ABOUT NOVA

NOVA, The Nurses Organization of Veteran Affairs, is a nationwide, nonprofit, professional organization of registered nurses who are employed by the Department of Veterans Affairs Medical Centers and Clinics.

NOVA is dedicated to ensuring quality healthcare for U.S. Veterans, enhanced nursing educational opportunities, standards of excellence for VA nurses, increased research opportunities and academic excellence in the VA, increased communications among VA nurses, effective recruitment, and retention programs, and to providing a strong voice for VA nurses and Veterans.

IMPORTANT: NOVA is a 501 (c)(6) non-profit association, whose members are nurses who work for the VA. NOVA is not a part of the VA, nor is it sanctioned or endorsed by the VA.

TO OUR EXHIBITORS AND SPONSORS

It is with great pleasure that the Nurses Organization of Veterans Affairs (NOVA) invites you to exhibit and sponsor at NOVA’s 43rd Annual Meeting.

The 2023 Annual Meeting will be held at Harrah’s Casino Hotel Las Vegas. This event will gather over 200 professionals in the nursing profession. You are guaranteed to gain direct access to a diverse audience full of key decision makers through focused, face-to-face interaction. The NOVA Annual Meeting is a forum where companies can showcase new products with high visibility and ensure a competitive edge to the entire community.

Please review the Exhibitor and Sponsorship Prospectus thoroughly and complete the online contract to reserve a table and secure sponsorship today. Be certain to review the rules and regulations in their entirety as they become legally binding once accepted by Management.

We look forward to your participation. See you in Las Vegas!

Sincerely,
The 2023 NOVA Program Planning Committee

Contact NOVA

NOVA Headquarters
Nurses Organization of Veteran Affairs
1120 Route 73, Suite 200
Mount Laurel, NJ 08054
Tel: 703.444.5587
Fax: 856.439.0525
Email: nova@vanurse.org

NOVA Meetings Team

Jennifer Redmond, Executive Director
Tel: 856.380.6835
Email: jredmond@vanurse.org

Cariann Nagy, Meeting Manager
Tel: 856.793.0798
Fax: 856.439.0528
Email: cnagy@vanurse.org
2023 Sponsorship, Exhibit & Advertising Opportunities

WHY SPONSOR OR EXHIBIT?
NOVA’s mission is to educate, communicate and advocate for the Department of Veterans Affairs nurse professionally, personally and legislatively.

Some of the specialties of NOVA nurses:
- Ambulatory Care
- Cardiology
- Case Management
- Critical Care
- Dialysis
- Education
- Emergency Geriatrics
- Hematology/Oncology
- Hospice/Palliative Care
- Informatics
- Medical/Surgical
- Occupational Health
- Perioperative
- Podiatry
- Primary Care
- Psychiatry
- Quality Improvement
- Rehabilitation
- Specialty Care
- Spinal Cord Injury
- Trauma Care
- Veteran’s Healthcare
- Veteran’s Services
- Wellness
- Women’s Health
- Wound Care

Should you be marketing to VA Nurses?
IF YOUR ORGANIZATION ADDRESSES ANY OF THE FOLLOWING CATEGORIES - THE ANSWER IS YES!

- Acute Care
- Care Giver Support
- Case Management
- Certification
- Depression
- Disability Benefits
- Education
- Healthcare Equipment and Supplies
- Hospice
- Incontinence
- Information Technology
- Long Term Care
- Medical Devices
- Medical Supplies
- Mental Health
- Nursing Services
- Occupational Therapy
- Oncology
- Patient Care
- Pharmaceuticals & Therapeutics
- Physical Therapy
- Post-Surgical Care
- Post-Traumatic Stress Injury
- Retirement Benefits
- Spinal Cord Injury
- Suicide Prevention
- Trauma Care
- Veteran’s Healthcare
- Veteran’s Services
- Wellness
- Women’s Health
- Wound Care
THANK YOU

to our 2022 Sponsors & Exhibitors

Abbvie
Acorda Therapeutics
Alkermes
AstraZeneca
Attends
Bausch Health
Emory Healthcare
Veterans Program
Excelsior University
Exelixis

Genentech
HEMA Biologics
HR Pharmaceuticals Inc.
Janssen Oncology
Med-Tech International Group
Merck
OccFit Solutions
Sunovion
Taiho Oncology
ALL SPONSORSHIP OPPORTUNITIES INCLUDE:
- Recognition in the Annual Meeting Program
- Company Logo on NOVA Website (with a link to your site)
- Company Logo on signage and walk-in slides at all NOVA Meetings & Events
- Acknowledgement in NOVA News

SPONSORSHIP LEVELS

RUBY • $8,000+
- Three (3) Complimentary tickets for the Annual Meeting
- 20% Discount on an a la carte Annual Meeting Sponsorship Item (see the Prospectus for Details)
- Tabletop exhibit space
- Innovative Technology Talk (20-minute product presentation on exhibit show floor)
- Two (2) Complimentary Exhibit Hall Only Passes
- Pre or Post Annual Meeting Registration List (one)
- Sponsor signage posted in the meeting space
- Company logo on NOVA Website and Annual Meeting Website
- One (1) page article of your choice in the NOVA E-Newsletter
- Complimentary full-page ad in the Program Book
- One (1) meeting bag insert

GOLD • $4,000+
- One (1) Complimentary ticket for the Annual Meeting
- 10% Discount on an a la carte Annual Meeting Sponsorship Item (see the Prospectus for Details)
- Tabletop exhibit space
- Innovative Technology Talk (10-minute product presentation on exhibit show floor)
- One (1) Complimentary Exhibit Hall Only Pass
- Pre or Post Annual Meeting Registration List (one)
- Sponsor signage posted in the meeting space

SILVER • $3,000
- One (1) Complimentary ticket for the Annual Meeting
- 5% Discount on an a la carte Annual Meeting Sponsorship Item (see the Prospectus for Details)
- Tabletop exhibit space
- Innovative Technology Talk (5-minute product presentation on exhibit show floor)
- Post Annual Meeting Registration List
- Sponsor signage posted in the meeting space

BRONZE • $2,000
- One (1) Complimentary ticket for the Annual Meeting
- Tabletop exhibit space
- Post Annual Meeting Registration List
- Sponsor signage posted in the meeting space

Additional tabletop exhibit spaces available for $1,500 per space.
Advertising Opportunities

Create awareness and provide information by communicating directly to your desired audience. Open the door to new prospects through targeted advertising exposure to attendees at the Annual Meeting.

Pre-Registration Mailing List • $500
Get in front of attendees before the Annual Meeting begins by sending a piece of mail or an email blast. Attendees will know exactly where to find you when they enter the exhibit hall. *

Post-Show Mailing List • $750
Leave a lasting impression and send a follow-up to attendees after the Annual Meeting ends. *

Meeting Website Banner Ad • $1,000
What better way for attendees to have access directly to you than on the Annual Meeting website. All members visiting the site will be able to click on your banner and get information about your company before the conference even begins. Horizontal Banner: 600(w) x 100(h) pixels. Deadline to submit September 15, 2023.

Dedicated Email to NOVA Members • $1,000
One (1) dedicated email sent to the NOVA distribution list.

Program Book Ad • $1,000
Full Page ad in the Program Book given to all attendees at registration.

Meeting Bag Insert • $1,500
One (1) meeting bag insert given to all registered attendees. MUST be shipped directly to the hotel and scheduled to arrive no later than Monday October 23. Must be clearly labeled and addressed to the NOVA Annual Meeting Manager.

Social Media Posts • $500
Two (2) dedicated social media posts highlighting your company’s participation in NOVA’s Annual Meeting.

*One-time use agreement must be signed to receive the list.

Branded Collateral

Receive the recognition your company deserves through these elite branding opportunities that will leave a lasting impression on meeting attendees and drive traffic to your table.

Conference Meeting Bag • $5,000
Display your company name or logo with the NOVA logo on each bag available at registration.

Badge Lanyards • $2,000
All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company name will be imprinted on the lanyard alongside NOVA’s name.

Reusable Water Bottle • $5,000 (NOVA sourced) $2,500 (Sponsor provided)
Display your company name or logo with the NOVA logo on a water bottle given to all attendees at registration. If sponsor provided, the shipment MUST be shipped directly to the hotel and scheduled to arrive no later than Monday October 23. Must be clearly labeled and addressed to the NOVA Meeting Manager.

Notepad • $3,000 (NOVA sourced) $1,500 (Sponsor provided)
Display your company name or logo with the NOVA logo on a notepad given to all attendees at registration. If sponsor provided, the shipment MUST be shipped directly to the hotel and scheduled to arrive no later than Monday October 23. Must be clearly labeled and addressed to the NOVA Meeting Manager.

Hotel Key Card • $2,000
Start building brand visibility from the moment the attendees arrive at the hotel with your name or logo on the hotel key card.

Contact
Jennifer Redmond at jredmond@vanurse.org to discuss a la carte advertising opportunities or find out about NOVA’s year round sponsorship/advertising opportunities.
Special Events

Stand out amongst your competition during receptions and breaks to exclusively present your latest products and services to all attendees.

Sponsor/Exhibitor Opening Reception • $5,000
The Opening Reception is held on Wednesday, October 25 to officially open the NOVA Annual Meeting. Attendees can enjoy beverages and light snacks while perusing the exhibit hall. Signage will be placed outside the hall and near food and beverage stations.

NOVA Annual Awards Luncheon • $5,000
NOVA’s Annual Awards Luncheon will be held on Friday, October 27. At this event, Awards will be given out to all award winners, chapters will receive awards and outgoing board members will be recognized.

Optional Social Event • $3,000
Be the exclusive sponsor of the NOVA optional evening event, taking place on Friday, October 27 at a fun off-site Las Vegas location.

Food & Beverage

Give your company brand the advantage of being noticed at one or more food and beverage breaks.

Coffee and Snack Breaks • $2,500 (multiple sponsors)
Morning and afternoon breaks will be scheduled throughout the exhibit hall and registration areas will include light refreshments. Signage will be provided.

Industry Sponsored Symposia

Official sponsors of the Annual Meeting are eligible to host industry sponsored symposia, offered at several times throughout the Annual Meeting. Applications must be submitted online. Space will not be confirmed until payment is received. NOVA assigns space on a first-come, first served basis. All Industry Sponsored Symposia are expected to comply with the official rules and regulations.

ALL SYMPOSIAS SPONSORS RECEIVE:

- Standard AV set (screen, projector, computer, microphone)
- Listing on NOVA website and Program Book
- One-time complimentary pre-registration mailing list (one time use agreement must be signed to receive the list)
- Company name and logo on promotional signage
- Meal function for all Symposia registered attendees

NEW Pre-Conference Symposia 10/25 | 5:00pm – 6:00pm | $8,000
Held on Wednesday before the Opening Reception, attendees will enjoy pre-reception snacks and refreshments while hearing about your product or service.

Lunch Symposia 10/26 | 12:30pm – 1:30pm | $10,000
Held on Thursday, attendees will enjoy a boxed lunch while hearing about your product or service.

NEW Dinner Symposia 10/26 | 5:30pm – 7:00pm | $8,000 | (3 available)
On the “open” conference night, take up to 20 conference attendees to dinner at a local Las Vegas restaurant and share information about your product or service in an informal setting (AV subject to availability). NOVA will manage registration for the dinner symposia if sponsorship is confirmed by the time registration is launched.

Breakfast Symposia 10/27 | 7:30am – 8:30am | $8,000
Held on Friday, have breakfast in an intimate setting with attendees while sharing information on your product or service.
EXHIBIT DATES & HOURS

Tuesday, October 24 - Installation
Wednesday, October 25 - Welcome Reception
Thursday, October 26 - Coffee & Refreshments with Exhibitors
Friday, October 27 - Coffee & Refreshments with Exhibitors
Friday, October 27 - Dismantle after 5:00 PM
Saturday, October 28 - Off site activity

IMPORTANT DATES & DEADLINES

April 2023
Exhibitor & Sponsor Prospectus Launched

May 2023
Exhibitor Registration
Focus Group Luncheon Form Due
Breakfast Symposia Form Due

Week of July 17
Exhibit Tables Assigned
Tabletop Space sent by email
Exhibitor Services Manual sent to exhibiting companies

Week of August 21
Deadline for Cancellation of Exhibit Space
Forms due to show management: Request for Novelty/Giveaway Form

Week of October 2
Prepare Shipments for hotel

Week of October 9
Exhibitors/Sponsors ship items to Harrah’s.
Shipments must arrive no later than Monday, October 23 and labeled clearly with NOVA Annual Meeting
Terms of Agreement

NOVA show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of NOVA. These rules and regulations may be amended at any time by NOVA and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the Meeting, and may be given to any authorized agent or representatives of the exhibitor.

Americans with Disabilities Act
In compliance with the Americans with Disabilities Act of 1990, NOVA will make all reasonable efforts to accommodate persons with disabilities. Please contact the Meeting Manager to discuss such plans. Each exhibitor is responsible for compliance within their assigned space ensuring access to their booth.

Table Conduct
NOVA reserves the right to approve all exhibits and related activities. NOVA may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of NOVA, or if it exceeds the bounds of good taste as interpreted by NOVA. An exhibitor of a questionable exhibit or related activity must submit a description of the exhibit or activity with the exhibit application for NOVA approval. The exhibit hall will be inspected during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by NOVA at their own expense or risk removal from the exhibition without notice and without obligation on the part of NOVA for any refund. NOVA reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Meeting.

Celebrities
Celebrities (nationally known figures in the arts, sports, politics, etc.), including full-time employees and/or company spokespeople, are prohibited from staffing an exhibitor’s booth and/or appearing at the exhibitor’s affiliate event(s) or industry-supported symposia.

Character of Exhibits
All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which include the following:
Canvassing or distributing advertising materials outside the exhibitor’s own booth is not permitted. Solicitation of business, except by exhibiting firms is prohibited.
Character of the exhibits is subject to the approval of the NOVA Exhibit Management. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Exhibit Hall Floorplan
The 2023 floor plan at Harrah’s Hotel & Casino will offer excellent locations for everyone, but because of safety protocols for social distancing we will not design the hall layout until we know the approximate total number of tables required. Exhibitors will be contacted in late July.

Table Size – 6ft long
Member Rate - $1900
Non-Member - $2300
*Each table space includes one complimentary registration. Each multiple tabletop space is two or three times the cost.

Deposits & Payment
NOVA will require a 25% non-refundable deposit upon returning the application to secure your sponsorship. Sponsorships are first come first serve. See the Exhibit Hall map and include your requested space and an alternate space in the event that your requested space is taken when returning the application. Full payment is due by August 4, 2023. If NOVA is unable to hold an in-person event, all payments will be refunded in full.

Cancellations
Cancellations of exhibit space, conference branding and advertising, or sponsorships must be sent, in writing, to Cariann Nagy, Meeting Manager at cnagy@vanurse.org by 5:00 p.m. ET on Friday, August 25, 2023. No refunds will be given after August 28, 2023, unless NOVA is unable to hold an in-person event, in which case all payments will be refunded in full. No cancellations for sponsorships or advertisements are accepted regardless of date if materials have already been produced.