The 11th International Congress on Nursing Informatics, convened by the International Medical Informatics Association’s Nursing Informatics Special Interest Group (IMIA NI) is the leading gathering in the world for nurses interested in the use of informatics and health information and communications technology. Held every three years, past Congresses in Helsinki, Seoul, Rio de Janeiro, Auckland, Stockholm, Austin, Texas, and Melbourne, Australia have drawn thousands of nurses and produced vibrant and sustainable results. NI 2012 will be another information-packed, high-wattage event, filled with Nursing’s top leaders, inspirational speakers and sessions.

MONTRÉAL IN JUNE 2012

An added attraction, provided by Montréal itself, is the 33rd edition of the Festival International de Jazz de Montréal, from June 28 to July 7, 2012. Set in the heart of the Quartier des spectacles in downtown Montréal, the Jazz Festival is completely accessible on foot, by taxi or public transit. Festival legends include Miles Davis, Chick Corea, Pat Metheny and John McLaughlin. This event is worth incorporating into your plans if you are a jazz lover. You can follow the event on your smart phone: Montréal Jazz Festival apps for iPhones and Blackberries are online at www.Montrealjazzfest.com

NI 2012 will appeal to nurses, midwives, and other caregivers interested in the growing field of Nursing Informatics.

The structure of the Congress includes:
- Pre-Congress Tutorials and Workshops
- Keynote Address
- Invited Plenary Speakers
- Papers, Posters, Panels
- Theater-Style Demonstrations
- Commercial Exhibits
- Social events for Congress delegates and accompanying persons

The official language of NI 2012 is English. One track of the program will have simultaneous translation from English into Spanish.
AMIA is committed to making sponsorship of NI2012 work for you!

Depending on your specific goals and objectives we would be pleased to adjust the mix of sponsorship benefits to suit your preferences and budget.

Sponsorship of NI2012 events will help bring global exposure to your brand.

By becoming a sponsor, your human resource, product marketing and R&D leadership can engage directly with senior nurse leaders in care delivery organizations, academia, government, and information and communications technology suppliers from across the globe.

**MEETING SPONSORS**

**BEFORE YEAR**

Take advantage of targeted marketing opportunities that connect you with the thought leaders in informatics.

NI 2012 Attendees are:

- **designing and developing** next-generation clinical documentation systems to capture key patient data and promote health information exchange.
- **studying** the use of information technology in areas of clinical practice, education, administration, and research.
- **tackling** the application of technology in areas such as physician order entry, medication administration, patient education, telemedicine and homecare, and population health.
- **formulating** policy, standards and accreditation criteria, and developing compliance best practices.
- **serving** as consultants to build evidence-based clinical decision support software applications.
- **educating and training** the next generation of nursing-informatician professionals.

**INTERESTED IN EXHIBITING?**

Please call Dasha Cohen, Director of Meetings at (301) 657-1291, ext 102.
11th International Congress on Nursing Informatics

SPONSORSHIP OPPORTUNITIES

**OPENING CEREMONY (INCLUDES KEYNOTE) - $25,000**

The opening session is the most heavily attended event during the Congress. Affiliate your company with the keynote to make a lasting impression. Benefits include:

- Complimentary 10 ft. X 10 ft. booth
- One ticket to the Gala event
- One full-page, four-color ad in program Introduction of the keynote speaker
- Five (5) VIP seats at the session
- Logo on the Congress meeting materials
- Two complimentary Congress registrations

**GALA EVENT - $25,000**

Exclusive acknowledgement as top sponsor for NI2012 networking events. Benefits include:

- Three tickets to the Gala dinner
- Complimentary 10 ft. X 10 ft. booth
- One full-page, 4-color advertisement in the on-site printed program
- Two complimentary Congress registrations

**CLOSING CEREMONY - $15,000**

An excellent opportunity to make a lasting impression. Benefits include:

- One ticket to the Gala event
- Complimentary 10 ft. X 10 ft. booth
- One half-page, full-color advertisement in program
- A pre-meeting and post-meeting attendee mailing list
- One complimentary Congress registration

**KEYNOTE AND PLENARY SPEAKERS - $7,500**

Five (5) opportunities to associate your company with these expert speakers

- One ticket to the Gala event
- One half-page, full-color advertisement in program
- One complimentary Congress registration

**INTERPRETATION SERVICES - $12,000**

Essential services for Spanish-speaking attendees. Benefits include:

- One ticket to the Gala event
- One full-page, 4-color advertisement in program
- A pre-meeting and post-meeting attendee mailing list
- Two complimentary Congress registrations
- 50 percent discount on exhibit booth

**WI-FI SERVICES - CANADA HEALTH INFOWAY**

Gain higher visibility with informatics professionals by sponsoring this very popular business amenity. Benefits include:

- One ticket to the Gala event
- Logo on meeting materials
- One complimentary Congress registration
- 50 percent discount on exhibit booth

**CHARGING STATION - $10,000**

Support the installation of charging stations for this essential and widely use service. Benefits include:

- One ticket to the Gala event
- Company logo placed on signage at stations
- Listing as sponsor with logo in program
- Logo on meeting materials
- Logo displayed in prominent areas on-site
- One complimentary Congress registration

**CONGRESS TOTE BAGS - ANIA-CARING**

Connect with every attendee by sponsoring the tote bags, which are distributed at registration. Benefits include:

- One ticket to the Gala event
- Company logo placed on tote bag
- Listing as sponsor with logo in the Congress program
- One complimentary Congress registration
- 50 percent discount on exhibit booth
**11th International Congress on Nursing Informatics**

**SPONSORSHIP OPPORTUNITIES**

**BADGE HOLDERS - CNIA**

Connect with every attendee by sponsoring the badge holders, which are distributed at registration. Benefits include:

- One ticket to the Gala event
- Company logo placed on badges
- Listing as sponsor with logo in the program
- One complimentary Congress registration

**COFFEE BREAK(S) - $5,000**

Benefits include:

- Sign with company name at coffee stations
- Listing as sponsor with logo in the program

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**HILTON MONTRÉAL BONAVENTURE**

900 de La Gauchetiere West
Montréal, Quebec H5A 1E4
+(514) 878-2332

Hilton Montréal Bonaventure is a unique penthouse oasis located in the heart of the city nestled amidst 2 ½ acres of landscaped gardens alive with playful ducks and winding brooks. Occupying the top two floors of Place Bonaventure, a 17-storey business and international exhibition complex, the Hilton Montréal Bonaventure offers the benefits of both a business and resort environment under one roof. An elevator ride from the hotel's lobby connects with Montréal’s ever-expanding underground city, elegant boutiques, restaurants, theatres and art galleries. No need to worry about the weather! Short walks bring visitors to lively Ste-Catherine Street, Old Montréal, and its cobblestone alleys lined with cafes, the many historical sites, and museums.

**Room rate:**

$209CAD plus tax single occupancy or double occupancy.

You can make your reservations online at [http://www.ni2012.org/hotel-information](http://www.ni2012.org/hotel-information). You can also make reservations by calling the hotel directly at: +(514) 878-2332. Reservations received after May 28, 2012 or after block is filled (whichever comes first), are subject to availability and prevailing rates.

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**FOR MORE INFORMATION**

please contact, Jonathan Grau at jonathan@amia.org or 240-479-2133.
11th International Congress on Nursing Informatics

EXHIBIT OPPORTUNITIES

BOOTH SPACE INCLUDES:

- Five (5) complimentary exhibitor staff badges
- One (1) Congress registration at 50% discount
- Company description in onsite materials
- Recognition in the advance and onsite programs
- Inclusion in the NI 2012 exhibitors’ web page

FEES

Each booth is 10 ft. by 10 ft. (3 meters by 3 meters)
Inline Booth: US$2,300
Corner booths are an additional US$200

Booths include an 8 ft. (2.44m) drape backdrop and 3 ft. (0.91m) drape side rails

INTERESTED IN EXHIBITING?
Please call Dasha Cohen, Director of Meetings at (301) 657-1291, ext 102.
11th International Congress on Nursing Informatics

EXHIBITION HALL

INSTALLATION OF EXHIBITS

Saturday, June 23  9:00 am – 5:00 pm  
Sunday, June 24  9:00 am – 2:00 pm

All exhibits must be installed during these times. Skilled labor will be available for hire during installation hours. No exhibits may be erected during exhibit hours.

EXHIBIT HOURS

Sunday, June 24  5:00 – 7:00 pm (Welcome Reception)  
Monday, June 25  10:00 am – 5:00 pm  
Tuesday, June 26  10:00 am – 3:00 pm

Coffee Breaks will be scheduled in the Hall.

DISMANTLING OF EXHIBITS

Tuesday, June 26  3:00 – 10:00 pm

Dismantling must not start prior to the close of the Hall on Tuesday, June 26, at 3 pm, and must be completed by 10 pm.

EXHIBITOR REGISTRATION HOURS

Saturday, June 23  9:00 am – 5:00 pm  
Sunday, June 24  9:00 am – 5:00 pm  
Monday, June 25  9:00 am – 5:00 pm  
Tuesday, June 26  9:00 am – 3:00 pm

OFFICIAL GENERAL SERVICE CONTRACTOR

GES Canada is the official service contractor. Exhibitors who choose to use booth installation and dismantle (I&D) labor other than those provided by the GES must notify Exhibit Management and GES at least 30 days in advance of the first day of move-in and supply the necessary certificates of insurance. Exhibitors using non-official contractors are required to supply such contractors with all necessary information regarding installation and dismantling, material handling, exhibitor rules and regulations. Neither the Official General Service Contractor nor Exhibit Management is required to supply an Exhibitor Service Manual to non-official service contractors. However, I&D companies must comply with all Exhibit Management and facility rules and regulations.

The Exhibitor Service Manual will be available approximately 60 days prior to the show. Please read all information contained in the service manual. Shipping and handling of show materials, furniture, labor, drayage, electrical signs, and other booth furnishings may be ordered. All charges for additional services are the sole responsibility of the exhibitor.

RULES AND REGULATIONS

Please read the rules and regulations included in this brochure before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.

ACCOMMODATIONS

Reservations should be made directly through Hilton Montréal Bonaventure, 900, rue de La Gauchetière Ouest, Montréal, Québec, H5A 1E4, Tél: 514-878-2332. Make sure to reference the NI 2012 block for special rates.

Booth Cancellations
Booth cancellations received on or before February 24, 2012 will be charged a penalty equal to 25% of the total cost of the booth. Booth cancellations received between February 25, 2012, and April 20, 2012 will be charged a penalty equal to 50% of the total cost of the booth. Booth cancellations received after April 20, 2012 will be charged a penalty equal to 100% of the total cost of the booth. All booth cancellations must be sent in writing to Dasha Cohen at dasha@amia.org or faxed to +1-301-657-1296.
# BOOTH SPACE CONTRACT

Please return signed copy with payment to AMIA and retain a copy for your records. Payment must be in US dollars and payable through a US bank. Please make all checks/money orders payable to: AMIA, 4720 Montgomery Lane, Suite 500, Bethesda, MD 20814, USA. Applications with credit card payments may be faxed to +1-301-657-1296. AMIA's Federal Tax ID# is 52-1615853. The terms and conditions included in this document and all rules and regulations as outlined in the Exhibitor Service Manual, to follow, are an integral and binding part of this agreement.

Please list the company name as it should appear in all conference materials. The primary contact person will receive all communications related to NI 2012. Please notify AMIA should any of this information change.

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**FEES**

The minimum booth size is 10 ft. by 10 ft. (3m by 3m). Every effort will be made to accommodate your request, but it cannot be guaranteed. If none of your requests are available, AMIA will assign a booth.

Please specify booth numbers in the order of preference.

1)_________ 2)_________ 3)_________ 4)_________

**BOOTH CONFIGURATION**

Number of booths wide _______ by number of booths deep _______

Total # of booths _______ Total # of corners _______

I would prefer not to be placed next to ____________________

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**BOOTH SPACE FEE SCHEDULE**

Before March 23, 2012 – 50% of total booth space due. March 23, 2012 – Balance of total booth space amount due. Applications received after March 23, 2012 require 100% of payment with contract. A company’s booth space will be released if any of the above deadlines are missed and all associated monies will be forfeited.

**BOOTH RENTAL CALCULATION**

Total # of booths ____x US$2,300 Number of corners ____x US$200

Total Booth Fee US$ ______________

Deposit (50%) US$ ______________

Remaining Balance US$ ______________

**AUTHORIZED SIGNATURES**

We hereby apply for space at the NI 2012 Congress on Nursing Informatics on the dates shown above. We understand that booth space will be assigned on the basis of application receipt date. If our preferred space is not available, we will accept AMIA’s assignment as close to our choice as possible. We have read, understand, and accept the terms and conditions outlined in this document and agree to abide by all requirements, restrictions, and obligations outlined in the Contract Terms and Conditions that are incorporated herein. Upon acceptance by AMIA, this application becomes firm and binding.

**AUTHORIZED PERSON**

Print Name & Title ________________________________________________

Signature/Date ___________________________________________________

By signing this contract, your organization, its employees, representatives, and agents agree to receive communication via telephone, facsimile, e-mail, and regular mail from AMIA show producers and organizers, their employees, representatives and agents that are directly related to your organization’s participation in this exhibition.

**METHOD OF PAYMENT**

(Purchase orders are not accepted)

- Enclosed is a check/money order made payable to AMIA

Please charge my credit card
- Visa  □ MasterCard  □ American Express  □ Discover

Name that appears on the card _________________________________________

Card Number _______________________________________________________

Expiry Date _______________________________________________________

Authorized Cardholder Signature ___________________________________
11th International Congress on Nursing Informatics

BOOTH SPACE CONTRACT AND CONDITIONS

Cancalation Policy
Booth cancellations received on or before February 24, 2012 will be charged a penalty equal to 25% of the total cost of the booth. Booth cancellations received between February 25, 2012 and April 20, 2012 will be charged a penalty equal to 50% of the total cost of the booth. Booth cancellations received after April 20, 2012 will be charged a penalty equal to 100% of the total cost of the booth. All booth cancellations must be sent in writing to Dasha Cohen at dasha@amia.org or faxed to +1-301-657-1296. AMIA may terminate this contract immediately, without the exhibitor possession of the exhibit space, all related exhibitor benefits, and retain all space rental fees paid if: (a) the exhibitor fails to pay all fees as outlined in the Exhibit Space Payment Schedule or (b) the exhibitor fails to comply with or perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions as well as the AMIA policies as outlined in the service manual. In the event of cancellation because of circumstances beyond the control of AMIA, space rental fees and deposits made to AMIA shall be returned on a pro rata basis after payment of all related show expenses incurred by AMIA through the date of cancellation, plus an administrative fee and overhead charges.

Financial Terms and Conditions
Booth space must be paid as follows: 50% of the total exhibit space costs must accompany this contract with the remaining balance due no later than March 23, 2012. Booth space not paid according to these will be released and reassigned at the discretion of AMIA; there will be NO EXCEPTIONS. Payments sent to AMIA for booth space will first be applied to any outstanding balances owed to AMIA for previous exhibit activities or any other amount owed to AMIA. Any exhibitor with an outstanding balance will have their freight refused by the Service Contractor and will not be permitted to move on to the exhibit floor. There will be a US$500 service charge for any returned check or declined credit card.

Exhibit Show Rules
Companies exhibiting at the NI 2012 Congress on Nursing Informatics (NI 2012) are required to conduct all business within the confines of their exhibit space. Exhibiting companies are required to comply with all rules and regulations as outlined in the Exhibitor Service Manual. Only exhibiting companies may host functions in conjunction with NI 2012 Congress Organizers (AMIA) shall determine the eligibility of any company, product, or service. Organizers may refuse rental of exhibit space to any company whose display of goods or services is not compatible, in the sole opinion of the Organizers, with the character and objectives of the exhibition. In the event this application is not accepted, any paid space rental fees or deposits will be returned.

Installation and Dismantle
Exhibitor agrees to comply with assigned move-in and installation days and hours to be specified in the Exhibitor Service Manual. Exhibits may not be removed from the exhibit hall until the official closing of the show.

Liability
Exhibitor shall protect, save, and hold AMIA and its officers, directors, employees and agents and the Hilton Montréal Bonaventure, and all agents and employees thereof, and Show Management and its officers, directors, employees, and agents (hereinafter collectively called “Indemnities”) forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save, and hold harmless the Indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorney’s fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any property, person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of or by reason of said exhibitor’s occupancy and use of the facilities, or any part thereof.

Exhibitor Insurance
All property of the exhibitor is understood to remain under its custody and control in transit to and from and/or within the confines of the Facility. AMIA and the Facility do not maintain insurance covering exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least $500,000 for Personal Injury Liability and $500,000 for Property Damage Liability and statutory Worker's Compensation insurance in full compliance with all federal and state laws and covering all of exhibitor's employees with coverage of at least $100,000 per injury. Certificates of insurance shall be furnished if requested by Show Management.
Security
Although security service will be furnished, neither AMIA, the security contractor, nor the Facility can or will be responsible for damage to, loss, or theft of property belonging to any exhibitor, their agents, employees, business invitees, visitors, or guest. Exhibitors are to carry their own insurance.

Force Majeure
In the event that the performance by Organizers or the Facility or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, terrorist acts, curtailment of transportation, or other cause or agency over which AMIA has no control or should AMIA decide that because of any such cause that it is necessary to cancel, postpone, or re-site the event, or reduce the move-in and installation time, show time, or move-out time, AMIA shall not be liable to refund, indemnify, or reimburse the exhibitor in respect of any fees paid, damage or loss, direct or indirect, arising as a result thereof.

Disability Provisions
Exhibitor represents and warrants (i) that its exhibits will be accessible to the full extent required by law; (ii) that its exhibit will adhere with the Americans with Disabilities Act (“ADA”) and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold AMIA harmless from and against any and all claims and expenses, including attorneys’ fees and litigation expenses, that may be incurred by or asserted against AMIA, its officers, directors, agents, or employees on the basis of the exhibitor’s breach of this paragraph or non-compliance with any of the provisions of the ADA. For information on ADA please visit http://www.ada.gov/stdspdf.htm

Irregular Activities
No person, firm, or organization which has not regularly contracted with AMIA for occupancy of space in the show will be permitted to display or demonstrate any products, processes, or services, to solicit orders, wear any identification other than that of the contracting exhibitor, or to distribute advertising or other materials at the exposition. Any violations of this regulation will result in prompt removal of the offending person from the Facility. Exhibitors may not enter the booths of other exhibitors without invitation; no exhibitor may call or invite a visitor out of one exhibit and into his own. Exhibitors must remain within their own exhibit space in conducting demonstrations or distributing literature, products, samples, or other materials; the aisles may not be used for this purpose.

Printed Matter
Circulars/advertising matter of any description may be used or distributed only within the booth assigned to the exhibitor for presenting such material.

Objectionable Practices
Use of noisemakers, promotions, and presentations that may be not in good taste, lacking in dignity, or not in keeping with the purpose of NI 2012 are prohibited.

Subletting
Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from AMIA. Exhibitors must show goods or services manufactured or dealt with by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.

Booth Transfers
Exhibitors that wish to transfer their booth, in whole or in part, to another company shall be subject to the cancellation policy.

Sound Level/Photography
Use of audio and visual equipment will be permitted, where appropriate to the display. Sound must be maintained at not more than a level of 75 decibels. AMIA reserves the right to restrict exhibitors’ use of sound and other devices which exceed 75 decibels and interferes with the best interests of the exhibition as a whole. Exhibitors may not, under any circumstance, photograph another company’s exhibit for any reason. Violation of these rules is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

Complaints
Complaints of any violation of the Contract Terms and Conditions are to be made promptly to AMIA and its representatives. Exhibitors and their personnel agree to abide by the decisions of AMIA.

Amendments
Any and all matters not specifically covered herein and in the Exhibitor Service Manual are subject to the decision of AMIA. AMIA shall have the full and exclusive power to interpret, amend, and enforce these Contract Terms and Conditions, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing Contract Terms and Conditions and by any amendments or additions thereto in conformance with the preceding sentence.

Applicable Laws
This agreement shall be governed in accordance with the laws of the District of Columbia, USA. Any and all litigation arising from, or as a result of this Agreement will be conducted in Washington, DC, USA, and shall be governed in accordance with the laws of the District of Columbia. These contract terms and conditions are nonnegotiable and may not be changed, added to, taken away from, or modified in any way.
11th International Congress on Nursing Informatics

EXHIBITION HALL FLOOR PLAN*

*Configuration subject to change.
For more information, visit www.NI2012.org