February 17, 2015

Dear Sir/Madam:

You are cordially invited to participate as an exhibitor at the 19th Annual Midwest Regional Nursing Educators Conference on November 12th and 13th, 2015 at the Peachtree Banquet Center in Columbia, Missouri. Practicing nurses from a variety of settings help plan this annual conference, ensuring that the topics and speakers are appropriate for the target audience.

Day One targets primarily staff developers and educators from practice arenas, mostly hospitals. Day Two targets school of nursing faculty. This is one of only a handful of nursing conferences that target both practice and academic-based educators. Because there are common areas of interest, about half of our participants attend both days. A detailed conference brochure will be posted on our website as soon as it is available and can be found at www.nursingoutreach.missouri.edu.

We believe exhibitors play a major role at educational programs and we encourage your participation. The fee for exhibiting is $250 for one day, or $350 for both days, which provides you with a draped eight-foot table and one chair. To guarantee adequate accommodations, please make your reservation by November 2, 2015. 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 other opportunities to sponsor a beverage break ($500), refreshment break ($750), continental breakfast ($1200) or the luncheon ($2500). Your company’s name will be displayed prominently on an easel in the exhibit area near the location of the refreshment break.

I trust you will favorably consider this opportunity to have direct contact at one time in one location with about 150 potential users of your products and services. Exhibit space is limited and will be assigned on a first-come, first served basis.

Please complete the enclosed Exhibitor Request Form and return along with the appropriate fee to Nursing Outreach no later than November 2, 2015. (Checks should be payable to the University of Missouri). The Tax ID # is 43-6003859.

The exhibits will be open during the following times (Tentative- a detailed agenda will be provided closer to the event):

<table>
<thead>
<tr>
<th>Nov. 12th</th>
<th>Nov. 13th</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 Set up</td>
<td>7:00 Set up</td>
</tr>
<tr>
<td>7:45-8:15 Exhibits</td>
<td>7:45-8:15 Exhibits</td>
</tr>
<tr>
<td>9:45-10:15 Exhibits/break</td>
<td>10:00-10:30 Exhibits/break</td>
</tr>
<tr>
<td>2:40-2:55 Exhibits/break</td>
<td>3:00-3:15 Exhibits/break</td>
</tr>
</tbody>
</table>

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. Please note that we do not provide participant names to exhibitors.

Sincerely,

Todd H. Winterbower
Coordinator, Nursing Outreach
Sponsorship and Support Application

19th Annual Midwest Regional Nursing Educators’ Conference

November 12-13, 2015
Peachtree Banquet Center, Columbia, MO

Name of Organization: ________________________________
Name of Individual(s) Exhibiting: ________________________
Address of Organization: ________________________________
Business Telephone: __________ Fax: __________ Email: __________________

1. Exhibitor booth
   One Day exhibitor $250: Choose date exhibiting: Nov. ___ 13th or ___ 14th with Optional Lunch
   $15 x __ = _____
   Two Day exhibitor $350 with Optional Lunch $15 x __ = _____

2. Select level of additional support, if desired
   **Levels of Sponsorship**
   Gold ($1,500-$2,000) $_____________ (indicate specific amount)
   Silver ($1,000-$1,499) $_____________ (indicate specific amount)
   Bronze ($500-$999) $_____________ (indicate specific amount)
   Supporter (any amount*) $_____________ (indicate specific amount)

3. Indicate food & beverage support, if desired
   *(You may designate your contribution be used for a Food and Beverage Event, which will be noted in the conference Syllabus and appropriate signage at the venue.)*
   Food and Beverage Event
   Morning Beverage Break - $500
   Afternoon Refreshment Break - $750
   Continental Breakfast - $1,200
   Hosted Luncheon - $2,500
   Choose Date For Food and Beverage Sponsor: Nov. ___ 12th or ___ 13th

   **Wireless Internet is available.**

   Please make checks payable to University of Missouri. Tax ID: 43-6003859

   _____MC _____Visa _____Discover 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 and Contact Information

Peachtree Banquet Center
120 East Nifong, Suite D
Columbia, Missouri

Should you need to be reached during the activity, the phone number is (573) 875-6608.

From Interstate 70: Take exit (128) onto Hwy 63 South toward Jefferson City. Continue South on Hwy 63 for 3.2 Miles to the AC/Grindstone exit. Take a right off of the AC exit (West) onto Grindstone/Nifong**. Continue on Grindstone/Nifong 2.4 miles just past the Providence Intersection (Walmart). Take a left onto Peachtree Dr. at the far side (west side) of the Breaktime Gas Station. The Peachtree Center will be at the end of Peachtree Dr. on your left.

From Highway 63 take the AC Exit. At the top of the exit ramp, go west (left if coming from the south and right if coming from the north). Continue on Nifong 2.4 miles just past the Providence Intersection (Walmart). Take a left onto Peachtree Dr. at the far side (west side) of the Breaktime Gas Station. The Peachtree Center will be at the end of Peachtree Dr. on your left.

**(When driving on Grindstone/Nifong the 2.4 miles to Peachtree Dr you will remain on the same road. Only the name of the road changes as you can see on the map below.)