



Sponsorship & Exhibitor Guide

May 5-7, 2024 | Chicago, IL



ABOUT BCEN LEARN LIVE CONFERENCES

BCEN Learn Live is a conference designed by nurses, for nurses. This two-day event will include interactive networking activities, fast-paced TED-talk style CE sessions, and more!

You'll have an opportunity to meet and network with nurses across the emergency spectrum representing organizations from across the country. Our attendees are influencers and high-level decision-makers in the workplace.

BCEN Learn Live offers a variety of opportunities to share your message with our attendees to fit your organization's unique needs and budget.

BENEFITS OF EXHIBITING/SPONSORING

Attendee Email List:

Access to post-conference registration list for promotional use*

Attendee Networking Events:

Access to the Welcome Reception and Networking Reception

Website:

Recognition on the BCEN Learn Live event webpage

Badge Identification:

Company representative(s) identified as an exhibitor on their badges

Brand Recognition:

Prominent logo placement on sponsor banner throughout venue

*Limit 1 promotional email with use of list.

IMPORTANT DATES*

Sunday, May 5

- Registration Check-In
- Exhibitors Set Up
- Welcome Reception

Monday, May 6

- Registration Check-In
- Exhibit Hall Opens
- BCEN Certification Breakfast
- Educational Sessions
- Networking Reception

Tuesday, May 7

- Educational Sessions
- Closing Remarks
- Exhibit Hall Closes at 1:00 PM

*Times listed in CT. Agenda is tentative. Final agenda will be announced at a later date.

EVENT SPONSORSHIP OPPORTUNITIES

Highlight your brand to a captive audience of nurse influencers at our most memorable events.



Certibration Breakfast

- 3-minute presentation or video
- Verbal and signage recognition as breakfast sponsor throughout conference
- Recognition in attendee communications
- Prime location exhibit table
- Attendee swag bag insert*

\$10,000



Networking Reception

- 90-second presentation or video
- Verbal recognition as reception sponsor
- Recognition in attendee communications
- Complimentary exhibit table
- Attendee swag bag insert*

\$7,500



Attendee Luncheon

- 2-minute presentation or video
- Verbal recognition as luncheon sponsor
- Recognition in attendee communications
- Complimentary exhibit table
- Brand logo on an imprinted cup
- Attendee swag bag insert*

\$8,500 - 2 available



Energy Break

- Brand logo on an imprinted napkin
- Verbal recognition as break sponsor
- Table signage

\$4,000 - 4 available

A LA CARTE OPPORTUNITIES



Swag Bag Insert

Sponsor provided product in all attendee bags*

\$1,000 - 2 available



Seat Drop

Collateral of your choosing in all attendee seats*

\$1,500 - 2 available



Technology

Recognized as provider of WiFi throughout conference

\$4,000

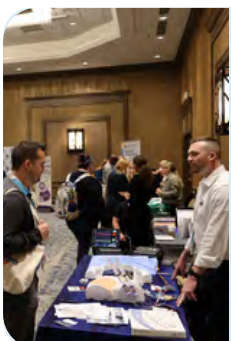


Attendee List

Access to post-conference registration list for promotional use

\$250

EXHIBITING OPPORTUNITIES



On-Site

- 6 ft. table with two chairs
- 5+ hours of unopposed attendee interaction available

\$1,000



Remote

- Represent your brand without being physically present
- 90-second video
- Product display
- Donated raffle item valued at \$50*

\$750

All sponsorship opportunities are offered on a first-come, first-served basis.

*Sponsors are responsible for providing imprinted items and collateral as applicable. BCEN will provide all signage for events.

**BCEN SPONSORSHIP/EXHIBITOR
AGREEMENT**

This Sponsorship/Exhibitor Agreement (the "Agreement") is made by and between BCEN and
(the "Sponsor") and shall be effective as of the last date
of signature below (the "Effective Date").

See the attached prospectus for sponsorship opportunities and benefits.

Name:

Title:

Company:

Address:

Floor/Suite:

City, State, Zip:

Email:

Phone:

Total Sponsorship Fees Due Based on Selections Above: \$ _____

Payment: Payment in full by check must accompany this Sponsorship Agreement.

Amount Enclosed: \$

Enclosed is a check

On behalf of Sponsor, I certify that I have reviewed the sponsorship benefits in the Sponsorship Prospectus attached to this agreement as well as the Sponsorship Terms and Conditions listed below and agree to be bound by the same. I also acknowledge and agree that if any selected sponsorship opportunity(ies) include booth space in any format, I will be required to sign the Application and Contract and Terms and Conditions for Exhibitors as well.

Signed: _____ Printed Name: _____ Title: _____ Date: _____

Board of Certification for Emergency Nursing

By: _____

Date: _____

Please complete this form and submit to bcen@bcen.org. Checks can be made payable to:

**BCEN C/O Foster Results
1950 E Greyhound Pass #18-367
Carmel, IN 46033**

**BOARD OF CERTIFICATION FOR EMERGENCY NURSING (“BCEN”)
TERMS AND CONDITIONS FOR EXHIBITORS AND SPONSORS**

These Terms and Conditions for Exhibitors and Sponsors, together with the Application and Contract, (collectively “Application and Contract”) shall govern the participation of the company applying as an exhibitor and/or sponsor (“Company”) in the 2024 BCEN Learn Live Conference, May 5-7, 2024 (“Event”) at the Swissotel Chicago (“Event Venue”).

Eligibility

In order to participate in the Event, Company must provide goods and services of interest to the Event participants as determined by BCEN. Should the goods and services of Company change after the date it enters into this Application and Contract and BCEN determines that the Company’s goods and services are no longer of interest to the Event participants, BCEN may terminate this Application and Contract upon written notice to Company and shall refund any fees paid to it by Company less the value of any benefits provided to Company by BCEN to date of termination.

Booth Policies

All booths shall serve the interest of the Event participants and shall be operated in a way that will not distract from other booths, companies or the Event as a whole or not be outside the character and purpose of BCEN.

Subletting/Sharing of Booth Space and Badges

Companies may not let, sublet, share or transfer their booth privilege or space in whole or in part without the express written consent of BCEN. Sharing of badges is not allowed.

Booth Occupancy

Booths must be staffed by qualified individuals who are bonafide employees or representatives of the Company. The Company is responsible for the conduct and appearance of the individuals staffing Company’s booth.

Booth Hours

Company’s booth must be staffed during all open hours of the Event. If Company has not completed and staffed its booth by the opening of the Event, such booth may be terminated by BCEN without refund.

Dismantling of Exhibits

Company may not dismantle or remove its booth or booth materials including, but not limited to, packing literature or products before the official closing of the Event.

Booth Entry

Company’s personnel or contractors may not enter another company’s booth without such company’s prior permission to do so. This is in respect to the rights of other companies to conduct business during the Event without interference or improper intervention. BCEN,

its representatives, and staff shall have free access to any exhibit at all times in their performance of their assigned duties.

Security

Security is present 24/7 at the event location but is not solely dedicated to the exhibitor space. Company shall be solely responsible for the security of its booth and its booth contents. Neither BCEN, the Event Venue, or any BCEN employee, contractor or agent shall be responsible for the loss or damages to Company's property and urges the exhibitor to exercise precautions to discourage theft, such as, not leaving any items of value unattended.

Damage to Property

Company shall be solely responsible for any damage done to the Event Venue by them, their employees, contractors or agents. No nails, tacks, or screws may be driven into the floor, wall, or woodwork of the Event Venue.

FDA Compliance

All products that are not FDA approved for a particular use in humans or which are not commercially available in the United States will be permitted to be exhibited only when accompanied by the appropriate signs that indicate the device's FDA clearance status. The following signs should be displayed: "This Device is not cleared by the FDA for distribution in the United States. This Device is intended to be used in the United States as described in the product's labeling (pending review)." The signs must be easily visible and placed near the devices themselves and on any graphics depicting the device. Further, Company shall have available at the booth a letter from the FDA which describes the allowable use status of the product or products. Companies are cautioned about the FDA's prohibition on promoting cleared for marketing devices for unapproved use. For additional information, please visit the FDA website.

Americans with Disability Act

Company shall be responsible for compliance with the Americans with Disabilities Act of 1992 ("ADA") with regard to their booth space, including, but not limited to, wheelchair access provisions.

Compliance with Local Ordinances and Event Venue Policies

Company shall be solely responsible for compliance with any licenses and permits required by local statute, ordinance or regulation and the payment thereof as well as compliance with local health, fire and safety ordinances and regulations and the policies of the Event Venue.

Floor Plan

Booths will be in the Zurich Ballroom. The space where booths are located is open and all booths will receive equal visibility and representation. BCEN will assign each booth space. BCEN reserves the right to reassign space without notification or refund.

Drayage and Material Handling

Freight materials shipped to the hotel will be turned over to the Swissotel Chicago for storage and handling. Company will be fully responsible for all fees associated with the construction, maintenance, shipping, storage, and use of its booth. Additional fees will apply. Please contact the Swissotel Chicago for pricing regarding handling services. Shipments (boxes, packages, etc.) should not arrive at the hotel more than seven (7) business days prior to the start of the event.

All shipments should be sent to the following address:

Swissotel Chicago
323 E. Wacker Drive
Chicago, IL 60601
Amanda Ashtari, Swissotel Manager
Attention: ON-SITE REPRESENTATIVE
COMPANY NAME
PHONE NUMBER
BCEN – May 5-7, 2023
Zurich Ballroom

Exhibitors are responsible for making arrangements with their purveyor to return-ship their materials.

Insurance

Companies shall carry their own insurance to cover booth material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million per aggregate, against injury to the person and the property of others. Certificates of Insurance shall be furnished to BCEN, by October 1, 2022. Company shall also be prepared to furnish a Certificate of Insurance to the Event Venue if so requested.

Minimum Age for Admission

Individuals attending the Event must be at least 16 years old as of the first date of the Event. No exceptions or refunds are made.

Animals Prohibited

No animals are permitted in booths or in the Event Venue other than service animals.

Food and Beverage

Companies are permitted to have food and non-alcoholic beverages in their booth during Event hours.

Indemnification

Company agrees to indemnify, defend and hold harmless BCEN, its officers, directors, agents, and employees from any and all claims of liability arising out of or related to the acts, omissions, negligence, gross negligence or willful misconduct of the Company, its employees, agents, or contractors arising out of or in any way connected to the Company's participation in the Event including, but not limited to, as an exhibitor and/or sponsor. The terms of this provision shall survive the termination or expiration of this Application and Contract.

Force Majeure

If for any reason beyond BCEN's control the Event must be cancelled, shortened, delayed or otherwise altered or changed including, but not limited to, an in-person event to a virtual event in whole or part, Company understands and agrees that BCEN shall not refund the fees paid to it by Company and instead, shall provide Company with options to utilize the fees for other benefits within BCEN and, as such, such fees are considered fully earned as of the date received by BCEN. Companies are solely responsible for any losses and damages that it may suffer as a consequence of any change to the Event as set forth in this provision.

Advertising/Promotion

Company may not use the name, logo or other identifying marks of BCEN on its signs, advertising or promotions in any media or descriptive product literature or products without the prior written consent of BCEN. The only exception is that Companies may use the BCEN name (not logo) and Event name to reference the Event on materials associated with its participation in the Event.

Attendee Lists

Companies shall receive a list of individuals registered for the Event for a one time use. Company shall only use such list for mailings of promotional material relating to Company's booth at the Event and shall not be reproduced, transferred, or used in any other manner. In using such lists for mailings, exhibitors must ensure compliance with all country, state and local laws and regulations including, but not limited to, the European Union's General Data Protection Regulations ("GDPR") and the California Consumer Privacy Act ("CCPA"). Company shall hold BCEN, its directors, officers, employees, agents or subcontractors harmless from any consequences of the breach of this provision by Company, its employees, agents or contractors. The terms of this provision shall survive the termination or expiration of this Application and Contract.

Photography

Company acknowledges and agrees that BCEN, its employees and contractors may take photographs/videos/sound recordings which could include images/likenesses of the Company, its representatives and its booths while attending the Event. Company hereby consents to and grants to BCEN and its affiliates, the unrestricted, perpetual, worldwide, royalty-free and transferable right and license to use (and grant others the right to use) the recordings worldwide without any compensation. Company acknowledges that BCEN is the sole and exclusive owner of all rights in the recordings and hereby waives (a) any and all rights in and to such recordings, and (b) any and all claims the Company and its representatives may have relating to or arising from the recordings or their use.

LIMITATION OF LIABILITY

IN NO EVENT SHALL BCEN, THE EVENT VENUE, THEIR RESPECTIVE OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "BCEN PARTIES") BE LIABLE TO THE COMPANY OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE COMPANY FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND CONTRACT OR FOR ANY CLAIM BY THE COMPANY, EVEN IF ANY OF THE BCEN PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. COMPANY AGREES THAT BCEN PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF FEES PAID BY IT TO BCEN. COMPANY AGREES TO INDEMNIFY AND DEFEND THE BCEN PARTIES FROM ANY CLAIMS

BROUGHT BY A THIRD PARTY HIRED BY, OR ENGAGED BY THE COMPANY FOR ANY AMOUNT BEYOND THE FEES PAID BY IT TO BCEN. FURTHER, COMPANY AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY BCEN PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS APPLICATION AND CONTRACT. COMPANY SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

Reservation of Right to Make Changes

Any matters not specifically covered herein are subject to final decision by BCEN which is not subject to appeal. BCEN reserves the right to make such changes, amendments, and additions to this Application and Contract as it considers advisable for the proper conduct of the Event.

Enforcement

Whenever practical or appropriate, in the view of the BCEN, any Company which fails to comply with this Application and Contract shall be subject to disciplinary action up to and including ejection from the Event and refusal to participate in any future BCEN programs or events. In the event of such disciplinary action, the BCEN will not be liable for any refunds or other booth expenses incurred. It is the sole responsibility of the Company to ensure that all booth staff are aware of, and adhere to, this Application and Contract.