2015 ICN Conference and CNR
June 19~23, 2015
Seoul, Republic of Korea

Global Citizen
Global Nursing

EXHIBITION & SPONSORSHIP OPPORTUNITIES

INTERNATIONAL COUNCIL OF NURSES
ICN

The International Council of Nurses (ICN) is a federation of more than 130 national nurses associations representing the millions of nurses worldwide. Founded in 1899, ICN is the world’s first and widest reaching international organisation for health professionals. Operated by nurses and leading nursing internationally, ICN works to ensure quality nursing care for all and sound health policies globally.

ICN’s strategic intent is to enhance the health of individuals, populations and societies by:
- championing the contribution and image of nurses worldwide
- advocating for nurses at all levels
- advancing the nursing profession
- influencing health, social, economic and education policy

ICN has identified three key programmes areas as crucial to the betterment of nursing and health. These are known as ICN’s Pillars and they are: Professional Practice, Regulation, and Socio-Economic Welfare. The Council’s activities are focused in these areas.

We invite you to learn more about ICN by visiting our website: www.icn.ch

International Council of Nurses
3 place Jean Marteau
1201 Geneva, Switzerland
Tel: + 41 22 908 0100
Fax: + 41 22 908 0101
Email: icn@icn.ch Web: www.icn.ch

KNA

Founded in 1923, Korea Nurses Association (KNA) is committed to upholding Korean nurses’ rights and enhancing nursing professionals’ competencies. KNA also promotes nurses’ ethical conduct, contributes to better public health, and strives to bring the country’s nursing to the next level through interaction with the international nursing community.

KNA leads the advancement of health care services in Korea as one of the four organizations of health care professionals that are recognized in the Medical Service Act — namely, Korean Medical Association (KMA), Korean Dental Association (KDA), the Association of Korean Medicine (AKOM), and KNA. It maintains close cooperation with the government as a significant partner for the country’s health care policy making.

In particular, KNA is commissioned by the Korean government to exclusively offer continuing education and ethics education courses for nurses. Its nationwide network includes 17 regional chapters and 10 affiliated organizations.

Entities funded by KNA include the Korea Accreditation Board of Nursing Education (KABONE) founded to nurture nurses with proven competencies and improve nursing education, as well as the Korean Nurses Welfare Foundation that offers medical and welfare services to nursing service clients.

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314, Dongho-ro, Jung-gu,
Seoul 100-400 Republic of Korea
Tel : +82 2 2260 2528 Fax : +82 2 2260 2519
Conference Secretariat:
ICN 2015, c/o MCI Suisse SA, Rue de Lyon 75,
P.O. Box 502, 1211 Geneva 13, Switzerland
Tel.: +41 22 33 99 614, Fax: +41 22 33 99 651
CONTACT: Corentin Ruy (corentin.ruy@mci-group.com)
Web: www.mci-group.com
A. ABOUT ICN AND THE ICN 2015 CONFERENCE

- Greetings from the President of the International Council of Nurses
- The Conference in brief and its objectives
- Audience profile
- Preliminary programme schedule
- Coex Convention Center

B. SPONSORSHIP

- Sponsorship and advertising opportunities

1. ‘Get a Head Start’
   - Website Banner
   - Online Itinerary Programme
   - Conference Mobile Application

2. ‘Create the Perfect First Impression’
   - Conference Bags
   - Lanyards
   - USB Stick
   - Mini Programme
   - Seoul City Map
   - Final Programme
   - Final Programme Bookmark
   - Seoul Dining Guide
   - Signage
   - Poster Boards
   - Conference Centre Branding
   - Notepads and Pens

3. ‘Maximum Floor Impact’
   - Cyber Cafe
   - Wireless Access
   - Coffee Breaks
   - Relaxation Area / Lounge
   - Gentle Exercise Lounge
   - Water Dispenser
   - Mobile Phone Charging Station

4. ‘Drive Stand Traffic’
   - Conference Bag Inserts
   - Voting Paddles

- Educational support:
  - Main Conference sponsorship
  - Council of National Representatives (CNR) Sponsorship
  - Keynote address
  - Special educational workshops, panels and main sessions
  - Florence Nightingale International Foundation Luncheon
  - Satellite Symposia

- Council of Nurses Representatives (CNR):
  - CNR Coffee Breaks
  - CNR Lunches
  - CNR Audio Visual
  - CNR Simultaneous Interpretation

C. COMMERCIAL EXHIBITION

D. PAYMENT SCHEDULE AND CANCELLATION POLICIES

- Payments information
- Rules and regulation
A. ABOUT ICN AND THE ICN 2015 CONFERENCE

GREETINGS FROM THE PRESIDENT OF THE INTERNATIONAL COUNCIL OF NURSES

Thank you for your interest in ICN and our upcoming Conference in Seoul, Republic of Korea, 19-23 June 2015. We welcome your participation and support for the Conference and throughout the year as we work together to improve health and support access to quality nursing care for all. Your partnership is a vital ingredient in realising the main theme of the 2015 Conference, *Global Citizen, Global Nursing*.

The International Council of Nurses (ICN) is a federation of more than 130 national nurses associations (NNAs), representing the more than 16 million nurses worldwide. Founded in 1899, ICN is the world’s first and widest reaching international organisation for health professionals. Operated by nurses and leading nurses internationally, ICN works to ensure quality nursing care for all, sound health policies globally, the advancement of nursing knowledge, and the presence worldwide of a respected nursing profession and a competent and satisfied nursing workforce. ICN’s Congresses and Conferences are renowned as the largest international forums for nurses. The 2015 ICN Conference will bring together more than 5,000 nurse leaders from across the globe to explore the importance of cross-cultural understanding and global cooperation in nursing. The Conference will provide opportunities for nurses to build relationships and to disseminate nursing knowledge and leadership across specialties, cultures and countries. Featured plenary speakers will bring inspiration and the latest information on the nursing workforce and workplace, ethics/human rights, clinical care and patient safety. Concurrent sessions, symposia and posters will address these issues plus developments in nursing education, pandemics/disasters, care systems and access, technology, regulation and the history of nursing. The Conference will also be the venue for ICN Network meetings and thought provoking main sessions – including a debate on a priority issue for the profession.

The more than 16 million nurses working worldwide contribute to the health and well-being of society. Considered in public opinion polls worldwide to be the most trusted professionals today, nurses play a crucial role in shaping and delivering health care. Their public credibility means they also have a strong influence on the populations they serve and key responsibilities in strategic planning and policy within health care services and programmes. Nurses play a critical role in the implementation of key global health policies such as universal health coverage and the post-MDG agenda, as well as in addressing the most urgent challenges to health such as communicable and non-communicable disease, disasters and climate change, ageing populations, mental health and counterfeit medicines. All these topics, and more, will be addressed at the Conference in Seoul.

We hope you will find the sponsorship opportunities presented here of interest and I look forward to the opportunity to collaborate with you and your organisation.

Judith Shamian
President
International Council of Nurses
THE CONFERENCE IN BRIEF AND ITS OBJECTIVES

Global Citizen, Global Nursing

This international gathering of thousands of nurses will explore the importance of cross-cultural understanding and global cooperation in nursing. The Conference will provide opportunities for nurses to build relationships and to disseminate nursing knowledge and leadership across specialties, cultures and countries. The three ICN pillars – Professional Practice, Regulation and Socio-Economic Welfare – will frame the scientific programme and the dynamic exchange of experiences and expertise.

Featured plenary speakers will bring inspiration and the latest information on the nursing workforce and workplace, ethics/human rights, clinical care and patient safety. Concurrent sessions, symposia and posters will address these issues plus developments in nursing education, pandemics/disasters, care systems and access, technology, regulation and the history of nursing. The Conference will also be the venue for ICN Network meetings and thought provoking main sessions – including a debate on a priority issue for the profession.

The Council of National Representatives, ICN’s global governing body, will convene from 17-19 June 2015. Conference participants who are members of ICN member associations will be able to observe global nursing leaders identify the profession’s priorities and future directions.

ICN Networks
ICN Networks will hold 80 minute sessions, focusing on their specific areas of interest. Updates on the programme for these sessions will be available on the Conference Website and through a series of media announcements. Areas of particular interest include:

- Disaster Response Network
- HIV/AIDS Network
- Leadership for Change Network
- Nurse Practitioner/Advanced Practice Nursing Network
- Nursing Education Network
- Regulation Network
- Remote and Rural Nursing Network
- Research Network
- Socio-economic Welfare Network
- Student Nurse Network
- Telenursing Network

CONFERENCE OBJECTIVES

1. To advance and improve the coverage and quality of health services.
2. To demonstrate the nursing contribution to the health of individuals, families and communities.
3. To provide opportunities for an in-depth exchange of experience and expertise within and beyond the international nursing community.
THE AUDIENCE PROFILE

This dynamic gathering offers a unique opportunity to communicate, align and interact with clinicians, leaders and decision-makers in nursing and health care internationally. Specific categories of attendance include:

1. Presidents and Chief Executive Officers of ICN member national nursing associations
2. Chief Nursing Officers
3. International advanced practice/nurse practitioner network members
4. Specialists in human resources and work place well being
5. International nursing research network members
6. Representatives of international nursing specialist organisations
7. Clinicians from a wide variety of nursing services worldwide
8. International regulation network members
9. Nursing academics and informatics specialists
10. Members of ICN Specialist Networks including Research, Regulation, Students, etc.
11. Representatives from international organisations (UN, WHO, WTO, ILO, etc.)

PREVIOUS ICN CONFERENCE REGISTRATION BREAKDOWN

2009 (Durban, South Africa) – Quadrennial ICN Congress: 5670 participants from 112 countries
2011 (Malta) – Quadrennial ICN Conference: 2267 participants from 127 countries
2013 (Melbourne, Australia) – Quadrennial ICN Congress: 3777 participants from 120 countries
<table>
<thead>
<tr>
<th>2015 dates</th>
<th>Meeting</th>
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| Wednesday 17 – Thursday 18 June | Council of National Representatives meeting  
Set up exhibition |
| 19 June – Fri | Council of National Representatives  
Set up exhibition  
Student Assembly  
Opening Ceremony |
| 20 June – Sat | Keynote presentation  
Exhibition ribbon cutting/opening ceremony  
Main sessions  
Concurrent sessions  
Symposia/workshops  
Poster presentations  
Exhibition (09.00 – 18.00) |
| 21 June – Sun | Plenary session  
Exhibition ribbon cutting/opening ceremony  
Main sessions  
Concurrent sessions  
Symposia/workshops  
Poster presentations  
FNIF Luncheon  
Exhibition (09.00 – 18.00) |
| 22 June – Mon | Plenary session  
Exhibition ribbon cutting/opening ceremony  
Main sessions  
Concurrent sessions  
Symposia/workshops  
Poster presentations  
Exhibition (09.00 – 15.00)  
Exhibition breakdown (15.00-23.00) |
| 23 June – Tues | Professional visits |
SEOU L AND COEX CONVENTION CENTRE

Enjoying yourself in Seoul, Korea

Seoul is the capital of Korea with over 600 years of history. It is the heart of Korea’s culture and education as well as politics and economics. Seoul is home to many old historic sites like Gyeongbokgung and Changdeokgung Palaces, and places of traditional culture like Bukchon Hanok Village, Insa-dong, and Namdaemun Market. The shopping and entertainment districts of Myeongdong and Apgujeong, and Asia’s largest underground shopping center. COEX Mall also draw a large number of tourists every year. The Hangang River, which runs through the center of the city, is also a distinctive landscape of Seoul that offers a myriad of resting areas for citizens.

Seoul is a city steeped in the past yet brimming with technology and this makes it one of Asia’s most interesting and culturally vibrant destinations. From food, galleries, ancient palaces, museums, and shopping, this city has it all.

For more information about Seoul please visit the official site for Seoul: http://english.visitkorea.or.kr.

CONFERENCE VENUE AND LOCATION

The ICN Conference and CNR 2015 will be held at the Coex Convention and Exhibition Center:

Coex (Convention and Exhibition Center)
Coex, World Trade Center
159 Samsung-dong,
Gangnam-gu, Seoul 135-731
Korea
www.coex.co.kr

Coex is a business and cultural hub located in the heart of Gangnam, Seoul’s business district. It is a popular entertainment destination in Seoul for both domestic and foreign visitors, and welcomes an average of 150,000 people a day. Asia’s largest underground mall, three five-star hotels, two premier office towers, a department store, a subway station, an airport terminal, and more are all located at Coex.
B. SPONSORSHIP AND ADVERTISING OPPORTUNITIES

To help you in your selection you will see that the table is split into four different sections:

1. ‘Get a Head Start’ This opportunity will allow you to target the delegates in advance of the event.

2. ‘Create the Perfect First Impression’ These opportunities will allow you to catch the delegate’s attention upon arrival at the event.

3. ‘Maximum Floor Impact’ These opportunities will allow you to really make your brand/product stand out on the exhibition/Conference floor.

4. ‘Drive Stand Traffic’ These opportunities will allow you to drive additional traffic to your stand.

The main benefit for each opportunity is indicated with a red tick ✓ and the additional associated benefits of an opportunity are indicated with a blue tick ✓ as explained below:

1. High Volume/Contact – allowing you to maximise your visibility and increase brand/product awareness.

2. Drive Brand Awareness – allowing you to maximise awareness, strengthen your brand positioning.

3. Be Different – allowing you to create emotion, retain customers, put your brand/product in a position that is seen as ‘unique and innovative’.

4. Longevity – allowing you to prolong your exposure post event.

As an example – The main benefit of choosing to sponsor the Website is to drive brand awareness as indicated by a red tick ✓ but you will also benefit from high volume/contact (90-95 % of the delegates register to the Conference via the Website) and longevity (Website advertisements remain live on the Website for a few months post event) indicated by a blue tick ✓. This opportunity is located in section 1 ‘Get a Head Start’ of the table which means it allows you to target the delegates in advance of the event.

You will also find Educational Opportunities and Session Sponsorship at the end of the table.
## SPONSORSHIP SUMMARY TABLE

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Benefit 2</th>
<th>Benefit 3</th>
<th>Benefit 4</th>
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<tbody>
<tr>
<td><strong>1. GET A HEAD START</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Website Sponsorship</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Conference Mobile Application</td>
<td>✓</td>
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<tr>
<td>Online Itinerary Planner</td>
<td>✓</td>
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<tr>
<td><strong>2. CREATE THE PERFECT FIRST IMPRESSION</strong></td>
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<tr>
<td>Conference Bags</td>
<td>✓ (all delegates)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Lanyards</td>
<td>✓ (all delegates)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>USB Stick</td>
<td>✓ (all delegates)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Mini Programme</td>
<td>✓ (all delegates)</td>
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<tr>
<td>Seoul City Map</td>
<td>✓ (all delegates)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>ICN 2015 Dining Guide</td>
<td>✓ (all delegates)</td>
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<td>Final Programme Advertising</td>
<td>✓ (all delegates)</td>
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<td>Final Programme Bookmark</td>
<td>✓ (all delegates)</td>
<td>✓</td>
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<tr>
<td>Conference Signage</td>
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<td>Poster Boards / Poster Area</td>
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<tr>
<td>Pens and Notepads</td>
<td>✓ (all delegates)</td>
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<td><strong>3. MAXIMUM FLOOR IMPACT</strong></td>
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<tr>
<td>Cyber Cafe</td>
<td>✓</td>
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<td>Wireless Access</td>
<td>✓</td>
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<td>Information Stand/Desk</td>
<td>✓</td>
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<td>Relaxation Lounge/Area</td>
<td>✓</td>
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<td>“Gentle Exercise” Room</td>
<td>✓</td>
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<td>Water Dispensers/ Branded Water Bottles</td>
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<td>Mobile Phone Charging Station</td>
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<td><strong>4. DRIVE STAND TRAFFIC</strong></td>
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<tr>
<td>Conference Bag Inserts</td>
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<tr>
<td>Voting Paddles</td>
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<tr>
<td><strong>EDUCATIONAL OPPORTUNITIES</strong></td>
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<tr>
<td>Main Conference Sponsorship</td>
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<td>Satellite Syposia</td>
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<td>Special Educational Workshops, Panels and Main Sessions</td>
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<tr>
<td><strong>CNR OPPORTUNITIES</strong></td>
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<td>Coffee Breaks</td>
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<td>Audio Visual</td>
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<td>Lunches</td>
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<td>Simultaneous Interpretation</td>
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### WHAT IS INCLUDED?

The **main benefit** of an opportunity is indicated in **red**, and the **additional associated benefits** are highlighted in **blue**. **If an opportunity is exclusive, it is indicated within the description.**

**All prices are exclusive of VAT.**
1. GET A HEAD START

Website Sponsorship 8,000 EUR (limited to 5 companies)

The official ICN 2015 Website will receive over 100,000 visits between now and the Conference, with an average of over 1000 unique monthly users. Associating your brand with the ICN 2015 Website is one of the most cost effective ways of increasing brand awareness and footfall to your stand in advance of the event. You also benefit from a prolonged exposure because Website logos remain active for over 12 months after the event. Over 90% of ICN Conference attendees visit the Website to register their attendance at the event, plan their visit and read the latest news.

This opportunity includes:
- Your company logo and a link to your company’s Website. More than one sponsor can be included and the logos will rotate.
- Acknowledgement in ICN 2015 Final Programme

ICN 2015 Conference Application for Mobile Devices 12,000 EUR

Don’t miss this opportunity to reach attendees through the latest technology. Attendees will use this service before and during ICN 2015. This service allows the attendees to create their own Conference schedule and plan which exhibitors they want to see. Conference application available to download from the ICN 2015 website (via App Store, Android Market, etc.)

This opportunity includes:
- One on-site desk where the delegate can download the Conference programme to their mobile device – Sponsor will be recognized on the desk with logo / branding of their choice.
- Company logo on the welcome page of the application
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

Online Itinerary Planner 20,000 EUR

Help the delegate to plan their learning journey!

With hundreds of sessions to choose from at ICN 2015 every delegate will want to carefully plan their day. The online itinerary planner is a valuable tool that allows the individual to deep-search all the sessions by topic, day, presenter, and/or stream and organise their personal itinerary per day. By aligning your brand with this opportunity you will help the delegates to find the sessions that are most important to them and build an itinerary that makes the best use of their time.

This opportunity includes:
- Prominent display of sponsor logo on the portal page and within the itinerary building tool
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN2015 Website
2. CREATE THE PERFECT FIRST IMPRESSION

Conference Bags

What is the very first item the delegate receives upon arrival at the ICN Conference? Capture the delegate's attention as soon as they pick up their registration by sponsoring the official Conference bag. Provides the delegate with convenience throughout the Conference and gives your company visibility during and after! This is an exclusive opportunity and ensures your brand will reach all delegate attendees.

This opportunity includes:

- 1 corporate logo on the outside of the Conference bag in addition to the ICN 2015 logo
- Bags produced by organisers
- Acknowledgment in the ICN 2015 Final Programme
- Acknowledgment on the ICN 2015 Website

Lanyards

Your logo will be highly visible for the duration of the Conference. Lanyards are given to each delegate to hold their badges. Delegates are requested to wear the lanyards throughout the Conference, ensuring visibility from the first to last day.

This opportunity includes:

- 1 corporate logo on the lanyard in addition to ICN logo
- Lanyards designed and provided by organisers
- Acknowledgment in the ICN 2015 Final Programme
- Acknowledgment on the ICN 2015 Website

USB Sticks

At ICN 2015, all Conference abstracts and Final Programme will be placed on a USB stick. Given to every attendee at the registration desk, the USB stick is a valuable reference tool for the delegate whilst at the Conference as well as an item that can be re-used for many years after. The abstracts will be in a fully searchable format for ease of reference and citation.

This opportunity includes:

- Co-branding of USB stick – ICN logo with sponsor logo
- Designed and provided by organisers
- Acknowledgment in the ICN 2015 Final Programme
- Acknowledgment on the ICN 2015 Website
Seoul City Map

Help delegates navigate through the city. Sponsor logo prominently displayed on the map. Each delegate will receive a Seoul map in the delegate bag.

This opportunity includes:
- Company Logo on the City Map
- Acknowledgment in the official ICN 2015 Final Programme
- Acknowledgment on the official ICN 2015 Website

ICN 2015 Seoul – Dining Guide

An ICN branded dining guide for Seoul will be inserted in all Conference bags and will feature a list of locally recommended cafes, restaurants and other unique food experiences to enjoy during their stay in Seoul.

This opportunity includes:
- All delegates will receive a copy in the delegate bags
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

Final Programme Advertising (A4)

Put your advert in the hands of the largest gathering of nurses from Korea and around the world. The Final Programme is distributed to all delegates on-site inside the official ICN 2015 Conference bag. The programme contains the final definitive scientific programme, the social programme and general information about the Conference. It is used daily by delegates to help plan their day and for some makes the perfect reference tool after the meeting is over.

Advertising options:
- Outside back cover 11,500 EUR
- Inside front cover 9,500 EUR
- Inside back cover 7,500 EUR
- Inside page 5,500 EUR
Final Programme Bookmark

The bookmark is a fun and different way of advertising in the Final Programme. Each Programme will contain a bookmark with your company logo and some information on the ICN Conference. After the Conference is over, people re-use the bookmarks, prolonging your company’s visibility.

This opportunity includes:
- Sponsor logo and/or fitted advert on the book mark inserted in all Conference Final Programmes
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

Conference Signage

Besides printed material, Conference signage is one of the most looked-at items at the Conference. All delegates use this to get around and find the different areas of the Conference Centre.

This opportunity includes:
- Corporate logo on all sign boards displayed throughout the Conference Centre
- Acknowledgment in the official ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

Poster Boards/Poster Area

With over 400 posters during the event and strategically located, the delegates are sure to explore the poster area. This is an ideal opportunity to share with delegates how your company supports the up-and-coming ideas that are published on the posters.

This opportunity includes:
- Corporate logo on poster board panels
- Acknowledgment in the official ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website
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<tbody>
<tr>
<td>Pens</td>
<td>10,000 EUR</td>
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<tr>
<td>Notepads</td>
<td>15,000 EUR</td>
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**Book both items for 21,000 EUR* (12% savings)!**

Each participant will receive a notepad and pen in their Conference Bag. Delegates enjoy the practicality of these onsite and continue to use them long after the Conference is over – giving your company prolonged exposure.

**This opportunity includes:**
- 1 corporate logo on the pens and/or pads
- Both items produced by organisers
- Acknowledgment in the ICN 2015 Final Programme
- Acknowledgment on the ICN 2015 Website
## 3. MAXIMUM FLOOR IMPACT

**Cyber Cafe**

**EXCLUSIVE**

Target your attendees while they surf! Despite widespread mobile technology and wireless connectivity, internet cafes/zones remain busy features at meetings and events. Sponsors of this area will be able to engage with users of the service in a variety of ways, not least via the screens of every terminal in the Cafe. The service will be offered free-of-charge to attendees.

**This opportunity includes:**
- Provision of computers, servers and internet connections
- Opportunity to display company logo and information on screen saver
- Opportunity to brand the cafe with signage and branded mouse mats (pads provided by sponsor – requires approval from organisers)
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

**18,000 EUR**

**Wireless Access**

**EXCLUSIVE**

Highly targeted interactive advertising opportunity! Thousands of nurses access the internet wirelessly during meetings and events, and the sponsor of wireless access will have the opportunity to engage with those professionals every time they do so. Ensure delegates will see your online messages at a time you can predict and plan for.

**This opportunity includes:**
- Sponsor’s logo on the WIFI welcome page
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

**15,000 EUR**

**Relaxation Lounge / Area**

**EXCLUSIVE**

Pamper the attendees at your event with a relaxation area. This is a designated seating area with comfortable chairs and tables that allows for networking and collaboration for the attendees. Delegates are sure to remember your brand well after the event has finished.

**This opportunity includes:**
- Sponsor acknowledgement with signage in and around the area
- Possibility to display literature, information in designated areas
- Seating area
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

**Price available upon request**

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**2015 Seoul**

ICN Conference and CNR

19-23 June 2015, Seoul, Republic of Korea
“Gentle Exercise” Room  Price available upon request

Yoga, Tai-Chi, Pilates among other gentle, low impact exercises will be offered during the Conference days. These will be open to all delegates through a sign-up sheet and will promote ICN’s non-communicable diseases programme.

This opportunity includes:
- Sponsor acknowledgement with signage in and around the room
- Possibility to display literature, information in designated areas
- Floor mats, yoga and Pilates equipment and experienced instructor
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

Water Dispensers / Branded Water Bottles  Price available upon request

Ensure the well-being of participants. You can opt for water “stations” where cups are provided and people serve themselves OR you can have your logo printed on individual water bottles that are distributed throughout the event. These bottles are often reused, thus perpetuating the brand awareness of your company.

This opportunity includes:
- Sponsor acknowledgement on water stations or individual bottles (venue permitting)
- Bottles of this branded water will be distributed to delegates in the Conference Centre every day of the event
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

Mobile Phone Charging Station  Price available upon request

Today people use their phones for much more than just phone calls – ensure participants stay fully-charged and connected with this unique opportunity.

This opportunity includes:
- Sponsor acknowledgement on charging station(s) located within the Exhibition or Registration Area
- A certain number of stations during the days of event depending on your investment
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website
4. DRIVE STAND TRAFFIC

Conference Bag Inserts

Communicate with all Conference participants by including a flyer, gadget, giveaway or other in all Conference bags.

**This opportunity includes:**
- Inclusion of the company’s insert in the Conference bags that is distributed to all participants.
- Inserts to be supplied by sponsor and need prior approval from Organisers.

Voting Paddles

**What better way to reach the decision-makers than putting your company info directly into their hands!** During the ICN 2015 debate session, delegates are called to vote on various topics. These paddles will be double sided with “Yes” and “No” on either side and will be placed at each seat. Include your company logo and stand number.

**This opportunity includes:**
- Company logo and small text printed on both sides of paddle handle
- Paddle provided by organisers
- Acknowledgement in the ICN 2015 Final Programme
- Acknowledgement on the ICN 2015 Website

2,000 EUR per insert

Price available upon request
EDUCATIONAL SUPPORT / SESSION SPONSORSHIP

Main Conference Sponsorship

EXCLUSIVE

This opportunity includes:

- Website advertising on the ICN and ICN 2015 Websites, two months pre and post Conference (ICN Website: 40,000 unique visitors and 165,000 pages views - not including pdf file views - per month).
- Opportunity to hold a satellite symposium (at sponsor’s cost)
- Corporate identity at a specific plenary session (decided by organisers)
- Complimentary 18m² basic Shell Scheme booth in the exhibition area
- One full page advertisement in the ICN 2015 Final Programme
- Opportunity to include one promotional insert in the Conference bag
- VIP status for special events (invitations and reserved seating area)
- Four complimentary Conference registrations
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website

Keynote Address

EXCLUSIVE

An internationally renowned speaker will deliver the Keynote Address taking place on Saturday 20 June 2015.

This opportunity includes:

- Sole corporate identity during the Keynote Address and in all associated materials
- Profile/ advertising on Conference Web page for 1 month pre and post Conference
- Half page advertisement in the ICN 2015 Final Programme
- One promotional leaflet in the Conference bag
- VIP status for special events
- Two complimentary Conference registrations
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website

50’000 EUR

12,000 EUR
Several special educational workshops, panels and seminars on current topics of vital interest to nurses will take place during the Conference. Sponsorship of one of these events will deliver the opportunity to associate directly with a targeted group of nurse leaders.

**This opportunity includes:**
- Corporate identity at the chosen educational session
- Promotional insert in the Conference bag
- One complimentary Conference registration
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website

**Florence Nightingale International Foundation Luncheon**

The Florence Nightingale International Foundation (FNIF) is the ICN’s premier foundation, supporting and complementing the work and objectives of ICN. The foundation’s mission is to support the advancement of nursing, education, research and services for the public good. This popular Fundraising Luncheon is held every two years in order to promote the work of and raise funds for the Florence Nightingale International Foundation. This luncheon will purchase tickets and, after expenses have been paid, all proceeds from tickets and/or donor support will be donated to FNIF. More information on the Foundation and its signature project, The Girl Child Education Fund, can be found on [www.fnif.org](http://www.fnif.org)
Satellite Symposia

Satellite Symposium programmes are organised in consultation with the Scientific Programme Committee, which require that company programmes be submitted for approval of topic, objectives and speakers.

**This opportunity includes:**
- Room located in meeting venue (room capacity approximately 300 pax)
- Access to room 15 minutes prior to start for set-up
- 60-minute session
- Existing audio-visual facilities, existing staging and lighting
- Audio visual technicians
- Poster display outside of the Conference room
- Details of the symposium in the ICN Final Programme (pending the information is sent in time for printing)
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website

**Time Slots:** Lunch sessions will have no ICN main sessions run parallel – only abstract sessions. Morning sessions will have no parallel sessions running.

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Slots Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, June 20</td>
<td>08.00-09.00</td>
<td>2 slots available</td>
</tr>
<tr>
<td></td>
<td>13.45-14.45</td>
<td>2 slots available</td>
</tr>
<tr>
<td>Sunday, June 21</td>
<td>08.00-09.00</td>
<td>2 slots available</td>
</tr>
<tr>
<td></td>
<td>13.45-14.45*</td>
<td>2 slots available</td>
</tr>
<tr>
<td>Monday, June 22</td>
<td>08.00-09.00</td>
<td>2 slots available</td>
</tr>
<tr>
<td></td>
<td>13.45-14.45</td>
<td>2 slots available</td>
</tr>
</tbody>
</table>

*The Florence Nightingale Luncheon will also be held at this time. Ticketed event, tickets for sale and limited to approx. 500 attendees.*
Council of National Representatives (CNR) Opportunities

Show your support by reaching the member decision makers for the ICN. The CNR is the governing body of ICN and sets policy at the macro level, including admission of members, election of the Board of Directors, amendments to the constitution, and setting of fees. A National Representative is a nurse selected by a member association to be its representative, who may or may not be the president of that association, but who meets the ICN definition of nurse.

CNR Main Sponsorship

35,000 EUR

This opportunity includes:

- Signage with sponsor logo outside of the session room
- Recognition on session slides and during welcome speech
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website
- Sponsor logo on the CNR badges
- Complimentary Bag Insert in the CNR bags

CNR Coffee Breaks

20,000 EUR

Two coffee breaks are included in the CNR programme and held outside the main room in the morning and afternoon.

This opportunity includes:

- Signage with sponsor logo during Coffee breaks
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website
CNR Audio Visual

**This opportunity includes:**
- Signage with sponsor outside of session room
- Sponsor logo on opening slide as well as in the break time slides
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website

CNR Simultaneous Interpretation

**This opportunity includes:**
- Signage in front of meeting room recognising the sponsor company with logo
- Audio track that runs at the start of the session in all the headsets, thanking the sponsor
- Sponsor logo on opening slide and recognition on the slides during session
- Acknowledgement as a Conference sponsor in the ICN 2015 Final Programme
- Acknowledgement as a Conference sponsor on the ICN 2015 Website

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The CNR is interpreted into the 3 official languages: English, Spanish and French.

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EXCLUSIVE
C. COMMERCIAL EXHIBITION — floor plan available soon on ICN 2015 website

Rates and sizes of booths:
There are two options for participation in the ICN 2015 exhibition and the rental price is outlined below.

The rental price of both Raw Space and Shell Scheme booths gives the right to the following services:
- Use of stand during the exhibition and during assembling and dismantling periods
- Information and coordination services during the assembling and dismantling of stands as well as during the exhibition
- Two exhibitor badges per 9 m²
- Care taking of public areas, excluding the stands which are under your responsibility
- Cleaning of public areas of the exhibition hall

OPTION 1: Raw Space / Floor Space Only: 190 EUR/ m² (VAT excluded) – 18m² minimum purchase

OPTION 2: Shell Scheme Package 2,250 EUR / 9m²

Shell scheme Booth Specification:
This option consists of a modular construction with:
- 9 m² Octonorm Structure
- One table and 3 chairs (per 9 m² booked)
- Waste bin
- Three spot lights and electrical socket
- Carpet
- Stand cleaning (floor space)
- Fascia board with company name

Exhibition Schedule – correct at time of printing (subject to change)

Build-up times
Thursday 18 June 10.00 – 18.00
Friday 19 June 08.00 – 18.00

Exhibition opening hours
Saturday 20 June 09.00 – 18.00
Sunday 21 June 09.00 – 18.00
Monday 22 June 09.00 – 15.00

Dismantling times
Monday 22 June 15.00 – 23.00

Dismantling of stands before the end of the exhibition is not permitted.
Exhibitors are responsible for organising their freight with the Official Freight Forwarder (more information can be found in the Technical Manual issued in early 2015 to confirmed exhibitors).
D. PAYMENT SCHEDULE & CANCELLATION POLICIES

In order to be valid, sponsorship/exhibition reservation is to be carried on the ORIGINAL APPLICATION FORM here enclosed and sent to the ICN Conference secretariat: MCI Suisse SA, along with a 50% deposit of the sponsorship fee.

The signature of the sponsorship/exhibition reservation form and the deposit paid constitute a firm hire commitment and compel the subscriber to accept both the general conditions and the Conference rules and regulations.

No verbal or telephone agreement will commit MCI Suisse SA nor the Organising Committee unless confirmed in writing.

The remaining subscription fee is to be settled by 31 January 2015 at the latest. Non-payment by this stated deadline will lead to the cancellation of your sponsorship right, without reimbursement of the deposit paid.

In the event of litigation, jurisdiction falls under the Geneva Law Courts alone.

PAYMENT:
- The Organiser has given mandate to MCI SUISSE SA for the organisation of its Conference and MCI is the sole competent company to receive payments for this Conference.

Payment of the deposit may be made by either:

1. Credit Card
   Only Visa, Mastercard/Eurocard and American Express are accepted.
   Please fax the copy of both sides of the card to: +41 (0)22 33 99 601
   Payment is only settled in EUR

2. Bank Transfer
   All bank transfers should be made payable to:
   Bank: UBS SA, 35 rue des Noirettes, 1227 CAROUGE, Switzerland
   Company: MCI Suisse SA for ICN 2015
   Account Number: 240-369393.71L
   IBAN: CH18 0024 0240 3693 9371 L
   SWIFT: UBSWCHZH80A
   - All costs must be borne by the ordering customer and “free of charge for the receiver account” on all payments
   - Payment by personal cheques cannot be accepted
   - All payments must be made in EUR
   - Please indicate the purpose of the payment: ICN 2015 and the invoice number

RULES AND REGULATIONS
MCI SUISSE SA has been entrusted with the general logistics and organisation of the Conference and Exhibition of the ICN Conference 2015. It will be referred to as “The Organiser” here-below.
CANCELLATION CONDITIONS (APPLICABLE TO SPONSORSHIP/EXHIBITION)

All cancellations must be made in writing to MCI SUISSE SA.

In case of cancellation by the sponsor/exhibitor, the Organiser shall retain the following portion of sponsorship/exhibition based on the cancellation date:

- For a cancellation received after the booking of the sponsorship/exhibition but prior to the 17th of October 2014, 30% of the total cost of each item will be retained
- For a cancellation received after the 17th of October 2014 but prior to the 30th of November 2014, 75% of the total cost of each item will be retained
- For any cancellation received after the 1st of December 2015, 100% of the total cost of each item will be retained

\[
\begin{array}{|c|c|c|}
\hline
\text{For cancellations received} & \text{But before} & \% \text{ of the total cost of each item that will be retained} \\
\hline
\text{Booking} & 17.10.2014 & 30\% \\
17.10.2014 & 30.11.2014 & 75\% \\
01.12.2014 & & 100\% \\
\hline
\end{array}
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FORCE MAJEURE

In the event of force majeure, the Conference dates may be changed or the latter may be purely and simply cancelled. In the latter event, the disposable funds after payment of expenses will be shared between sponsors in proportion to their payments without the possibility of recourse against the Organiser or the producer.

INTERPRETATION OF THE REGULATIONS AND AMENDMENTS

The MCI SUISSE SA Company is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non-observance of the here enclosed regulations will be chargeable to the sponsors.

MCI SUISSE SA reserves the right to change or to complete the here enclosed regulations but the exhibitors will be informed.