



Annual Fall Conference 2008 Exhibitor Prospectus



**September 24 – 26, 2008
Renaissance Cleveland Hotel
Cleveland, Ohio**





Dear Exhibitor,

The National Renal Administrators Association 31st Annual Fall Conference will be held September 24 – 26, 2008 at the Renaissance Cleveland Hotel in Cleveland, Ohio. 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,

Bruce Thompson
NRAA Industry Liaison 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 Renaissance Cleveland 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 Official Conference Program Book
- ◆ A chance to interact with the decision makers of the Renal Institutions across the continent

Sponsorship Opportunities (see sponsorship form enclosed)

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

- ◆ Continental Breakfast
- ◆ Morning Refreshment Break
- ◆ Afternoon Refreshment Break
- ◆ Lunch
- ◆ Conference Program Book
- ◆ Tote Bags with Company Logo
- ◆ Padfolios with Company Logo
- ◆ Neck Wallets with Company Logo
- ◆ Exhibitors' Reception
- ◆ President's Event
- ◆ Post Meeting Gala Event
- ◆ Beer Tasting Event (Friday night)

All sponsors will be acknowledged in the official conference program book, the NRAA website and on signs at the activity.

Please see the Sponsorship Opportunities page in this brochure for full details on these valuable marketing opportunities

Important Dates

Friday, August 15, 2008

- Deadline for submission of exhibit space contracts and 50-word or less description of your products and services.

Monday, August 18, 2008

- Service kits mailed from GES if contract is received by August 15, 2008.

Friday, August 22, 2008

- Last day to cancel booth in writing. (Service charge of 50 percent of net contract price).

Tuesday, September 2, 2008

- Last day to make hotel reservations to receive Conference room rates.
- Deadline to submit ads for the Conference Program Book.
- Deadline for conference attendee registrations. All additions or changes after this date must be made onsite at the Fall Conference.

Friday, September 5, 2008

- Deadline for submission of original exhibit designated contracted liability insurance form. (Facsimiles and PDF Documents will not be accepted).



Exhibitor Information

National Renal Administrators Association 2008 Annual Fall Conference
Renaissance Cleveland Hotel • Cleveland, Ohio • September 24 – 26, 2008

Exhibit Fees

10' x 10' Booth (Booths: \$2,750)

Booths are unfurnished and may accommodate freestanding exhibit displays. Booths are 10' x 10'; height not to exceed 8'.

Tabletop Display (Booths: \$1,800)

Booths are furnished with a 6' draped table for a tabletop display and have a predetermined color scheme. Booths are not separated by draping; height not to exceed 8'.

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 5, 2008

Accommodations

All exhibitors are responsible for making their own hotel reservations directly with the hotel, the Renaissance Cleveland Hotel 216-696-5600. The room rate is \$175.00 (single/double) for reservations made prior to Tuesday, September 2, 2008

Exhibit Dismantling

Dismantling will not be permitted prior to 1:30 PM EST on Friday, September 26, 2008. Exhibitors who dismantle prior to 1:30 PM EST will incur a financial penalty.

Payment and Space Information

Full payment is required with this application. All checks should be made payable to NRAA and mailed to:
NRAA Exhibit Management,
100 North 20th Street, 4th Floor, Philadelphia, PA 19103

Product/Services Description

The space application requests that you provide a 50-word or less description of your products or services, which will appear in the meeting program book. This information should inform the attendee of what he or she may learn while visiting your display. It is the responsibility of the exhibitor to provide this information. Association 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 15, 2008. Booth descriptions received after August 15, 2008 will appear in a supplement to the program book.

Exhibit Hours

Tuesday, September 23, 2008

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

Wednesday, September 24, 2008

- 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, September 25, 2008

- Continental Breakfast: 7:00 a.m. – 8:00 a.m.
- 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.
- President's Event: 8:00 p.m. – 11:00 p.m.

Friday, September 26, 2008

- Breakfast: 7:00 a.m. – 8:00 a.m.
- 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.
- Friday Evening Event: 6:00 p.m. – 10:00 p.m.

Key Contacts

NRAA 2008 Program Chair
Cindy LaMunyon

NRAA 2008 Program Co-Chair
Dan Nye

NRAA Industry Liaison Chair
Bruce Thompson

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

Jolene McNeil, Meeting Manager
215/320-4655 x2244
jmcneil@fernley.com

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

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



2007 EXHIBITORS

National Renal Administrators Association 2008 Annual Fall Conference
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Abbott Laboratories, Inc.	Healthpac Computer Systems, Inc.
American Kidney Fund	Henry Schein, Inc.
American Medical Distributors	Koffel Medical
American Regent, Inc.	MCM Environmental Technologies
Ameriwater, Inc.	MedBuild a Division of Resun Corp.
Amgen Inc.	Medisystems Corporation
Asahi Kasei Medical	Meridian Laboratory Corporation
B. Braun Medical, Inc.	Minntech Renal Systems
Baxter Healthcare	NANT
Clinical Computing, Inc.	National Renal Alliance, LLC
Cybernius Medical	Nationwide Laboratory Services
DaVita	Nephrology News & Issues
Dialysis & Transplantation	Nipro Medical Corporation
Dialysis at Sea Crusies	NxStage Medical Inc.
Dialysis Recruiting Specialists	Quantitative Medical Systems
Dialysis Search, Inc.	Quik Travel Staffing, Inc.
Diasol. Inc. / Discount Medical Supply, Inc.	Redsense Medical
Doyle Construction, Inc.	Renal Business Today
DVA Laboratory Services	Renal Purchasing Group, LLC
eSolutions	Renal Support Network
FMQAI	Roche
Foundation Medical Staffing	Satellite Laboratory Services
Fresenius ~ Spectra Laboratories	Shire
Fresenius Medical Care	Velos
G.I.A. Medical, LLC	Visonex, LLC
Gaia Heathcare Software Systems	Watson Pharma, Inc.
Genesis Worldwide Enterprises, Inc.	Williams Scotsman
Genzyme Corporation	Winco, Inc.
Health Informatics International	