

# \*\*\*\*\*Exhibitors Register Online!\*\*\*\*\*

## NurseWeek Career Fair online application

Register one of these ways:

1. Complete the form

Fill out the following application on your computer using Adobe Acrobat or Adobe Reader.

**If using Adobe Reader:** fill in and print the application and fax to 972-488-0091.

**If using Acrobat:** complete the form by simply typing the information into the application. Save the file and email the file to [exhibit@nurseweek.com](mailto:exhibit@nurseweek.com). *Please be patient when emailing, file may take a few minutes to load.*

2. Print the form, complete and fax to 972-488-0091 or mail with payment to:

NurseWeek Career Fairs  
3001 LBJ Freeway, Ste 211  
Dallas, TX 75234

For any questions please email the NurseWeek event division at [exhibit@nurseweek.com](mailto:exhibit@nurseweek.com) or call 1-800-868-8944 ext 121.

# NurseWeek

## Career Fairs

# Career Fair Information

NurseWeek is proud to announce the 2003 Career Fair Schedule. This information packet includes valuable information regarding our events, frequently asked questions and the career fair application. In 2003, the extended online career fair feature is included in the cost of the booth. The online career fair allows you as a Nurseweek exhibitor, three days of active promotion from our website at [www.NurseWeek.com](http://www.NurseWeek.com). Simply indicate your request to be included in the online career fair on the application.

In 2003, NurseWeek will host 25 Career fairs scheduled in 18 cities. Below is a list of locations by region.

### California

Los Angeles (2)  
San Francisco (2)  
San Diego

### South Central

Dallas (2)  
Houston (2)  
New Orleans  
San Antonio

### Mtn West

Denver (2)  
Las Vegas  
Phoenix (2)  
Portland  
Seattle(2)

### MidW/GL/HL

Chicago  
Cleveland  
Detroit  
Indianapolis  
Minneapolis  
St. Louis

### ***What kind of event "track record" does NurseWeek have?***

Nurseweek has been producing Career Fairs since 1994. The events have been so successful that NurseWeek launched an entire Event Division in 1999, whose sole purpose is to produce quality events for nurses in each region that NurseWeek services. Each year, NurseWeek has expanded the career fair selection offering 25 career fairs in 2003.

### ***What makes NurseWeek Career Fairs different from those general career fairs being held everywhere else?***

NurseWeek Career Fairs are marketed strictly to nurses (the majority being RNs). In some areas, LVNs or LPNs and graduating nurses are also invited. The event is not marketed to the general public, so the recruiter never has to wade through an aisle full of general healthcare applicants to find qualified nurses.

### ***How many nurses attend NurseWeek Career Fairs?***

Regional career fair attendance varies, with the largest attendance usually in Los Angeles (1200 - 2000 nurses). The South Central and Mountain West event attendance usually ranges from 300 - 600 nurses. The newer markets of the MidWest and Great Lakes region usually attract 200 - 500 nurses. The majority of the attendees are from the immediate region (100 mile radius) where the event is held. In some locations, such as Las Vegas, a higher percentage of nurses are from areas outside of the immediate region.

### ***How do you attract nurses to NurseWeek Career Fairs?***

NurseWeek does an extensive marketing campaign to attract nurses to these events. Our primary source of advertising is our own publication, which runs Career Fair ads. We do a direct mail campaign (with large four-color brochure) approximately six weeks before each event to RNs within a 60 to 100 mile radius of the event. This campaign reaches from 15,000 - 50,000 nurses, depending on location and nursing population. We also follow up the direct mail piece with an e-card to all area RNs in our database, and we send a special VIP invitation to RNs who have attended our past events.

### ***Why do nurses attend NurseWeek Career Fairs?***

The first and foremost reason that nurses attend career fairs is to check out career opportunities. While not every nurse is actively seeking a career change, the majority of the nurses in attendance are interested in information about all kinds of nursing opportunities. Facilities seeking nurses benefit from exposure to both the nurse who is seeking a new job and those who may consider a change in the future.

NurseWeek provides valuable, fun and educational activities at each event to attract nurses who may not come to a career fair just to look for a job. Free Continuing Education classes are a NurseWeek Career Fair trademark and ANCC accredited classes are always offered at each event so that nurses can earn CEH's for attendance. Other educational offerings may include resume or career counseling, web/job search classes and nursing alternative career seminars.

Fun activities may include prizes and giveaways (2002 promotions included teddy bears, tote bags and a \$1,500.00 Grand Prize), refreshments, nurse networking opportunities and more. NurseWeek never charges an admission fee to attend a career fair, and while pre-registration is encouraged, on-site registration is always offered to nurses who want to drop by on the event day.

**NurseWeek Career Fairs, 3001 LBJ Freeway, Ste 211, Dallas, Tx 75234 1-800-868-8944, ext. 121**  
**Fax: 972-488-0091 [www.NurseWeek.com/fair](http://www.NurseWeek.com/fair) [exhibit@nurseweek.com](mailto:exhibit@nurseweek.com)**

# NurseWeek

# 2003 Career Fair Exhibitor Application

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

If using an advertising agency, please provide contact information in the space below:

Agency and/or contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

By signing this form, exhibitor agrees to purchase above booth and abide by all rules/regulations as stated on exhibitor booth rules flyer.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print name of exhibiting company exactly as it should appear on ID sign (space limited):

Company: \_\_\_\_\_

City/State: \_\_\_\_\_

Please complete application and return with payment to the address below. Application and payment must be received 14 days before event. A credit card may be used to reserve space until payment is received.

**Booths must be reserved by one of the following:**

- 1) Entire payment (check or money order)
- 2) Purchase order
- 3) Advertising Agency insertion order
- 4) Credit Card information

**Each Career Fair Booth Package Includes:**

- \* One 8 x 10 draped and carpeted booth space
- \* One 6 ft. draped table and two chairs
- \* One standard booth ID sign
- \* Online Career Fair (if desired)
- \* Three exhibitor lounge passes (includes breakfast and lunch). Additional passes are \$50.00 each and must be purchased prior to each event. Parking is not included.

**Cancellation policy:**

Cancellations must be made in writing (faxes accepted, but not emails) to NurseWeek. Full refund if cancellation is made 14 days before event. 50% refund if made 5 - 13 days before the event. No refund within 5 days of event.

Yes! CHECK BOX	CITY	2003 DATE	LOCATION	PRICE	# of Booths	Elec. (add \$50)	TOTAL
<input type="checkbox"/>	Chicago	March 28	Holiday Inn Convention Center Tinley Park	\$1,895.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Cleveland	September 10	Cleveland Convention Center	\$1,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Dallas	March 13	Arlington Convention Center	\$1,895.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Dallas	November 19	Dallas Market Hall	\$1,895.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Denver	March 20	Merchandise Mart	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Denver	August 20	Holiday Inn DIA	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Detroit	October 28	Burton Manor, Livonia	\$1,895.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Houston	February 13	Adam's Mark Hotel	\$1,895.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Houston	October 9	Adam's Mark Hotel	\$1,895.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Indianapolis	June 24	Indianapolis Convention Center	\$1,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Las Vegas	July 11	Cox Pavilion at UNLV	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Los Angeles	January 29	Long Beach Convention Center	\$2,695.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Los Angeles	September 25	Anaheim Convention Center	\$2,695.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Minneapolis	April 30	Minneapolis Convention Center	\$1,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	New Orleans	May 8	Pontchartrain Center, Kenner	\$1,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Phoenix	February 6	Phoenix Convention Center	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Phoenix	October 16	Phoenix Convention Center	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Portland	June 12	Rose Quarter	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	San Antonio	May 23	Adam's Mark Hotel	\$1,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	San Diego	November 6	San Diego Concourse	\$2,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	San Francisco	April 10	Santa Clara Convention Center	\$2,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	San Francisco	August 28	Fort Mason Festival Pavilion	\$2,495.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Seattle	March 4	Meydenbauer Center, Bellevue	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	Seattle	November 12	Westin Seattle	\$1,995.00	x _____	+ _____ = _____	_____
<input type="checkbox"/>	St. Louis	September 5	Renaissance Hotel, St. Louis Airport	\$1,495.00	x _____	+ _____ = _____	_____

**Total Due:** \_\_\_\_\_

Payment Information: (if credit card is used to reserve booth only until payment can be made, please call event office for instructions)

Please choose payment method: \_\_\_\_\_ Purchase/Insertion Order # \_\_\_\_\_ (Please attach copy to form)

Credit Card information: # \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

# NurseWeek Career Fairs

# 2003 Schedule

All booths 8 x 10

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| <ul style="list-style-type: none"> <li>■ <b>Los Angeles</b> <b>Wednesday, January 29</b><br/>Long Beach Convention Center \$2,695.00 per booth<br/>300 E. Ocean Blvd., Long Beach, CA</li> <li>■ <b>Phoenix</b> <b>Thursday, February 6</b><br/>Phoenix Civic Plaza at the Convention Center \$1,995.00 per booth<br/>111 N. Third Street, Phoenix, AZ</li> <li>■ <b>Houston</b> <b>Thursday, February 13</b><br/>Adam's Mark Hotel \$1,895.00 per booth<br/>2900 Briarpark Drive, Houston, TX</li> <li>■ <b>Seattle</b> <b>Tuesday, March 4</b><br/>Meydenbauer Center \$1,995.00 per booth<br/>11100 NE 6th Street, Bellevue, WA</li> <li>■ <b>Dallas/Ft. Worth</b> <b>Thursday, March 13</b><br/>Arlington Convention Center \$1,895.00 per booth<br/>1200 Ballpark Way, Arlington, TX</li> <li>■ <b>Denver</b> <b>Thursday, March 20</b><br/>Denver Merchandise Mart \$1,995.00 per booth<br/>451 E 58th Avenue, Denver, CO</li> <li>■ <b>Chicago</b> <b>Friday, March 28</b><br/>Tinley Park Holiday Inn &amp; Convention Center \$1,895.00 per booth<br/>18501 S. Harlem Avenue, Tinley Park, IL</li> <li>■ <b>San Francisco Bay Area</b> <b>Thursday, April 10</b><br/>Santa Clara Convention Center \$2,495.00 per booth<br/>5001 Great America Parkway, Santa Clara, CA</li> <li>■ <b>Minneapolis/St. Paul</b> <b>Wednesday, April 30</b><br/>Minneapolis Convention Center \$1,495.00 per booth<br/>1301 2nd Ave. S., Minneapolis, MN</li> <li>■ <b>New Orleans</b> <b>Thursday, May 8</b><br/>Pontchartrain Center \$1,495.00 per booth<br/>4545 Williams Blvd, Kenner, LA</li> <li>■ <b>San Antonio</b> <b>Friday, May 23</b><br/>Adam's Mark Hotel \$1,495.00 per booth<br/>111 Pecan Street East, San Antonio, TX</li> <li>■ <b>Portland</b> <b>Thursday, June 12</b><br/>Rose Quarter - Memorial Coliseum \$1,995.00 per booth<br/>One Center Court Street, Portland, OR</li> </ul> | <ul style="list-style-type: none"> <li>■ <b>Indianapolis</b> <b>Wednesday, June 25</b><br/>Indianapolis Convention Center \$1,495.00 per booth<br/>100 South Capitol Ave., Indianapolis, IN</li> <li>■ <b>Las Vegas</b> <b>Friday, July 11</b><br/>Cox Pavilion at UNLV \$1,995.00 per booth<br/>4505 Maryland Parkway, Las Vegas, NV</li> <li>■ <b>Denver</b> <b>Wednesday, August 20</b><br/>Holiday Inn Denver- Intl. Airport \$1,995.00 per booth<br/>15500 E. 40th Avenue, Denver, CO</li> <li>■ <b>San Francisco Bay Area</b> <b>Thursday, August 28</b><br/>Fort Mason Center \$2,495.00 per booth<br/>Landmark Building A, San Francisco, CA</li> <li>■ <b>St. Louis</b> <b>Friday, September 5</b><br/>Renaissance Hotel St. Louis Airport \$1,495.00 per booth<br/>9801 Natural Bridge Road, St. Louis, MO</li> <li>■ <b>Cleveland</b> <b>Wednesday, Sept. 10</b><br/>Cleveland Convention Center \$1,495.00 per booth<br/>500 Lakeside Avenue, Cleveland, OH</li> <li>■ <b>Los Angeles</b> <b>Thursday, September 25</b><br/>Anaheim Convention Center \$2,695.00 per booth<br/>800 West Katella Avenue, Anaheim, CA</li> <li>■ <b>Houston</b> <b>Thursday, October 9</b><br/>Adam's Mark Hotel \$1,895.00 per booth<br/>2900 Briarpark Drive, Houston, TX</li> <li>■ <b>Phoenix</b> <b>Thursday, October 16</b><br/>Phoenix Civic Plaza at the Convention Center \$1,995.00 per booth<br/>111 N. Third Street, Phoenix, AZ</li> <li>■ <b>Detroit</b> <b>Tuesday, October 28</b><br/>Burton Manor \$1,995.00 per booth<br/>27777 Schoolcraft Rd., Livonia, MI</li> <li>■ <b>San Diego</b> <b>Thursday, November 6</b><br/>San Diego Concourse \$2,495.00 per booth<br/>202 C Street, San Diego, CA</li> <li>■ <b>Seattle</b> <b>Wednesday, November 12</b><br/>Westin Seattle \$1,995.00 per booth<br/>1900 Fifth Avenue, Seattle, WA</li> <li>■ <b>Dallas/Ft. Worth</b> <b>Wednesday, November 19</b><br/>Dallas Market Hall \$1,895.00 per booth<br/>2100 Stemmons Freeway, Dallas, TX</li> </ul> |
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*Booths may be reserved only with a completed application accompanied by payment, purchase order, or agency insertion order. A credit card may be provided until full payment is received. Payment deadline two weeks prior to the event.*

**PLEASE NOTE: THE FOLLOWING ITEMS ARE PROHIBITED**

*These items will not be allowed in the exhibit hall or in exhibit booths:*

- \* **Balloons of any kind**  
This includes latex, mylar, and helium
- \* **Food items**  
(with the exception of bite-sized candy, individually wrapped) No drinks, cookies, popcorn, pastries or cut fruit will be allowed to be displayed or given away.
- \* **Popcorn machines**
- \* **Cooking machines**
- \* **Heating or gasoline-powered equipment**

***No soliciting exhibitors during exhibit hall hours.***

The career fair is for the strict purpose of recruiting nurses. The exhibit hours and one hour preceding and following the event are reserved expressly for our exhibitors to interact with nurses attending the event. Those in violation will be stopped immediately and may not be allowed to future events. NurseWeek reserves the right to refuse exhibition privilege to any person or facility

***Amendments***

NurseWeek assumes full power in the interpretation and enforcement of all Rules and Regulations. All matters and questions not covered by these Rules & Regulations are subject to the decision of NurseWeek and are final. NurseWeek reserves the right to amend these Rules and Regulations at any time. Such amendments will be equally binding to all parties affected by the original Rules and Regulations.

***Exhibitor Conduct***

In order to ensure a successful, professional environment for all participants we ask that all exhibitors agree to:

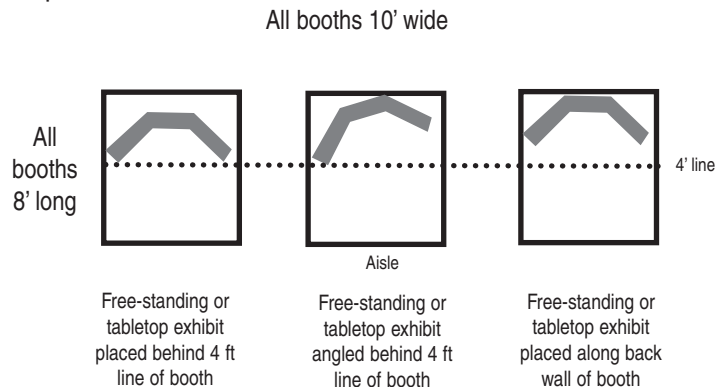
1. Interact respectfully and thoughtfully with all fellow exhibitors and registrants in every situation.
2. Respect the right of other exhibitors to conduct business without interference or improper intervention.
3. Abide by all exhibitor Rules and Regulations.

***Public Safety***

Each exhibitor is responsible for the knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this event. The exhibitor assumes sole responsibility for compliance with all local, city, and state safety, fire and health ordinances.

***Booths must be entirely contained within the boundaries of your area. No decorations may be installed that block or disrupt other exhibitors.***

No exhibits may block traffic, sightlines of aisles or other exhibitors. Please do not post signs, hang banners or flags, or erect decoration and/or displays that block the sides of the booth. Any materials that block other exhibitors will be taken down immediately. Sorry, **NO** exceptions. Please make sure that any booth enhancement does not disrupt other exhibitors (loud music, fans, confetti, etc.) Please see diagram below for correct exhibit placement:



***Exhibits must remain intact until the exhibit hall closes.***

Because of the growing popularity of NurseWeek Career Fairs and the demand for exhibitor booths, exhibitors leaving before the official close of the exhibit hall may be assigned to a less visible location at the next event.

***Exhibitors must conduct all activities within their own booth.***

Common areas of the exhibit hall and Career Fair site may not be used for recruitment. Exhibit staff may be limited, especially at the larger shows. Please do not over-staff your booth! No staff members may stand in the aisles to recruit. NurseWeek reserves the right to police aisles and remove extra staff members if necessary.

***Exhibitors may not host events during exhibit hours without the consent of NurseWeek.***

Please do not schedule conflicting events during the NurseWeek Career Fair that will draw attendees away from the event. Those in violation will be suspended from exhibiting in future NurseWeek events.

***Please do not remove furniture from other booths or common areas of the exhibit hall.***

All booths are furnished with one 6 ft. table and two chairs. Additional furniture may be available on the day of the event but is not guaranteed.