THE NATIONAL NURSING FORUM

Staying ahead of the game

Adelaide Convention Centre

EXHIBITOR MANUAL

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#ACNForum14
WELCOME

ACN is excited to be convening The National Nursing Forum in Adelaide this November. As a valued exhibitor, we hope that the information in this manual will aid in making your attendance at the Forum as beneficial as possible. A check list has been included below to help you complete each required task by the deadline. Please refer to the page numbers listed for each item for further information.

Exhibitor checklist

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Task</th>
<th>Page</th>
<th>Arrange via</th>
<th>Actioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 September 2014</td>
<td>Book travel and accommodation (if required)</td>
<td>3</td>
<td>Ozaccom+*</td>
<td></td>
</tr>
<tr>
<td>15 September 2014</td>
<td>Read the Adelaide Convention Centre (ACC) Exhibition Handbook</td>
<td>3</td>
<td>ACC Exhibition Handbook</td>
<td></td>
</tr>
<tr>
<td>22 September 2014</td>
<td>Provide ACN with the name, contact details and dietary requirements of your onsite representative</td>
<td>6</td>
<td><a href="mailto:events@acn.edu.au">events@acn.edu.au</a></td>
<td></td>
</tr>
<tr>
<td>22 September 2014</td>
<td>Book additional catering and dinner ticket/s (if required)</td>
<td>7</td>
<td><a href="mailto:events@acn.edu.au">events@acn.edu.au</a></td>
<td></td>
</tr>
<tr>
<td>13 October 2014</td>
<td>Complete fascia signage form</td>
<td>7</td>
<td><a href="mailto:laurenh@aeh.com.au">laurenh@aeh.com.au</a></td>
<td></td>
</tr>
<tr>
<td>13 October 2014</td>
<td>Order additional furniture from Adelaide Expo Hire (if required)</td>
<td>7</td>
<td><a href="mailto:laurenh@aeh.com.au">laurenh@aeh.com.au</a></td>
<td></td>
</tr>
<tr>
<td>Recommended by 20 October 2014</td>
<td>Organise freight delivery and pick-up (if required)</td>
<td>6</td>
<td>Agility Fairs &amp; Events - (03) 9330 3303 (or your preferred freight provider)</td>
<td></td>
</tr>
<tr>
<td>Recommended by 20 October 2014</td>
<td>Schedule your freight delivery time with the ACC loading dock (if applicable)</td>
<td>6</td>
<td><a href="mailto:northterracedock@adelaidecc.com.au">northterracedock@adelaidecc.com.au</a></td>
<td></td>
</tr>
<tr>
<td>27 October 2014</td>
<td>Ensure certificate of public liability insurance, covering all Forum days, has been submitted to ACN</td>
<td>N/A</td>
<td><a href="mailto:events@acn.edu.au">events@acn.edu.au</a></td>
<td></td>
</tr>
</tbody>
</table>

*ACN has arranged discounted travel and accommodation rates for Forum delegates and exhibitors via Ozaccom+. Exhibitors are under no obligation to use this service.
GENERAL INFORMATION

Venue
Adelaide Convention Centre (ACC)
North Terrace
Adelaide SA 5000

Google Maps Directions
For queries please contact:
Luke Edginton
Exhibition Planning Manager
08 8212 4099
luke.edginton@adelaidecc.com.au

Parking
The ACC operates two car parks onsite. The Riverbank car
park is accessed via Festival Drive, while the North Terrace car
park is accessed off North Terrace and is situated closest to the
exhibition hall. The following rates are applicable to each car park
and all prices are GST inclusive:

<table>
<thead>
<tr>
<th>Time Range</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 1 hour</td>
<td>$5.00</td>
</tr>
<tr>
<td>1 – 2 hour</td>
<td>$8.00</td>
</tr>
<tr>
<td>2 – 3 hour</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

Maximum of $26.00 for a 24 hour period.

An early bird parking rate of $13.00 is available for those
who enter between 5.30am and 9.30am and exit between
2.30pm and 6.30pm each day.

Internet access
Free Wi-Fi is available throughout the ACC and is ideal for
checking emails and basic web browsing. If you require
additional band width please see staff at the registration desk.

Travel & accommodation
ACN has negotiated discounted travel and accommodation
rates for our delegates and exhibitors. If you require any flights or
accommodation in Adelaide, you can access these discounted
rates through our website.

Forum program
Click here to view the full Forum program.

Exhibition information
Exhibitor registration
Upon arrival at the ACC please visit the registration desk, located
in Foyer G, to receive your exhibitor information pack, exhibitor
pass and satchel bag.

Exhibitor bump-in
1.00pm – 6.00pm, Sunday 2 November OR
7.00am – 8.00am, Monday 3 November

Exhibitor bump-out
3.30pm – 4.30pm, Tuesday 4 November 2014
Please note under no circumstance should exhibitors dismantle
their booths prior to this time.

ACN asks that all exhibitors read the ACC Exhibition
Handbook in order to prepare for your attendance at the
Forum.

The handbook contains information on exhibiting at the ACC, exhibits requiring approval from the ACC, detailed information on
the various services available and appropriate order forms, as
well as general operational information for the venue.

Exhibition times
The trade exhibition at the Forum will be located in Hall G of
the ACC (Plaza Level) and will be open to delegates during all
catering breaks at the following times:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 3 November</td>
<td>Morning tea 10.15am – 10.45am</td>
</tr>
<tr>
<td></td>
<td>Lunch 12.15pm – 1.15pm</td>
</tr>
<tr>
<td></td>
<td>Afternoon tea 3.30pm – 4.15pm</td>
</tr>
<tr>
<td>Tuesday 4 November</td>
<td>Registration 8.00am – 9.00am</td>
</tr>
<tr>
<td></td>
<td>Morning tea 10.40am – 11.00am</td>
</tr>
<tr>
<td></td>
<td>Lunch 12.30pm – 1.15pm</td>
</tr>
<tr>
<td></td>
<td>Melbourne Cup afternoon tea 2.45pm – 3.15pm*</td>
</tr>
</tbody>
</table>

*Please note exhibitors will be unable to bump-out prior to 3.15pm.
Six exhibitor tips to secure that sale

Making the most of your time at the Forum

✓ Using the template to the right promote your attendance at the Forum through your own social media channels to create interest amongst current and potential clients.
✓ Be creative! Use an interactive display, quiz, game or competition to set yourself apart from other exhibitors and grab delegates’ attention.
✓ Develop creative ways of gathering delegate contact details (e.g. business card competition).
✓ Delegates will not have the time to read through copious amounts of information; ensure you are able to communicate your desired message in a simple and concise manner.
✓ Display appealing promotional items and strike up a conversation with every delegate that collects one.
✓ Follow up leads created at the Forum as soon as possible, while you are still in the minds of delegates.

ACC floor plan
Exhibiting organisations

| Guild Insurance Coffee Lounge | 07 |
| Catering Stations | 08 |
| Australian Nurse Teachers Society | 11 |
| Australian College of Nursing | 24 |
| Australian Nursing & Midwifery Accreditation Council | 11 |
| Australian Primary Health Care Nurses Association | 16 |
| Baxter Healthcare | 5 |
| BrightSky Australia | 8 |
| Chandler Macleod Health & Medical | 17 |
| Charles Sturt University | 15 |
| Independence Australia | 23 |
| Lundbeck | 1 |
| National Electronic Health Transition Authority | 13 |
| Nursing and Allied Health Rural Locum Scheme | 12 |
| Nursing Jobs | 11 |
| Nursing and Midwifery Board of Australia | 4 |
| SA Health | 7 |
| Sponsors | 1 |
| TrendCare | 13 |
| University of Tasmania – School of Health Sciences | 12/14 |
| Your Nursing Agency | 2 |
| 9/10 |

Please note the final exhibition floor plan will be released prior to the event.
DELIVERY OF GOODS

Courier delivery
Exhibitors are free to arrange freight delivery through their individual supplier, however Agility Fairs & Events is the preferred freight and logistics supplier of the ACC. Agility provides a comprehensive freight handling, logistic, customs clearance and forklifting service. If you would like to arrange freight through Agility Fairs & Events, please contact them directly on (+61 3) 9330 3303.

Exhibitor drop-off
If you wish to drop items off to the venue yourself, this can be done during the allocated exhibitor bump-in times on Sunday 2 November and Monday 3 November. Exhibitors must unload their items and then promptly depart the loading dock as cars cannot be left in this area.

IMPORTANT
Please ensure an Exhibitor Delivery Label is completed and attached to all goods that are to be delivered to the ACC. All deliveries must be made to the North Terrace Loading Dock and must be scheduled with the loading dock supervisor. To book in the delivery of your freight with the ACC please contact:

Loading Dock Supervisor
Tel: (+61 8) 8210 6773
Email: northterracedock@adelaidecc.com.au

Please note: If you are having goods delivered by courier, please ensure someone from your organisation is onsite to sign for the goods. The ACC or designated representatives CANNOT sign for exhibitor deliveries.

Collection of goods
Exhibitors who have arranged for couriers to collect their goods following the Forum must ensure all items are clearly labelled with destination, company name, courier name and have a completed consignment note attached. Where possible, these items should be collected during the allocated bump-out time. Items requiring next day collection must be moved to the North Terrace Loading Dock by the exhibitor.

Exhibitor package
As part of your exhibitor package, you will receive the following:
• One exhibitor registration (access to exhibition space only).
• All Forum catering for one individual (served to exhibitors 15 minutes prior to each delegate break).
• One ticket to the Forum Dinner on Monday 3 November, commencing at 6.30pm.
• One clothed trestle table and one standard chair (provided by ACC)

IMPORTANT: Please email events@acn.edu.au by Monday 22 September 2014 to provide the name, contact details and dietary requirements of your onsite representative for each Forum day, as well as the Forum Dinner.

Additional exhibitor registrations and dinner tickets can be purchased by completing the online booking form. The following costs apply:

Exhibitor registration (two days): $150
Dinner ticket: $145
Booth inclusions

Your exhibition package includes the following items:

• 3m x 3m booth with PVC walls and fascia
• White corflute sign with black vinyl lettering on each open aisle fascia
• 2 x 150 watt adjustable spotlights
• 1 x 5 amp power point
• One clothed trestle table and two standard chairs (provided by ACC)

Adelaide Expo Hire (AEH) will be undertaking the full exhibition build. To confirm your booth requirements, you must complete the Signage Order Form and return to AEH no later than Monday 13 October 2014. To find out more about additional products offered by AEH, please refer to the Exhibition Catalogue.

If you have any questions regarding your booth, or would like to discuss additional services, please contact:

Lauren Harrison
Exhibition Coordinator, Adelaide Expo Hire
Phone: 08 8350 2304
Email: laurenh@aei.com.au

Once again, thank you for your participation in The National Nursing Forum. The team at ACN look forward to welcoming you to Adelaide for what is set to be a thought-provoking event full of valuable networking opportunities for your organisation. Should you have any questions regarding the information outlined in this manual, or your attendance at the Forum, please contact ACN Events Officer, Grace Williams at grace.williams@acn.edu.au or 02 6283 3424.

Kind regards
Save the date
THE NATIONAL NURSING FORUM
Brisbane Convention & Exhibition Centre
14–16 October 2015
Advancing nurse leadership
› Brisbane Convention & Exhibition Centre
ACN Event Management