



# Annual Fall Conference 2009 Exhibitor Prospectus



**October 7 – 9, 2009**  
**Marriott Marco Island**  
**Marco Island, Florida**





Dear Exhibitor,

The National Renal Administrators Association 32<sup>nd</sup> Annual Fall Conference will be held October 7 – 9, 2009 at the Marriott Marco Island in Marco Island, Florida. NRAA has enjoyed continued growth year after year in the participating membership at the annual meeting. As a vendor, you will have face-to-face contact with the people who have the purchasing authority for their facilities. This prospectus outlines the necessary details for exhibiting. Space will be reserved on a first-come, first served basis. If you have any questions, please contact the NRAA National Office, 215-320-4655.

We look forward to seeing you!

Best Regards,

**Sue Rottura**  
NRAA Industry Liaison Co-Chair

**Bruce Thompson**  
NRAA Industry Liaison Co-Chair

## Don't Miss This Opportunity to Promote Your Products and Services to This Key Market!

NRAA hosts the largest national convention for administrators of renal dialysis facilities. NRAA members are renal administrators, nurse managers, nurses, medical directors, technicians and financial/billing managers employed by university, hospital, and freestanding facilities. More than 400 attendees will flow through the NRAA exhibit hall at the Marriott Marco Island Hotel looking for state-of-the-art information from:

- ◆ Healthcare/Supply Companies
- ◆ Healthcare Services
- ◆ Renal Publications
- ◆ Computer Software Companies
- ◆ Pharmaceutical Companies
- ◆ Water Treatment Companies
- ◆ Waste Management Companies
- ◆ Device Manufacturers

**Makes sure that your company is there – the competition will be!**

### Exhibit Space Isn't All

*By registering to exhibit, you are entitled to:*

- ◆ Pre-conference Registration List
- ◆ Post-conference Registration List
- ◆ Recognition in the Official Conference Program Book
- ◆ A chance to interact with the decision makers of the renal institutions across the continent

### Sponsorship Opportunities (Sponsorship Form enclosed)

If you are looking for additional opportunities to promote recognition of your company, consider becoming a sponsor of a NRAA Conference activity:

- ◆ Continental Breakfasts
- ◆ Refreshment Breaks
- ◆ Lunch
- ◆ Conference Program Book
- ◆ Tote Bags with your company logo
- ◆ Padfolios with your company logo
- ◆ Badge Lanyards with your company logo
- ◆ Wednesday's Exhibitor Reception (October 7)
- ◆ Thursday's President Event (October 8)
- ◆ Friday's Closing Event (October 9)

All sponsors are acknowledged in the official conference program book, the NRAA website, and on various conference signage. Review the Sponsorship Opportunities page in this brochure for full details on these valuable marketing opportunities.

## Important Dates

### Monday, August 24, 2009

- Contracts are due.
- Deadline for 50-word or less description of your products and services.

### Monday, August 31, 2009

- Service kits mailed from GES (official decorator) if contract is received by August 24, 2009.

### Friday, September 4, 2009

- Last day to make hotel reservations to receive Conference room rates.
- Last day to cancel booth in writing. (Service charge of 50 percent of net contract price.)

### Friday, September 11, 2009

- Deadline for submission of original exhibit designated contracted liability insurance form. (Facsimiles and PDF Documents will not be accepted.)
- Deadline for submission of representatives names. All additions or changes after this date must be made on-site at the Fall Conference.



# Exhibitor Information

National Renal Administrators Association 2009 Annual Fall Conference  
Marriott Marco Island • Marco Island, Florida • October 7 – 9, 2009

## Exhibit Fees

### 8' x 10' booth (\$3,250)

Booths are unfurnished and uncarpeted. They accommodate freestanding exhibit displays. Display height cannot exceed 8'. Booth fee includes \$500 refundable deposit that can be used toward the booth fees at the 2010 Annual Conference.

### Tabletop Displays (\$2,300)

Area is furnished with a 6' draped table for a tabletop display. Display must sit on table and can not exceed 3' in height and 6' in width. Booths are not separated by draping. Fee includes \$500 refundable deposit that can be used toward the booth fees for the 2010 Annual Conference.

## Complimentary Badges

◆ Booth: 4 badges      ◆ Tabletop Display: 2 badges  
Please register all booth personnel on the contract form. Any additional booth personnel may be registered for an additional fee of \$200 each. Names must be submitted by Friday, September 11, 2009.

## Accommodations

Exhibitors are responsible for making their own hotel reservations. Reference "NRAA" to secure the conference rate.

Marriott Marco Island Hotel  
400 South Collier Boulevard  
Marco Island, FL 34145  
800-228-9290 or 239-394-2511

## Exhibit Dismantling

Dismantling will not be permitted prior to 1:30 p.m. EST on Friday, October 9, 2009. Exhibitors who dismantle prior to 1:30 p.m. will lose priority booth selection for 2010 and will lose their \$500 booth deposit.

## Payment and Space Information

Indicate your booth space preferences on the application form. NRAA will make every effort to accommodate preferences and separate competitors. Full payment is required with this application.

Send completed application to:

NRAA Exhibit Management  
100 North 20th Street, 4th Floor  
Philadelphia, PA 19103  
Fax: 215-564-2175

## Product/Services Description

Please provide a 50-word or less description of your products or services, which will appear in the meeting program book. This description should inform the attendee of what he or she may learn while visiting your booth. It is the responsibility of the exhibitor to provide this information and NRAA staff **will not** follow up to secure it. **Only the company name and booth number will appear if the description is not received by Monday, August 24, 2009. Email description to Angela Musial at amusial@fernley.com**

## Exhibit Hours *(schedule subject to change)*

### Tuesday, October 6

- Exhibit Set-up: 12:00 p.m. – 5:00 p.m.

### Wednesday, October 7

- Exhibit Set-up: 9:00 a.m. – 3:00 p.m.
- Opening Reception in Exhibit Hall: 5:30 p.m. – 7:30 p.m.

### Thursday, October 8

- Morning Break: 9:30 a.m. – 10:00 a.m.
- Lunch: 12:00 p.m. – 1:00 p.m.
- Afternoon Break: 3:00 p.m. – 3:30 p.m.

### Friday, October 9

- Morning Break: 10:00 a.m. – 10:30 a.m.
- Lunch: 12:30 p.m. – 1:30 p.m.
- Exhibitor Tear Down: 1:30 p.m. – 5:00 p.m.

## Key Contacts

### NRAA 2009 Program Co-Chairs

Stan Langhofer  
Frank Gedney

### NRAA Industry Liaison Co-Chairs

Sue Rottura  
Bruce Thompson

*For questions on exhibiting, sponsorship, advertising or general questions about the conference, contact:*

Angela Musial, Meeting Manager  
215-320-4655, x2266  
amusial@fernley.com

*For general questions on NRAA, including membership information, contact:*

Elizabeth Franks, Executive Director  
215-320-4655, x2277  
efranks@fernley.com



## 2008 EXHIBITORS

ABBOTT  
ALCAVIS HDC  
AMAG PHARMACEUTICALS, INC.  
AMERICAN KIDNEY FUND  
AMERICAN REGENT, INC.  
AMERICAN VASCULAR ACCESS  
AMGEN  
ASAHI KASEI MEDICAL AMERICA  
BAXTER HEALTHCARE  
B. BRAUN MEDICAL  
CHAMPION MANUFACTURING  
CLINICAL COMPUTING, INC.  
CYBERNIUS MEDICAL LTD.  
DAVITA  
DIALYSIS CORPORATION OF AMERICA  
DIASOL INC.  
DVA LABORATORY SERVICES, INC  
FRESENIUS MEDICAL CARE  
FMQAI-THE FLORIDA ESRD NETWORK  
GAIA HEALTHCARE SYSTEMS, LLC  
GENZYME  
G.I.A. MEDICAL  
GLOBEMED RESOURCES  
HEALTH INFORMATICS INTERNATIONAL  
KIDNEY COMMUNITY EMERGENCY RESPONSE  
COALITION (KCER)  
MCM ENVIROMENTAL TECHNOLOGIES, INC.  
MEDISYSTEMS

MERIDIAN LABORATORY CORP  
MINNTECH  
NATIONAL ASSOCIATION OF NEPHROLOGY  
TECHNICIANS/TECHOLOGISTS (NANT)  
NATIONWIDE LABORATORY SERVICES  
NEPROLOGY NEWS AND ISSUES  
NIPRO MEDICAL CORPORATION  
NXSTAGE  
PENTEC HEALTH, INC.  
QUANTITATIVE MEDICAL SYSTEMS, INC.  
RENAL BUSINESS TODAY  
RENAL PURCHASING GROUP, LLC  
RENAL SUPPORT NETWORK  
SATELLITE LABORATORY SERVICES  
SCEPTRE MANAGEMENT SOLUTIONS, INC.  
SCOPE MD CARE  
SIGMA-TAU PHARMACEUTICALS  
SPECTRA LABORATORIES  
TECHNOLOGY MANAGEMENT SOLUTIONS, LLC  
VASC-ALERT, LLC  
VISONEX  
WATSON PHARMACEUTICAL  
WINCO

***Add Your name to this list for 2009!***

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