

2025 NJLN CONVENTION

EXHIBITOR, SPONSOR, AND ADVERTISER PROSPECTUS



**The Nursing Journey Continues: Promoting
Learning, Connections, and Opportunities**

MARCH 26 & 27, 2025

**HARRAH'S RESORT
ATLANTIC CITY, NEW JERSEY**

**New Jersey League
for Nursing**

2025 NJLN CONVENTION

MARCH 26 & 27



ABOUT THE CONVENTION

The NJLN is excited to invite you to the 2025 Convention taking place live at Harrah's Resort in Atlantic City. This event is an excellent opportunity to learn, network, and share valuable information as we focus on both professional and personal development. We have created a program representing today's nurse. This year's theme is "The Nursing Journey Continues: Promoting Learning, Connections, and Opportunities."

We invite you to join us, whether you are a valued NJLN member, attendee, exhibitor, sponsor, or advertiser. Together, we will make this learning event a success!

Please review this prospectus guide, which includes a summary of the key event areas for the 2025 NJLN Convention Program.

We thank you for your support and look forward to your participation.

The NJLN Convention Committee

Please feel free to contact us with questions or inquiries:

E-Mail: info@njln.org

Office Telephone: 908-789-3398

Contact: Susan Chandler, NJLN Program Director

Cell Phone: 908-267-9109

Website: www.njln.org

**New Jersey League
for Nursing**

NJLN 2025 CONVENTION - MARCH 26 & 27



THE NURSING JOURNEY CONTINUES: PROMOTING LEARNING, CONNECTIONS, AND OPPORTUNITIES

EXHIBITOR OVERVIEW & BENEFITS

JOIN US FOR THE 2025 NEW JERSEY LEAGUE FOR NURSING (NJLN) CONVENTION, MARCH 26 & 27 AT HARRAH'S RESORT IN ATLANTIC CITY.

We invite you to join us this year for our in-person Convention learning event. This year's theme is *The Nursing Journey Continues: Promoting Learning, Connections, and Opportunities*. Our past Conventions have traditionally attracted 450+ attendees from practicing nurses, nurse educators, nurse leaders to nursing students. We proudly offer an inclusive exhibit booth solution at an attractive low rate, with an early registration discount of \$100 for an even greater value, if contracted by Friday, February 21, the cost is \$900, which includes two exhibit representative attendees. After February 21, it will increase to standard rate of \$1,000. We also have sponsorship and advertising opportunities available that are cost-effective, and will demonstrate your support even further, while maximizing your investment and exposure by being front and center for our attendees and beyond. We are counting on you to help make this event a success!

EXHIBITOR BENEFITS...WHAT IS INCLUDED? WE OFFER A TURNKEY SOLUTION

- Professional exhibit booth constructed with pipe and drape, one skirted table, two chairs, wastebasket, carpeted, one standard 110 Volt electrical outlet, company identification sign, and free Wi-Fi provided through Harrah's hotel. Booth size is 8 X 10.
- Ample opportunity to connect with times built into the agenda dedicated to our exhibitors, we make our exhibit area the hub of our Convention.
- Welcome reception on Wednesday, March 26, with a focus on our exhibitors to kick-off the Convention.
- Complimentary Continental Breakfast on Thursday, March 27, 2025.
- Complimentary Luncheon for two (2) representatives on Thursday, March 27, 2025.
- Online professional platform including Exhibitors, Advertiser & Sponsors Company information.
- Exhibitors are cited in our official printed Convention Program Journal.
- Gamification contest feature focused on our exhibitors. It will not only be fun, but it will encourage attendees to stop by and visit your booth and win prizes. Consider becoming a game sponsor. Raffle prize sponsor levels available. Check-out the sponsorships for more information in this Exhibitor Prospectus.
- How to get started? **Register as an exhibitor today!** Space is limited. You must complete the NJLN Exhibitor Contract and make payment. Early Registration by February 21, 2025 to secure the discounted rate of \$900. After that date registration will increase to \$1,000.

**Limited Space Available - \$900.00 for a Turnkey Solution
Early Registration through February 21.**

REGISTER AS AN EXHIBITOR TODAY!

NJLN 2025 CONVENTION EXHIBIT SCHEDULE



The following times are dedicated on the Convention agenda for exploring exhibitors.

Exhibit Schedule

Note: The NJLN Convention is in the Atlantic City Ballroom located on the third floor of the Coastal Tower.

WEDNESDAY, MARCH 26, 2025

11:00 AM – 4:30 PM – Exhibitor Registration & Booth Set-up

5:00 PM – Exhibit Hall Open

5:30 PM – 7:30 PM – Welcome Reception Spotighting our Exhibitors and Poster Presenters! General Session to follow at 7:30 PM.

THURSDAY, MARCH 27, 2025

7:30 AM – 8:30 AM
Continental Breakfast
& Exhibit Hall Open

10:30 AM – 12:45 PM
Exhibit Hall Open

12:45 PM – 2:00 PM
Exhibit Hall Closed for Lunch
Exhibitor Lunch, Rum Point Restaurant

2:00 PM – 5:00 PM
Exhibit Hall Open

3:15 PM – 3:45 PM
Networking Break
& Raffle Prize Drawings

5:00 PM – 7:00 PM
Exhibit Breakdown

*Schedule subject to change without prior notice.

Exhibit Representative: The exhibit display must be completely set-up by 5:00 p.m. on March 26, with no dismantling until 5:00 PM, March 27, as a courtesy to our convention registrants. Thank you!

**New Jersey League
for Nursing**

2025 NJLN CONVENTION

EXHIBITOR OVERVIEW

MARCH 26-27, 2025

LIVE AT HARRAH'S RESORT IN ATLANTIC CITY



THE NURSING JOURNEY CONTINUES: PROMOTING LEARNING, CONNECTIONS, AND OPPORTUNITIES

WHY EXHIBIT AT THE 2025 NJLN CONVENTION?



Participate in our full Convention Program where we place an emphasis on our exhibitors. Interactive networking opportunities with ample time on the agenda to connect with our attendees during this live event.

ATTENDEES

Practicing Nurses, Nurse Educators, Nurse Leaders, and Nursing Students. We anticipate 450 attendees.



View the highlights from our 2024 NJLN Convention to learn more!

-  Click here for a video glimpse of what to expect at our 2025 NJLN Convention.
-  Or click to view our 2024 Convention Photo Gallery.

WHEN?

- Wednesday, March 26, 2025, 5:30 PM – 7:30 PM, Welcome Reception featuring our Exhibitors and Poster Presentations
- Thursday, March 27, 2025, 7:30 AM – 5:00 PM
- Exhibitors have access to the exhibit hall for set-up on Wednesday, March 26, 2025, from 11:00 am to 5:00 pm. We ask all are set-up at least 30 minutes before the welcome reception begins.

You are invited to the NJLN 2025 Convention.

Ready to sign-up?

REGISTER TODAY!

New Jersey League
for Nursing



EXHIBITORS

Excellence in Nursing Education

@njlnursing

NJLN CONVENTION SPONSORSHIPS



Become a Sponsor! We are offering sponsorship opportunities for the 2025 NJLN Convention. We have many opportunities for you to show your support and promote your company, educational institutions, products, services, and programs. Event sponsors may select from exclusive or partial option.

Please review the "Supporter Benefits" below for details. Have questions? Email: info@njln.org. **Thank you for your support!**

- **Speaker Sponsor** \$5,000 (Exclusive) / \$2,500 (Partial)
- **Convention Tote Bag** \$5,000 (Exclusive) **(ON HOLD)**
- **Convention Journal Printing** \$5,000 (Exclusive) / \$2,500 (Partial)
- **Welcome Reception** (Wednesday Evening) \$5,000 (Exclusive) **(ON HOLD)**
- **Premium Co-Branded Badge Holders** \$3,500 (Exclusive) **(ON HOLD)**
- **Networking Luncheon**, (Thursday Afternoon) \$2,000 (Partial) / \$4,000 (Exclusive)
- **Exhibitor Luncheon** \$2,000 (Partial) / \$4,000 (Exclusive)
- **Morning Refreshments** (Thursday Morning) \$2,500 (Exclusive) / \$1,000 (Partial)
- **Afternoon Networking Break** (Thursday) \$2,500 (Exclusive) / \$1,000 (Partial)
- **Nursing Student Refreshment Break** (Thursday) \$2,000 (Exclusive) / \$1,000 (Partial)
- **Gamification Contest** \$2,000 (Exclusive) **(ON HOLD)**
- **Videographer and Photographer** \$1,250 (Exclusive)
- **Gamification Learn and Earn Raffle Prizes** (Several Available) \$500 / \$250 / \$100
- **NJLN Nursing Scholarship Raffle Prizes** (Several Available) \$500 / \$250 / \$100
- **Or consider donating and let us choose your sponsorship!**

BENEFITS FOR SPONSORS

- Sponsors of \$2,500 or more includes: one exhibit booth space FREE of charge, digital logo on event platform and mobile app with URL link to webpage of choice, booth placement in "Sponsors Row" prime location; plus, other benefits listed below!
- Sponsors of \$1,000 or more are listed in the Convention Journal, if confirmed prior to printing deadline. (Free booth space is not included in benefits.) Purchased booth placement will be in "Sponsor Row" as space allows.
- All sponsors are publicly thanked at Convention Opening General Session.
- All sponsors are prominently displayed on signage at the Convention.
- All sponsors are acknowledged on our NJLN online event platform, NJLN website, social media, and post-Convention.
- Standout as a supporter of nursing education! Thank you.

[**CLICK HERE TO VIEW AND PURCHASE A SPONSORSHIP**](#)

SPONSORSHIPS

Elevate your presence by becoming a sponsor

CONVENTION PROGRAM JOURNAL ADVERTISEMENT

Show your support and enhance your marketing by advertising. Two placements for the price of one! Your advertisement will be in both our digital journal on our professional event platform (Color Ad) and in the printed program journal distributed at the Convention (Black and White Ad, except for premium placements where indicated).

The online journal will also be shared on our website and social media.

Ad submissions must be provided in both a Color and Black and White version.

*Except back cover which is printed in color.

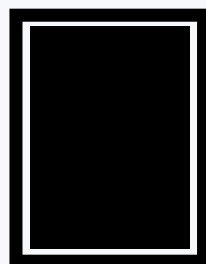
Advertisement Options	Size (W x H)	Rates
Full page	8.5" x 11"	\$325
Half page horizontal	8.5" x 5.5"	\$250
Quarter page	3.75" x 4.25"	\$200
Premium Advertisement Options	8.5" x 11"	
Inside FRONT COVER (ON HOLD)		\$600
Outside BACK COVER* (ON HOLD)		\$600
Inside LAST PAGE (ON HOLD)		\$525
Inside FRONT PAGE ONE (ON HOLD)		\$525
Inside FRONT PAGE TWO (ON HOLD)		\$525
Inside BACK COVER (ON HOLD)		\$525

Please email info@njln.org to inquire about premium placements.

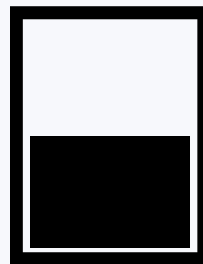
While the Premium Advertisement options may be on hold, we may have availability.

No Bleeds

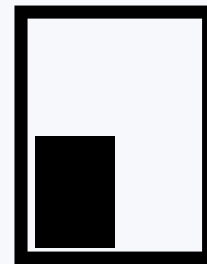
Journal Size is 8.5" x 11"



8.5" x 11"



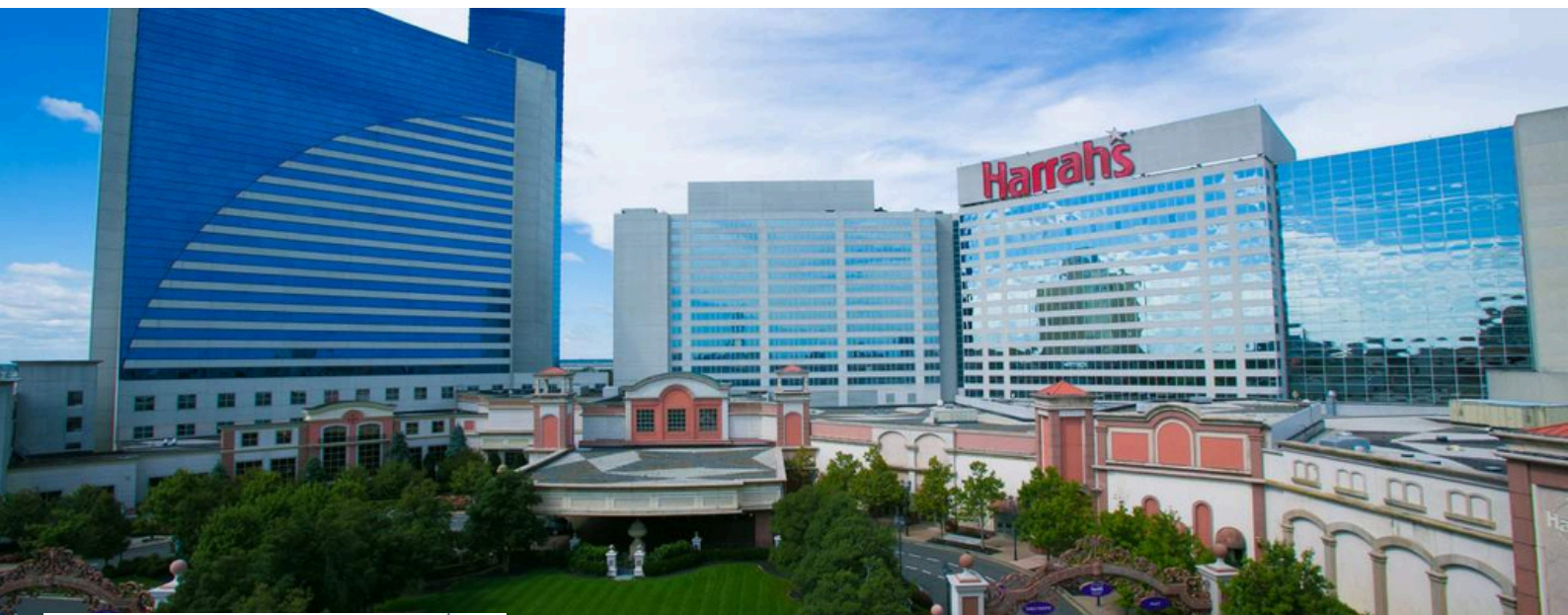
8.5" x 5.5"



3.5" x 4.5"

Deadline to submit Journal Advertisements: March 14, 2025, to info@njln.org

[Click Here to Purchase an Advertisement](#)



HOTEL RESERVATION INFORMATION:

Make your reservation online: <https://book.passkey.com/go/SHNUR5>

or Call Room Reservations - 888-516-2215 (8am-2am EST, 7 days a week)

Group name: NJLN 2025 - New Jersey League of Nursing

Group code: SHNUR5

*All callers will be asked for this code but can also book by saying *NJLN 2025*

Discounted rate of \$75.00 plus tax and fees

Rate includes a \$5.00 voucher toward self-parking

Make your reservation by March 11, to guarantee this discounted rate.



**HARRAH'S RESORT
777 HARRAH'S BLVD.
ATLANTIC CITY, NJ 08401**

CONVENTION HOTEL

2025 NEW JERSEY LEAGUE FOR NURSING CONVENTION

EXHIBIT CONTRACT RULES AND REGULATIONS

CONTRACT FOR SPACE:

The receipt by the New Jersey League for Nursing (hereinafter referred to as NJLN) of Exhibitor's signed contract, accompanied by the full payment amount, will contract for the right to use the space allotted. NJLN retains an exclusive right to accept or reject any Exhibit Contract to exhibit at the New Jersey League for Nursing Convention. In the event a contract is rejected, you will be notified, and any fee tendered will be returned to the company. NJLN will NOT grant exclusive rights to any company or individual to solely exhibit by rejecting competitors, subsidiary, or same company divisions. In the event of fire, strikes, or other circumstances beyond the NJLN control, NJLN shall have no liability or obligation to refund any portion of Exhibitor's payment. Nevertheless, if NJLN determines, at its sole discretion, that a portion of Exhibitor's fees have not been expended or encumbered, then NJLN will try to refund the balance. Applications for space must be on the official form and accompanied by payment for the full amount in order to be honored.

SPACE ASSIGNMENT:

Assignments of space will be at the sole discretion of NJLN. In the event an Exhibitor has special needs for display items that cannot be contained in the space provided, Exhibitor shall notify NJLN no later than March 1, 2024, and may need to purchase an additional booth space (if available). NJLN reserves the right to bar the use of exhibits which will interfere with other Exhibitors, or attendees or which create any hazards to the public. No change of booth assignments will be made at the Convention.

SPACE RENTAL: (INCLUDED IN FEE PAID!)

All booths are 8' x 10' and will be constructed with pipe and drape, one six-foot skirted table, two chairs, one wastebasket, one identification sign, and one 1-outlet, 110V electrical box. Free Wi-Fi is provided through the hotel, but there are no guarantees, this is Solely a courtesy through Harrah's Resort. An Exhibitor Packet will be forwarded to each Exhibitor with the booth confirmation. All expenses, including without limitation, additional furniture, telephone requirements, electrical service beyond standard one 110 Volt outlet, Wi-Fi beyond the complimentary provided by the Harrah's Resort, exhibit installation and dismantling costs, and shipping or storage fees, will be the sole responsibility of Exhibitor.

Additional furnishings, floral arrangements, audio-visual needs, etc. must be ordered on the forms provided in the Exhibitor's Packet. Exhibitor is required to use the official decorator/contractor that has been selected by NJLN, which is GES Convention Services. GES will send exhibitor packets with detailed information.

FAILURE TO OCCUPY SPACE:

Any space not occupied by 8:00 A.M. on Thursday, March 27, 2025, shall be deemed forfeited by Exhibitor. NJLN may reassign such space, at its discretion, without any obligation to original Exhibitor.

CANCELLATION / REFUND POLICY:

All signed contracts received by the NJLN are considered binding. In the event you must cancel you may do so by February 24 to receive a 50% refund. All cancellations shall be charged a \$100 processing fee. After February 24, the fee is non-refundable. There will be no exceptions to this policy. In the event that the NJLN must cancel the convention in its entirety, a full refund will be offered. No refund will be provided if the NJLN must shift for any reason to a Virtual Convention. This decision will be made solely at the discretion of the NJLN Board of Directors, and no refunds will be issued if a Virtual Convention is provided.

EXHIBIT RESTRICTIONS:

Exhibits must conform to the size of their space and must not obstruct the view or interfere with other exhibits. All demonstrations, discussions, or other activities must be confined to Exhibitor's own booth. Exhibitor shall not assign or sublet allocated space. All materials used by the Exhibitor must be non-flammable to conform with the Fire Regulations of the State of New Jersey and the City of Atlantic City. Material not conforming to such regulations will be removed immediately at the Exhibitor's expense. No nails or bracing wires used in erection displays may be attached to building walls in any form. No Mylar balloons are allowed. Any and all property destroyed by an Exhibitor must be replaced to its original condition by Exhibitor at their own expense.

EXHIBIT STORAGE:

Harrah's Resort does not have facilities for the storage of exhibit displays or products. All shipments must be handled through the official agent, GES Convention Services, which has been designated by NJLN. All shipments and related expense are the sole responsibility of the exhibitor.

SECURITY AND LIABILITY:

Each exhibitor must make provisions to safeguard their goods for the entire Convention. This includes from the time they are placed in the exhibit areas until they are removed at the end of the Convention. NJLN, Exhibit Manager, Convention Managers, and contracted hotel will not be responsible for loss, theft, or damage due to any cause. Space is leased with the understanding the NJLN, and the contracted hotel will act for the exhibitor and his representatives only in the capacity of agent and not as principal; and that the NJLN and the contracted hotel assume no liability whatsoever for damages, for any act of omission or commission in connection with said agency and the exhibitor and their representatives hereby release NJLN, Exhibit Manager, Convention Managers, and the contracted hotel from any cause whatsoever. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend and save NJLN and contracting hotel and their employees, volunteers, and agents harmless against all claims, losses or damages to person or property, governmental charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises.

2025 NEW JERSEY LEAGUE FOR NURSING CONVENTION

EXHIBIT CONTRACT RULES AND REGULATIONS

SECURITY AND LIABILITY (Cont'd):

NJLN, Exhibit Manager, Convention Managers, and the contracted hotel does not endorse or promote any products and/or services displayed in the Exhibition Hall or throughout the continuing education activities. The rules and regulations are to be construed as part of all space contracts. NJLN reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not specifically cover.

ADMISSION:

NJLN shall have the sole responsibility overall admission policies at all times. Non-exhibiting suppliers or vendors for goods and services shall be prohibited from entering the exhibit hall. Badges must be worn at all times. Badge swapping is strictly prohibited. Maximum of two agents per booth included with booth fee. Up to two additional exhibit representatives may attend for a fee of \$50.00 each.

Safety is our first priority; we will continue to follow the guidance from the CDC, local, state and federal requirements. As a healthcare organization we will continue to monitor and provide further information and instructions as necessary.

WAIVER OF LIABILITY: NJLN 2025 Convention Attendees (this includes ALL participants, including but not limited to, exhibitors, staff, volunteers, speakers, and their guests participating in NJLN 2025 Convention) agree as part of registering to attend and/or by signing the exhibitor contract that you and each of your representatives who will be attending the 2025 NJLN Convention are agreeing to these terms. Attendee acknowledges the highly contagious nature of COVID-19, or any illness, and voluntarily assumes the risk of exposure or infection by attending the NJLN 2025 Convention. Exposure or infection may result in personal injury, illness, disability, and/or death to attendee. Attendee understands that the risk of becoming exposed to or infected by COVID or any illness which may result from the actions, omissions, or negligence of others who may attend the NJLN 2025 Convention or their guests, colleagues, or others with whom they may have contact. Accordingly, attendee understands and agrees that this releases the NJLN of any liability or claims based on the actions, omissions, or negligence of the NJLN, its employees, agents, and representatives, whether a infection occurs before, during, or after participation in the event. The NJLN will take guidance from the CDC, local, state, and federal requirements, and may make changes to this policy at any time at its discretion, and on short notice. The safety of all attendees is of utmost importance, all participation by any attendee is voluntary and the NJLN is not responsible for any illness. No refunds will be provided.

HOTEL INFORMATION:

Harrah's Resort
777 Harrah's Blvd.
Atlantic City, NJ 08401
609-441-5000

HOTEL ACCOMMODATIONS:

Exhibitors may take advantage of the special guest room rate that has been established with the Harrah's Resort, Atlantic City. Room reservations must be made directly with Harrah's.

You may register online by visiting:

<https://book.passkey.com/go/SH03LN4> OR

Call: 1-888-516-2215 (8:00 am – 2:00 am EST, 7 days a week),
group code: SHNUR5 and mention NJLN 2025

This special rate is guaranteed until March 11, 2025.

Single or Double occupancy.....\$75.00, plus tax and hotel fees.

In order to guarantee an individual room reservation, a deposit in the amount of one night's room charge is required. Guaranteed rooms will be held ONLY until 10:00 PM on the arrival date. Rates are subject to state and local taxes, and a per room night occupancy fee. Hotel policy requires each room have a \$100 security deposit applied to guest's account at check in. Deposit may be secured with a credit card.

Check-In Time: 4:00 PM

Check-Out Time: 11:00 AM

PARKING:

Self-parking: \$5.00 voucher toward self-parking is included in room fee. Valet parking is available for overnight and day guests for a fee established by the hotel.

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If you need additional information, please contact Susan Chandler, NJLN Program Director, at the NJLN office. Tel: 908-789-3398 or by Cell: 908-267-9109  
Email: njlnchandler@gmail.com





NEW JERSEY LEAGUE FOR NURSING  
HARRAH'S RESORT ATLANTIC CITY  
MARCH 26-27, 2025

Dear Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **New Jersey League for Nursing being held at the Harrah's Resort Atlantic City on March 26-27, 2025.**

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

**Online Exhibit Kit Instructions:**

To access our ONLINE kit for the New Jersey League for Nursing you have 2 options.

**DIRECT LINK**

<https://www.generalexposition.com/online-servicekit.php> (click to follow link)

**MANUAL ENTRY**

Please click the following link or copy and paste the link into your browser's window - [www.generalexposition.com](http://www.generalexposition.com)

Next, click on the Online Services button located in the upper right-hand corner of the Web page. This will take you to the log in page.

**AT THE LOG IN PAGE** - Enter the Exhibit Code: NJLN25

At the Sign In page, you will be prompted to sign in with an existing exhibitor account. If you do not have an account set up with General Exposition Services, you will be prompted to create one.

Now that you are signed in with the show, you can read through the important show information. Scroll down to the bottom of the screen to see the links for which services you wish to order, including carpet, furnishings, labor, etc.

For any additional custom forms you may need, please click on the appropriate links listed under "References".

As you place orders for your items, all furnishings and services will be placed in your shopping cart, and you will be prompted for payment information upon checkout.

We look forward to being of service to you. If you have any questions, please give us a call at 610-495-8866 option 1, mention the upcoming New Jersey League for Nursing, and one of our Event Services Representatives will be happy to assist you.