

Paving the Way
SEATTLE, WA SCIENCE, CLINICAL
APPLICATION, NETWORKING

7TH ANNUAL
HEART FAILURE
NURSING
CONFERENCE



THURSDAY, JUNE 23 - SATURDAY 25, 2011

Affiliate Information for Industry-Sponsored Focus Groups & Promotional Events



DESCRIPTIONS OF AFFILIATE SPACE FUNCTIONS

The following affiliate event opportunities are available to companies who are Corporate Members of AAHFN. If your company is currently not a member; please contact Gail Haas, AAHFN Director of Membership, at ghaas@ahint.com or 856-642-4203.

Focus Groups

Focus groups provide companies with an opportunity to gain an in depth understanding of professionals involved in heart failure care, nursing and research.

Tech Suites

Tech Suites provide companies with an opportunity to gain working knowledge of professionals involved in heart failure care, nursing and research in an interactive setting.

Promotional Events

Promotional events are an excellent way to introduce a new product or service in a relaxed and enjoyable atmosphere. Please note: AAHFN offers a separate set of time slots for industry symposia. For additional information on industry symposia, please contact Heather Petet, CAE, AAHFN Executive Director at hpetet@ahint.com or 856-642-4422.

SPACE AVAILABILITY AND COSTS

Affiliate events will be accepted on a first-come, first served basis and at the discretion of the AAHFN Board of Directors. AAHFN will not provide CNE credit for focus groups, tech suites, or promotional events.

Event times are available for Thursday, June 23 - Saturday, June 25, 2011. Please note: affiliate events may not compete with the regular meeting program.

Focus Groups

The focus group fee includes the following: one-hour time slot, room rental with room set* for up to 40 attendees, a list of attendees meeting the company's criterion to choose from, and staff support from the AAHFN home office. Additional costs: Audio visual (see AV form for discounted audio visual packages), food and beverage, any speaker and/or participant honorarium** and/or travel. *AAHFN is open to discussing other seating configurations, additional charges may apply.

Tech Suites

The tech suite fee includes the following: room rental for a private (keyed) room for up to 25 attendees, in-stock hotel furnishing arranged in your preferred arrangement, a list of attendees meeting the company's criterion to invite, and staff support from the AAHFN home office. Pricing is based full day access. Additional costs: Audio visual (see AV form for discounted audio visual packages), pipe and drape, food and beverage, any speaker and/or participant honorarium** and/or travel.

Promotional Events

The promotional event fee includes the following: up to three-hour time slot, room rental with optional room set (with in-house linens) for up to 300 attendees (private room), a list of attendees meeting the company's criterion to invite (if applicable), and staff support from the AAHFN home office. Additional costs: Audio visual (see AV form for discounted audio visual packages), food and beverage, any speaker and/or participant honorarium** and/or travel.

Note: To maintain Continuing Nurse Education (CNE) compliance for the Annual Conference, honorarium for participants must be pre-approved by the AAHFN Board of Directors. **An email outlining your honorarium offering is due to Heather Petet, AAHFN Executive Director, at hpetet@ahint.com no later than May 13, 2011.

PROCESS

To apply for event space(s), complete the application enclosed within this packet. **Applications must be received by May 13, 2011.** Upon approval from AAHFN, you will receive a confirmation with your room assignment; room set specifications, food and beverage menus with hotel contact, and any additional information specific to your event needs.

QUESTIONS

Please contact Cheryl Gallagher, Meeting and Exhibit Manager, for questions regarding your event, the meeting, and/or exhibits at 856-380-6812 or cgallagher@ahint.com.



2011 AAHFN Annual Conference
 Affiliate Meeting / Function Space Application Contract
 Please FAX this form Cheryl Gallagher at 856-439-0525

Company Name: _____

Contact: _____ **Title:** _____

Email: _____ **Phone:** _____

EVENT INFORMATION - Please select from the function options/times below:

Focus Groups (up to 40 participants) **Price** **Est. Pax** **Event Name**

- Thursday, June 23, 11:30 AM – 12:30 PM \$2,000 _____ _____
- Thursday, June 23, 6:00 PM – 7:00 PM \$2,000 _____ _____
- Friday, June 24, 11:50 – 12:50 PM \$2,000 _____ _____
- Friday, June 24, 12:50 – 1:50 PM \$2,000 _____ _____
- Friday, June 24, 7:00 – 8:00 PM \$2,000 _____ _____
- Saturday, June 25, 12:00 – 1:00 PM \$2,000 _____ _____
- Saturday, June 25, 1:00 – 2:00 PM \$2,000 _____ _____

Tech Suites (full day room access) **Price** **Est. Pax** **Event Name**

- Friday, June 24 \$3,500 _____ _____
- Saturday, June 25 \$3,500 _____ _____
- BOTH Friday and Saturday \$8,000 _____ _____

Promotional Events (up to 300 participants) **Price** **Est. Pax** **Event Name**

- Thursday, June 23, 6:00 PM \$9,000 _____ _____
- Friday, June 24, 6:00 PM \$9,000 _____ _____

Promotional Events (up to 25 participants) **Price** **Est. Pax** **Event Name**

- Thursday, June 23, 11:30 AM – 1:00 PM \$2,000 _____ _____
- Thursday, June 23, 6:00 PM \$4,000 _____ _____
- Friday, June 24, 12:30 – 2:00 PM \$2,000 _____ _____
- Friday, June 24, 6:00 PM \$4,000 _____ _____

Total Payment..... \$ _____

PAYMENT INFORMATION

Credit Card: Visa MasterCard American Express

Credit Card Number: _____ Expiration Date: _____

Name on Card _____

Signature: _____ Date: _____

Please note: in order to take advantage of the affiliate event function space, your company must be a Corporate Member of AAHFN.



AAHFN has contracted with an Audio Visual Company, CMI Communications, to provide services and equipment for the Annual Conference. CMI Communications offers extremely reasonable pricing and amazing service. AAHFN is extending the cost savings and service to all affiliates*. Note: these packages may also be enhanced with additional items as needed. *Pricing below is per room per day, includes tax, and there are no service charges for rentals.*

*upon acceptance of event by AAHFN

Package One: Support - \$250

This package is designed for companies who choose to bring in their own LCD projectors. Please note: projecting on the meeting room walls will not be permitted.

QTY	DESCRIPTION
1	WELT 203-56 PROJECTION TABLE (INCLUDES ALL CABLES)
1	96"X 96" (8') TRIPOD SCREEN

Select this package

Multiple events:

Apply to all my event rooms.

Other: _____

Package Two: Basic - \$700

QTY	DESCRIPTION
1	EIKI LC-XB25 LCD PROJECTOR
1	WELT 203-56 PROJECTION TABLE (INCLUDES ALL CABLES)
1	96"X 96" (8') TRIPOD SCREEN

Select this package

Multiple events:

Apply to all my event rooms.

Other: _____

Package Three: Basic + Audio Recording - \$850

QTY	DESCRIPTION
1	EIKI LC-XB25 LCD PROJECTOR
1	WELT 203-56 PROJECTION TABLE (INCLUDES ALL CABLES)
1	96"X 96" (8') TRIPOD SCREEN
2	CROWN PCC 160 MICROPHONES
1	MARANTZ PMD222 CASSETTE REC
1	SHURE 4 CHANNEL MIC MIXER AND C-90 CASSETTE TAPE

Select this package

Multiple events:

Apply to all my event rooms.

Other: _____

ADDITIONAL EQUIPMENT REQUIRED: (pricing information will be sent to the event contact person.)

Package \$ _____ x number of rooms _____ x number of days _____ =

Total Payment..... \$ _____

PAYMENT INFORMATION:

Credit Card: American Express Visa Discover

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____ Date: _____