



# FADONA Convention Product Theaters

**34<sup>th</sup> Annual Convention ▲ March 22-25, 2021 ▲ Rosen Plaza Hotel, Orlando**

The Florida Association Directors of Nursing Administration/LTC (FADONA) presents an exciting opportunity to reach your customers at its Annual Convention, **Carrying the Torch of Leadership 2021!**

Take advantage of FADONA's **Product Theaters** to reach your customers directly. We invite you to have your experts share new research findings on key products; conduct demonstrations on product details; or highlight new products, equipment, and services to an audience of senior-level nurse administrators in skilled nursing facilities statewide.

There are only eight (8) 60-minute time slots available, so don't miss this opportunity to provide a unique value-added service to your customers in long-term care!

**FEES & GUIDELINES:** Companies interested in holding a Product Theater breakfast, luncheon, or dinner should complete the following application and submit it no later than **Friday, Dec. 18, 2020**.

Product Theaters should present new information or innovative technology about your company's products or services. Applications will be reviewed and approved by FADONA to ensure that promotional programs are suitable for the attendees.

Product Theaters will be assigned on a first-come, first-served basis. Priority is offered to convention sponsors and to FADONA Alliance Council and Patron members. All participating/sponsoring companies **must be exhibitors** at FADONA's 2021 Annual Trade Show.

Sponsors are required to provide a Rosen Plaza Hotel-catered breakfast, lunch, or dinner at their own expense for the participants attending the Product Theaters. Continuing education cannot be offered for these programs.

Pricing for the Product Theaters varies based on the time slot you are considering. The fee to secure any one of the eight (8) time slots is shown on the application. Should your program be approved and assigned a time slot, you will be sent an invoice for the sponsorship fee. Failure to pay the fee by the invoice deadline will result in a reassignment of the time slot and you will still be responsible for the administrative fee. All costs associated with speakers, food and beverage, marketing, and audiovisual equipment (not already included) will be the responsibility of the applicant. Please submit your payment, payable to FADONA, along with your completed application. FADONA is a not-for-profit corporation. Its federal tax identification number is **59-2942940**.

**Fees include the following logistical services and support:\***

- Function space at the **Rosen Plaza Hotel** may be set in classroom-style, in crescent rounds, or as space permits
- Audiovisual (AV) equipment
  - LCD projector and screen
  - Laptop computer
  - Podium
  - Wired podium microphone
  - Wireless remote for PowerPoint presentations

*\*Additional AV equipment, such as a wireless lavalier, may be ordered at the applicant's expense.*

**Fees include the following marketing promotions:**

- E-marketing: email blasts to convention registrants, FADONA members, VPs of clinical care, and clinical nurse managers
- Inclusion in the meeting agenda for the printed convention brochure and onsite program
- Visibility on **www.fadona.org** on the annual convention page
- Signage outside the lecture room during your scheduled event
- Logistical assistance

**Other marketing opportunities are available through FADONA at additional cost:**

- *Advertisement in the official convention program*
- *On-site registration announcements/invitations, door hangers, etc.*
- *Direct-mail piece to FADONA membership (applicants will receive the conference rate on mailing lists)*
- *Display advertising in **FADONA Focus**, FADONA's award-winning statewide newsletter*

**QUESTIONS?** Contact **Ian Cordes** at **(561) 689-6321** or via email at [icordes@fadona.org](mailto:icordes@fadona.org).

*Applications are due Friday, Dec. 18, 2020*



# FADONA Product Theater Application

34<sup>rd</sup> Annual Convention ▲ March 22-25, 2021 ▲ Rosen Plaza Hotel

## APPLICANT/SPONSORING ORGANIZATION

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

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

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

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

## EVENT COORDINATOR

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

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

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

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

**Time Slots\* Preferred:** Select your 1<sup>st</sup> or 2<sup>nd</sup> choice (complete separate applications if applying to host more than one program).

<u>Choice</u>	<u>Time</u>	<u>Audience</u>	<u>Date</u>	<u>Admin. Fee</u>	<u>Plus</u>
_____ 1.	12-1 p.m.	All	Monday, March 22	<b>\$2,750</b>	<b>Lunch</b>
_____ 2.	7-8 p.m.	All	Monday, March 22	<b>\$2,750</b>	<b>Dinner</b>
_____ 3.	8-9 a.m.	All	Tuesday, March 23	<b>\$3,250</b>	<b>Breakfast</b>
_____ 4.	12-1 p.m.	All	Tuesday, March 23	<b>\$4,350</b>	<b>Lunch</b>
_____ 5.	7-8 p.m.	All	Tuesday, March 23	<b>\$4,950</b>	<b>Dinner</b>
_____ 6.	8-9 a.m.	All	Wednesday, March 24	<b>\$3,250</b>	<b>Breakfast</b>
_____ 7.	1-2 p.m.	All	Wednesday, March 24	<b>\$5,000</b>	<b>Lunch</b>
_____ 8.	8-9 a.m.	All	Thursday, March 25	<b>\$2,800</b>	<b>Breakfast</b>

\*Time slots are subject to change.

## PROGRAM INFORMATION

Program Title (for use in FADONA promotional materials): \_\_\_\_\_

Product/Research being highlighted: \_\_\_\_\_

Significance to LTC/relevance to current data or market: \_\_\_\_\_

*Applications are due Friday, Dec. 18, 2020*



Program Description for use in FADONA promotional materials (brief): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of proposed speaker (please attach CV/résumé/brief bio if possible): \_\_\_\_\_

\_\_\_\_\_

### **Applicant Contact Information & Agreement to Terms:**

I agree that the information provided herein is correct. I have read, understood, and agree to abide by FADONA's guidelines for conducting non-CE promotional Product Theaters. This application must be signed by an authorized representative of the applicant. Once accepted by FADONA, this application is non-cancellable.

Approved by an authorized representative of the applicant:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

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

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

Please fax the signed and completed application no later than **Dec. 18, 2020**, to **Ian Cordes** at **(561) 689-6324**, or send via email to **icordes@fadona.org**.

#### **Florida Association Directors of Nursing Administration/LTC**

400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401

**(561) 689-6321**; Fax: **(561) 689-6324**; [www.fadona.org](http://www.fadona.org)

#### **Rosen Plaza Hotel, 9700 International Drive, Orlando, FL 32819; (407) 996-9700**

The special FADONA group rate is **\$162** per night for Standard Resort King or Double Queens with no Resort Fee, and 50% discount off self-parking for overnight guests.

**Hotel Reservations:** Call **1-800-627-8258**; or **407-996-9700 (hotel direct)** and identify yourself as part of the FADONA Convention Group to receive the discount rate. You may also reserve online by going to [www.fadona.org/convention.html](http://www.fadona.org/convention.html) (once the link is live).

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