Psychiatric Nurses Champions of Advocacy
Advancing Practice, Policy, Education and Research

OCTOBER 13-16, 2010
KENTUCKY INTERNATIONAL CONVENTION CENTER
LOUISVILLE, KENTUCKY

APNA 24TH ANNUAL CONFERENCE
JOIN US

Join us in Louisville, Kentucky for the American Psychiatric Nurses Association (APNA) 24th Annual Conference. As an exhibitor, you will be part of the largest annual gathering of psychiatric nurses and related professionals in North America. Reach more than 900 mental health professionals delivering care to patients in outpatient/ambulatory, residential, home care and inpatient settings.

APNA fosters excellence in the domains of education, policy, practice, research and organizational development. During the conference, attendees will focus on learning about the latest and most effective products, services, training and best practices to improve their skills.

APNA is committed to facilitating and supporting opportunities for dynamic interaction and participation among conference attendees, presenters and exhibitors. Your organization will benefit from immediate brand recognition, increased sales and increased product exposure among many new potential customers at the APNA Conference.

PRELIMINARY EXHIBIT SCHEDULE

(SUBJECT TO CHANGE)

Wednesday October 13, 2010
8:00am - 5:00pm Exhibits Set-Up

Thursday October 14, 2010
8:00am - 1:00pm Exhibits Set-Up
2:15pm Exhibit Hall Open
2:15pm - 5:45pm Exhibits, Poster Presentations & Refreshments

Friday October 15, 2010
8:30am - 11:00am Exhibit Hall Open
11:00am - 5:00pm Exhibit Tear Down

Reserve your booth today!

APNA MEMBERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>6,200</td>
</tr>
<tr>
<td>2008</td>
<td>6,047</td>
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<tr>
<td>2007</td>
<td>5,248</td>
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<td>2006</td>
<td>5,145</td>
</tr>
<tr>
<td>2005</td>
<td>4,750</td>
</tr>
<tr>
<td>2004</td>
<td>4,700</td>
</tr>
</tbody>
</table>

Composition of Members

- 32% Basic Level Nurses
- 6% Doctorally Prepared Professionals
- 62% Advanced Practice (APRNs) (including prescribers)
- 39% Outpatient (community, private practice)
- 15% Schools of Nursing
- 45% Inpatient (public and private)
- 1% Other

Primary Work Settings

- 6% Inpatient (public and private)
- 45% Outpatient (community, private practice)
- 39% Schools of Nursing
- 15% Inpatient (public and private)
- 6% Doctorally Prepared Professionals
- 32% Basic Level Nurses

Annual Conference Registration

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>900/ Charleston, SC (projected)</td>
</tr>
<tr>
<td>2008</td>
<td>1,033/ Minneapolis, MN</td>
</tr>
<tr>
<td>2007</td>
<td>927/ Orlando, FL</td>
</tr>
<tr>
<td>2006</td>
<td>819/ Long Beach, CA</td>
</tr>
<tr>
<td>2005</td>
<td>951/ Nashville, TN</td>
</tr>
<tr>
<td>2004</td>
<td>754/ Phoenix, AZ</td>
</tr>
</tbody>
</table>
TRAVEL INFORMATION FOR LOUISVILLE

BY AIR
Louisville is one of the most accessible cities in the country. Louisville International Airport provides nearly 100 flights daily with non-stop or direct service to approximately 81 cities. Downtown is approximately seven minutes from the airport.

BY CAR
Louisville sits at the intersection of I-65, I-71 and I-64, with two interconnecting beltways and is easy to navigate.

AROUND TOWN
For fast, easy transportation in and around the Greater Louisville area, there is the Transit Authority of River City (TARC), offering service throughout the day and evening. TARC also operates Louisville’s historic Toonerville II, Main Street and Frankfort Avenue Trolleys, and, of course, taxi service is available 24 hours a day.

APNA’S OFFICIAL CONFERENCE HOTELS

HYATT REGENCY LOUISVILLE
Urban flair blends seamlessly with southern hospitality at Hyatt Regency Louisville. Renowned service, welcoming staff and prime setting make the Hyatt the continued favorite among Louisville Kentucky hotels. Indulge in the incredible choice of activities right outside the doors of our downtown Louisville hotel, from playing at Fourth Street Live! to enticing dining and shopping in our thriving central business district.

Guest Room Information
Ohio River views complement the stylishly chic decor in our spacious guestrooms featuring an oversized work desk with enhanced lighting, iHome stereo with iPod® dock, high-speed Internet access ($9.95 / 24hrs - subject to change), multiple phones, and easy video checkout. Additional amenities offered in our gracious Louisville Kentucky accommodations include granite bath with deluxe Portico bath products, cordless phones and easy video checkout.

GALT HOUSE HOTEL AND SUITES
The Galt House Hotel and Suites is one of the largest hotels in the Southeast. Louisville’s Waterfront Hotel and Convention Complex is the most splendid and accommodating hotel in the city. The hotel features complimentary Wi-Fi in all guest rooms, restaurants and lobbies. Six restaurants and lounges offers a taste for everyone, a 3000 sq. ft rooftop Fitness Center, Triple Crown Club and 2,500 covered parking spaces. The hotel is just two blocks from the Kentucky International Convention Center and is connected via sky walk.

Guest Room Information
RIVUE Tower Deluxe Rooms
You’ll find the Deluxe Room perfect for your stay. Many of our Deluxe Rooms offer views of the city and waterfront. Choose between a luxurious king or two queen beds for a refreshing night’s rest. In the spacious rooms there’s plenty of closet and drawer space, so whether you travel light or heavy, there’s ample room to spread out and make yourself at home. The RIVUE Tower is recently renovated and all guest rooms have complimentary Wi-Fi.

SUITE Tower Executive Suites
Relaxation comes to mind in the ample 720 square foot Executive Suites. The Suites are well appointed and feature a luxurious bathroom, vanity and separate bedroom. Recent upgrades include crisp white bedding and flat screen TV’s. Amenities include, cable TV w/premium channels and music on demand, clock radio, coffee/tea maker, complimentary Wi-Fi, multi-line phone, work desk, and voice mail.

Information provided by Louisville Convention & Visitors Bureau, Hyatt Regency Louisville and Galt House Hotel and Suites.

Louisville, Kentucky
Nestled on the banks of the Ohio River, Louisville offers a rich heritage, warm hospitality and plenty of one-of-a-kind attractions. There’s only ONE Louisville Slugger, ONE Kentucky Derby and ONE Muhammad Ali - and Louisville has a museum for each of these icons. Add the Frazier International History Museum with the only British Royal Armouries collection in America and the oldest operating steamboat in the nation, the Belle of Louisville - and you’ll see why an original experience is possible in Louisville.

The birthplace of the cheeseburger, the Mint Julep, Derby Pie and more Victorian-style homes in one area than any other city in America... Louisville’s originality is obvious in many ways. Connoisseurs visit Bourbon Country and the Urban Bourbon Trail. And food aficionados come for the fine dining. The city’s history, art, and architecture constitute itineraries all their own, and accommodations are elegant and plentiful.

Old and new combine exciting ways in Louisville’s downtown. Enjoy one of the new eateries at Fourth Street Live!, a $70 million entertainment district.
SPONSORSHIPS

Sponsorships get you noticed! Conference sponsorships offer unique marketing opportunities that provide increased brand awareness to conference attendees. A variety of 24th Annual Conference sponsorship opportunities are available. A sample of opportunities is listed below.

- Educational Program (including symposia)
- Official Conference Tote Bags
- Keynote Speakers
- Refreshment Breaks
- Badge Holders

Watch your Email for more information or contact Keely McNerney at keely@kmassociates.net or 703-971-6114.

CONFERENCE ADVERTISING

Double the impact of your exhibit! Advertise to create interest in your business and reach key decision makers before, during and after the conference. If you cannot attend, this is a great opportunity to create a presence for yourself and reach a highly-targeted audience of thousands of psychiatric nurses and allied professionals throughout the US. Advertising is also a successful way to highlight your specific exhibit hall location, products and services. Your ad becomes a permanent, visible reminder of your organization, long after the conference is over.

The APNA 24th Annual Conference Registration Brochure is mailed to more than 6,000 individuals (including APNA members, past attendees, college and university programs, etc). The Registration Brochure lists the complete preliminary schedule for the Annual Conference. It also provides registration, hotel accommodation and other important information about the conference. The Advertising Order/Contract and full payment are due by May 14, 2010. Artwork is due by May 21, 2010. Please note that refunds will not be issued for Registration Brochure advertisement cancellations received after the Advertising Order deadline of May 14, 2010.

The APNA 24th Annual Conference Program Book is distributed to more than 800 on-site conference attendees. It includes the information listed in the 24th Annual Conference Registration Brochure as well as the final schedule, presenter biographies and exhibitor descriptions. The Advertising Order/Contract and full payment are due by September 3, 2010. Artwork is due by September 8, 2010. Please note that refunds will not be issued for Final Program advertisement cancellations received after the Advertising Order deadline of September 3, 2010. Advertise in both programs and receive 10% off each ad. No additional discounts apply.

TOTE BAG INSERT PROGRAM

As psychiatric nurses arrive at the APNA conference, your company’s sales and promotional literature can be awaiting them in their registration packets, alerting them to your products and services and encouraging them to visit your booth. Include your marketing or promotional information in the conference tote bag received by all of the APNA 24th Annual Conference attendees. The cost to participate in the Tote Bag Insert Program is $900 for one piece or $1,200 for two pieces. To reserve space for a tote bag insert, complete and return the contract included with this prospectus, along with full payment, by September 3, 2010. Confirmation and shipping information will be provided. You must be an exhibiting company to conduct a tote bag insert.

LITERATURE DISPLAY TABLE

For organizations that cannot exhibit at the conference, space on a literature display table can be rented for distribution of company materials. The Literature Display Table fee is $400 for each type of brochure, leaflet, booklet or other individual item that is displayed.

All materials must be approved in advance by APNA. To receive approval to display your material, please send two copies of each item you wish to display with your completed application.

PRODUCT THEATERS

Product Theaters will be offered again at the 24th Annual Conference. These sessions will:

- Present new research findings on products
- Give product details
- Give demonstrations
- Highlight new products to a key audience

Product Theaters are promotional and are not eligible for continuing education contact hours.

For more information please contact Keely McNerney at keely@kmassociates.net or access the information on the APNA website, www.apna.org.

GET NOTICED!
Approximately two months prior to the conference, the official General Service Contractor for the APNA 24th Annual Conference will email a complete exhibitor kit to all organizations that contract with APNA to exhibit.

### Booth Rental Rates

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ In-Line Booth For-Profit Rate</td>
<td>$1,750</td>
</tr>
<tr>
<td>10’x10’ In-Line Booth Not-for-Profit Rate**</td>
<td>$1,300</td>
</tr>
<tr>
<td>10’x10’ Corner Booth For-Profit Rate</td>
<td>$1,900</td>
</tr>
<tr>
<td>10’x10’ Corner Booth Not-for-Profit Rate**</td>
<td>$1,450</td>
</tr>
<tr>
<td>10’x20’ Booth For-Profit Rate</td>
<td>$3,850</td>
</tr>
<tr>
<td>10’x20’ Booth Not-for-Profit Rate**</td>
<td>$2,900</td>
</tr>
<tr>
<td>20’x20’ Island Rate</td>
<td>$10,000</td>
</tr>
<tr>
<td>20’x30’ Island Rate</td>
<td>$15,000</td>
</tr>
<tr>
<td>20’x40’ Island Rate</td>
<td>$19,000</td>
</tr>
</tbody>
</table>

*Additional booth configurations will be accommodated whenever possible.

**Tax ID Number and tax exemption status required to receive not-for-profit rate.

### Items Not Included in the Exhibit Fee:

- Booth carpeting (APNA requires that all exhibit booths be completely carpeted)
- Furniture rental
- Electrical service (other than general overhead lighting)
- Installation/dismantling services
- Storage

For additional information about exhibits or booth assignments, please call Keely McNerney at 703-971-6114.
**Rules & Regulations**

These rules and regulations are fully incorporated as part of the contract between the exhibiting organization and the American Psychiatric Nurses Association.

APNA will accept Exhibit Space Applications/Contracts on a firstcome, first-served basis; please complete and return your form, including your 1st-6th space preferences and full payment as soon as possible. Please mail your completed Exhibit Space Application/Contract and your check or money order (drawn on a US bank in US dollars and made payable to “APNA”) to:

APNA Exhibit Contract  
Attn: Keely McNerney  
6011 Kebele Drive  
Alexandria, VA 22315

Please note that APNA is unable to accept purchase orders for exhibit space or marketing opportunities.

- All products and services exhibited at the APNA conference shall be directly related to the APNA mission and must be of professional or educational benefit or interest to conference participants. APNA reserves the right to determine the eligibility of prospective exhibitors for inclusion in its exposition. Eligibility will be determined following receipt of an Exhibit Space Application/Contract and prior to booth assignment. Additionally, APNA reserves the right to reject or require on-site modification of any display or demonstration that, at APNA’s sole discretion, is not in keeping with the character of the APNA exhibition.
- All decorations, drapery and fabrics used in exhibit displays must be flame retardant.
- No exhibitor shall sublet, assign or share any part of the space allocated to his or her organization without prior written consent from APNA.
- The rights and privileges of any exhibitor shall not be infringed upon by any other exhibitor. No booth may obstruct exhibition attendees’ views of adjacent booths from any angle. Booth activities that cause attendees to congregate in the aisles and impede or restrict traffic are forbidden. All displays, signs, flyers, distribution of literature and souvenirs, entertainment or any other activities must take place inside the contracted booth space only.
- Exhibits including audio and/or video devices must be conducted and arranged so that no noise will disturb adjacent exhibitors or attendees. APNA reserves the right to prohibit the use of amplifying devices that it considers objectionable.
- All exhibiting organizations canceling space will be charged a $250 processing fee, and no refunds will be issued for exhibit space cancellations received after June 4, 2010.
- No cash transactions will be permitted on the exhibit floor. The displaying or quoting of inflated list prices on merchandise exhibited will also not be permitted.
- Advertising material or signage of companies other than those that have paid for exhibit space are prohibited. Canvassing and solicitation of business or other conferences are strictly prohibited. APNA and other parties relating to the exhibition. The exhibitor shall not deface or damage the exhibition facility or exhibit area in any way.
- Insurance and liability are the full and sole responsibility of the exhibitor. This contract shall not constitute or be considered a part of an exhibitor. In this event, it is agreed that no refund shall be made if any exhibitor, his or her representatives or both will be considered just reason for APNA to dismiss the exhibitor.
- Each exhibitor agrees to protect, save and hold the American Psychiatric Nurses Association (APNA), Kentucky International Convention Center and APNA’s General Service Contractor, as well as all of these entities owners, agents, contractors and employees (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor. Further, each exhibitor shall, at all times, protect, indemnify, save and hold harmless indemnities against and from any and all the losses, costs (including attorneys’ fees), damage, liability or expenses arising from or out of, or by reason of, any accident or bodily injury or other occurrence to any 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 exhibition premise or a part thereof.
- No pets or animals shall be permitted in the exhibit hall, with the exception of guide dogs for persons with disabilities.
- Each exhibit must be open during all official show hours. Exhibiting organizations that do not adhere to this strict APNA policy may not be eligible to exhibit at future APNA exhibitions.
- In the event of cancellation due to acts of God, fire, strike, government regulations or other causes beyond the control of the parties to the agreement, APNA will refund that portion of exhibitor fees that it deems consistent with the expenditures and commitments already made.
- Unethical conduct or disregard for any rules stated herein, on the part of an exhibitor, his or her representatives or both will be considered just reason for APNA to dismiss the exhibitor, his or her representatives or both from the exhibit hall and to prohibit the exhibitor from attending future APNA conferences. In this event, it is agreed that no refund shall be made by APNA and that no demand for redress will be made by either the exhibitor or his or her representatives.
We hereby apply for exhibition space as follows:

Booth Number Request (list six choices)

<table>
<thead>
<tr>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fourth Choice</td>
<td>Fifth Choice</td>
<td>Sixth Choice</td>
</tr>
</tbody>
</table>

We agree that:
1) It is not always possible to assign exhibitors’ preferred booth locations; however, APNA will use its best efforts to make booth assignments in the requested area.
2) Assignment of space made by APNA will be considered accepted unless rejected within 14 days of receipt of notification of space assignment.
3) APNA will charge a $250 processing fee for all exhibit space cancellations. No refunds will be issued for exhibit space cancellations received after June 4, 2010.
4) All provisions of the official Rules and Regulations, as published in the APNA Exhibitor Prospectus, shall be a part of this contract.

Please provide a description of your products, services or equipment to be included in the APNA Program Book (50 words maximum—copy exceeding this limit will not be accepted.) Descriptions must be submitted no later than September 3, 2010 to be included in the Program Book. Please email an electronic version of your description to Keely McNerney at keely@kmassociates.net.

**EXHIBIT BOOTH RATES**

<table>
<thead>
<tr>
<th>For-Profit Rate</th>
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</table>

* Tax ID Number and tax exemption status required to receive Not-For-Profit rate.

Payment in full is due with the Exhibit Space Application/Contract. Payment must be in the form of a money order or check drawn on a US bank, in US funds, made payable to “APNA.” Tax ID Number: 22-2814679.

Competitors to be located in a different section of the exhibit hall, if possible: ________________________________

Please indicate organization name exactly as you wish it to appear on the exhibitor identification sign and in printed materials:

---

Company Name

Address

City State Zip code

Telephone Fax

Name Title

Email Website

Signature Date

Please send payment to: APNA Exhibit Contract, Attn: Keely McNerney, 6011 Keble Drive, Alexandria, VA 22315
EXHIBITOR LIST

Join us to exhibit at the APNA 24th Annual Conference and you will be in good company. Some of the organizations that have exhibited with APNA in recent years include:

Abbey Press/One Caring Place
Abbott Laboratories
Allina Hospitals & Clinics
ALZA Pharmaceuticals
Amedisys Home Health Care
American Association of Suicidology
American Nurses Credentialing Center
Ardent Health Services LLC
Army Medical Recruiting
Army Nurse Recruiting
AstraZeneca Pharmaceuticals LP
Aventis Pasteur Inc.
Barnes-Jewish Hospital
Blackwell Publishing
Boston College, William F. Connell School of Nursing
BRAINTREE LABORATORIES, INC.
Bristol-Myers Squibb/Otsuka America Pharmaceutical, Inc.
Bristol-Myers Squibb Company
Carilion Clinic
Centene Corp
Central State Hospital
Cherry Hospital - NC Dept. of Health & Human Services
Children’s Medical Center Dallas
CINP
CNS Senior Care
CNS Vital Signs
Coalinga State Hospital
Consilium Associates
CooperRiis, a Healing Farm Community
Creative Care Concepts Inc.
Current Psychiatry
Cyberonics, Inc.
DailyMed Pharmacy
Diamond Healthcare Corporation
Department of Veterans Affairs
Depression and Bipolar Support Alliance (DBSA)
Eli Lilly and Company
Elsevier, Inc.
Erickson Retirement Communities
F.A. Davis Company
Fletcher Allen Healthcare
Forest Laboratories, Inc.
Genoa Healthcare
The Gideons International
GlaxoSmithKline
Gould Farm
Green Oaks Hospital
Hartford Institute for Geriatric Nursing
Hazelden
Health Match BC
Horizon Mental Health Management, Inc.
HRA Research
Humane Restraint Co., Inc.
Humane Shield™, Inc.
ICANotes
Idaho Primary Care Association (IPCA)
Intermountain Hospital
International Critical Incident Stress Foundation, Inc (ICISF)
IVAX Pharmaceuticals, Inc.
Janssen L.P.
Journal of Psychosocial Nursing and Mental Health Services
Lacledo, Inc.
Lakeview Center of Baptist Health Care
Laurel Heights Hospital
Lighthouse Care Center of Conway
Lippincott Williams & Wilkins
Los Angeles County Department of Mental Health
Manisses Communications Group, Inc.
Maui Memorial Medical Center
Medcalm
The Methodist Hospital System
McNeil Consumer & Specialty Pharmaceuticals
The Menninger Clinic
MHH Services Inc.
Minnesota Department of Human Services – State Operated Services
Mosby/Elsevier Science
Narcotics Anonymous World Services, Inc.
National Alliance for the Mentally Ill (NAMI)
The National Depressive and Bipolar Support Alliance
National Institute on Alcohol Abuse and Alcoholism (NIAAA)
National Institute on Drug Abuse (NIDA)
National Institute on Drug Abuse (NIDA)
National Institute on Drug Abuse (NIDA)
National Mental Health Association (NMHA)
National Schizophrenia Foundation
Neuroleptic Malignant Syndrome Information Services (NMSIS)
Neurotoxins, Inc.
New York Presbyterian Hospital
Northeast Georgia Health System
Northwest Georgia Health System, Inc.
Nurses Service Organization
Organon, Inc.
Otsuka America Pharmaceutical, Inc.
Pacific Hospital of Long Beach
Paralegal Program
Partnership for Prescription Assistance
Pediatric Nursing Certification Board
Pfizer Inc.
Pinpoint Inc.
Prairie St. Johns
Psychiatry Weekly
Rapid Psychler Press
Queensland Health - Australia
Reckitt Benckiser Pharmaceuticals
Recovery Inc.
Remuda Ranch Center for Anorexia and Bulimia
River Valley Consulting Services, Inc.
Rose Hill Center
Sage Publications
Schizophrenia Digest and bp Magazine
Segracor Inc.
Sheppard Pratt Health System
Shire US Inc.
SHS North America
Silver Hill Hospital
SLACK Incorporated
Smoking Cessation Leadership Center/UCSF
Spartanburg Regional Medical Center
STG International, Inc.
Suanders/Mosby
The SunBox Company
Supplemental Health Care Services, Inc.
Targeted Testing Inc
Tender Loving Care/Home Health Care
Teva Pharmaceuticals
Thomas Edison State College, School of Professional Studies Nurse
Tucson Medical Center
UCLA Healthcare
United States Public Health Service
UCDA Healthcare
University of Kentucky
University of Pennsylvania School of Nursing
University of Pittsburgh School of Nursing
University of Tennessee Health Science Center, College of Nursing
University of Texas - Harris County Psychiatric Center
US Army Medical Command
US Public Health Service Commissioned Corps
VA Healthcare Retention & Recruitment Office
Worldwide Travel Staffing Ltd.

Join us in 2011 for the APNA 25th Annual Conference!
October 19 - 22, 2011 - Disneyland® Resort - Anaheim, California