition in program, may present scholarship to winner, tax deductible	\$1,000 increments	Multiple
31	Create a scholarship in the name of your organization or in honor of a nursing icon	A special recognition in program, may present scholarship to winner, tax deductible	\$5,000 minimum	Multiple

ALL LOGOS FOR PRINTING MUST BE AN EPS, ILLUSTRATOR OR HIGH QUALITY PDF FORMAT.



PROGRAM BOOK ADVERTISEMENT

NBNA Conference Souvenir Program

All meeting activities are listed by times, room numbers. Exhibitors are listed alphabetically with booth number, product description and the floor plan. The full color, guide is distributed to all attendees when they pick up their registration materials.

ADVERTISER/CLIENT NAME: _____

AD AGENCY (COMPANY) NAME: _____

CONTACT NAME _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX : _____

E-MAIL: _____

EBLAST DIGITAL AD DATE (BETWEEN JUNE 1 & SEPT 30): _____

INSERTION ORDER #: _____

P.O. #: _____

DEADLINE FOR AD SPACE RESERVATIONS: APRIL 12, 2024 by fax or email

DEADLINE FOR PRINT AD ARTWORK: MAY 31, 2024 sent to: staff@nbna.org

ALL ADS PRINT IN COLOR.

Provide high resolution 300 DPI, PDF preferred, JPG accepted. Deadline: **MAY 31, 2024.**

All logos for PRINTING must be EPS, AI or high quality PDF format.

DIGITAL AD EBLAST files must be jpg or png, 800 pixels wide by any length.

PROGRAM BOOK ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES FORM  **CLICK HERE**

Complete ad submission via the Jotform link above. Complete form below for your records.

✓	DESCRIPTION	COST	# AVAIL.
	Inside Front Cover (Color) 10"H x 7.5"W w/bleed: 11.25"H x 8.75"W (live area 10 x 7.5)	\$1500	1 ONLY
	Inside Back Cover (Color) 10"H x 7.5"W w/bleed: 11.25"H x 8.75"W (live area 10 x 7.5)	\$1500	1 ONLY
	Outside Back Cover (Color) 10"H x 7.5"W w/bleed: 11.25"H x 8.75"W (live area 10 x 7.5)	\$1700	1 ONLY
	Two-Page Color Spread 10"H x 7.5"W w/bleed: 11.25"H x 8.75"W (live area 10 x 7.5)	\$2500	
	Full Page Color 10"H x 7.5"W w/bleed: 11.25"H x 8.75"W (live area 10 x 7.5)	\$1300	
	1/2 Page Color 4.875"H x 7.5"W	\$800	
	1/4 Page Color 4.875"H x 3.675"W	\$475	
	E-Blast advertising Ad date:	\$1200	

IMPORTANT INFORMATION

All of the NBNA Continuing Nursing Education Program will be approved by the Ohio Nurses Association Approver Unit, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Express Evaluations will provide access to the web-based evaluation process through the NBNA website. **To access the evaluation, you will use your email address as your username and nbna2024 as the password.**

1. All Sessions start on time.
2. If you arrive more than 15 minutes AFTER the start of the session, you WILL NOT be able to receive the log-in code that you will need to complete your evaluation form. You CAN receive a CERTIFICATE OF ATTENDANCE.
3. **You must stay in the room during the entire session in order to receive your CEU or CERTIFICATE OF ATTENDANCE.**
4. You cannot switch sessions.
5. You cannot receive the session codes, if you do not attend the entire session.
6. You may log into Express Evaluations on the NBNA website to update your evaluation on a daily basis. When you have attended all of the sessions you wish to attend, you may complete the evaluation form and claim your certificate. This may be done on a computer, cellphone or tablet.
7. Treat NBNA staff, paid support staff, volunteers, sponsors, exhibitors and hotel staff with respect.
8. Bring your business card and resume to share with sponsors, your mentor, exhibitors and speakers.
9. The attire is business casual.
10. **If you are an exhibitor and also a member of NBNA, you must pay the conference registration fee if you wish to attend the NBNA Business Meeting.**
11. **If you are a speaker and also a member of NBNA, you must pay the full speaker registration fee if you wish to attend the NBNA Business Meeting.**

You may log into [EXPRESS EVALUATIONS](#) on the NBNA website to update your evaluation on a daily basis.



San Francisco

