July 14, 2015

Dear Sir/Madam:

You are cordially invited to participate as an exhibitor at the Perinatal Nursing Conference: High Risk Pregnancy on October 29, 2015 at the Peachtree Banquet Center in Columbia, Missouri. Our target audience is Obstetric, Nursery and Neonatal ICU nurses, advanced practice nurses, lactation consultants, students, educators, clinical managers and other maternal and infant health professionals.

The purpose of this one-day conference is to update the knowledge and enhance the skills of healthcare providers related to the clinical management and care of high risk pregnant women and their newborn babies. The day features the latest evidence-based practices and tools applicable to both inpatient and ambulatory perinatal practice settings. Plenary sessions on topics of general interest are complemented by breakout sessions of more specialized topics.

We believe exhibitors play a major role at educational programs and we encourage your participation. The fee for exhibiting is $250, which provides you with a draped eight-foot table and one chair. To guarantee adequate accommodations, please make your reservation by September 8, 2014. Acknowledgment of support takes place during opening remarks, a list of exhibitors is included in each participant’s packet of handout materials and there is appropriate signage in the break/exhibit area for those who wish to sponsor a food and beverage function.

There are also opportunities to sponsor a morning beverage break ($300), afternoon refreshment break ($500), continental breakfast ($900) or the luncheon ($1500). Your company’s name will be displayed prominently on an easel in the exhibit area near the location of the refreshment break.

Oftentimes, exhibitors do not stay beyond the morning break if they believe they have had adequate face time with all our participants. However, you are certainly welcome to stay the entire time, should you like.

I trust you will favorably consider this opportunity to have direct contact at one time in one location with about 120 potential users of your products and services. Exhibit space is limited and will be assigned on a first-come, first served basis. Just so you are aware we do not provide a list of participants to our exhibitors.

Please complete the enclosed Exhibitor Request Form and return along with the appropriate fee to Nursing Outreach no later than September 29, 2015. (Checks should be payable to the University of Missouri). The Tax ID # is 43-6003859.

The exhibits will be open during the following tentative times:
7:00 - 7:30 a.m.    Set Up
7:30 - 8:15 a.m.    Registration and Exhibits
10:00 - 10:25 a.m. Break and Exhibits
12:20 - 1:15 p.m.   Lunch and Exhibits
3:20 - 3:35 p.m.    Refreshment Break & Exhibits Close

Please know that your support will go directly toward offsetting conference-related expenses, thereby allowing more nurses to attend this educational program. When commercial support is received for an educational activity, the conference planning committee maintains complete control over the selection of content and speakers. Acceptance of commercial support does not imply approval or endorsement of any product.

Sincerely,

Todd H. Winterbower
Coordinator, MU Nursing Outreach
EXHIBITOR REQUEST FORM

Perinatal Nursing Conference: High Risk Pregnancy
Peachtree Banquet Center, Columbia, MO
October 29, 2015

Name of Organization:
_____________________________________________________
___________________________________________________________________________
_____________________________________________________
Phone: __________________ Fax: _________________ Email: _____________________

1. Exhibitor booth
☐ One Day exhibitor $250 with Optional Lunch $15 x ___ =_____

2. Indicate food & beverage sponsorship, if desired

   Food and Beverage Sponsor
   ☐ Morning Beverage Break - $300
   ☐ Afternoon Refreshment Break - $500
   ☐ Continental Breakfast - $900
   ☐ Hosted Luncheon - $1,500

I would like an electrical outlet for my table. ☐ Yes ☐ No

**Wireless Internet is available.

(Please Make Check Payable to: University of Missouri. Tax ID #: 43-6003859)

DO NOT FAX OR EMAIL CREDIT CARD INFORMATION- PLEASE CALL (573-882-0215)

☐MC ☐Visa ☐Discover ☐AMEX

Name on Card_________________________________________

Card #_____________________________________________ Expiration date______________

Signature__________________________________________

PLEASE COMPLETE AND RETURN TO:
Todd Winterbower; MU Sinclair School of Nursing, Room S266, Columbia, MO 65211-4120
Winterbowert@missouri.edu; 573-882-0215 phone, 573-884-8278 fax
Conference Location & Directions

Peachtree Banquet Center
120 East Nifong, Suite D
Columbia, Missouri
(573) 875-6608

PLEASE NOTE: MOST GPS DO NOT GIVE DIRECTIONS TO FACILITY

From Interstate 70
Take Providence Road (Exit 126) and go south (turn left if coming from the east or right if coming from the west) 4.4 miles (past the Stadium Road/University Exit). Turn west (right) on Nifong Boulevard, and continue on Nifong for about a block. Turn left (south) between Lutz’s BBQ Restaurant and Breaktime Gas Station (there is no street sign). Peachtree is on the right midway down this road.

From Highway 63
Take the AC Exit (also called New Haven Road or Old Highway 63). At the top of the exit ramp, go west (left if coming from the south and right if coming from the north). Follow AC/Nifong Boulevard 2.8 miles (past the intersection with Providence Road) and continue straight for about one block. Turn left (south) between Lutz’s BBQ Restaurant and Breaktime Gas Station (there is no street sign). Peachtree is on the right midway down this road.

Turn (south) between Lutz’s BBQ Restaurant and Breaktime Gas Station (there is no street sign).