

# *Exhibitor Prospectus*



National Association  
for **Health Care**  
**Recruitment**



## NAHCR23

*July 26 - 29, 2023*

*Austin Marriott Downtown*



# NAHCR23

July 26 - 29, 2023 | Austin, Texas

## *Gain Maximum Exposure With Health Care Recruitment Decision Makers*

NAHCR23 is THE conference health care recruiters don't want to miss! By exhibiting at NAHCR, you will gain a competitive edge in the health care recruitment industry. Your company will be introduced to approximately 200 health care recruitment professionals in our exhibit hall and throughout the conference. We hope you will be part of this unique experience.

This Exhibitor Prospectus provides details on registering your company as an exhibitor as well as the numerous ways your company can increase its message to health care recruiters with our sponsorship and advertising opportunities. These sponsorship and advertising opportunities present valuable exposure and incentives to extend your reach to these professionals.

Thank you for your support of NAHCR and we look forward to seeing you in Austin in July.

## *Important Deadlines*

### **APRIL 27:**

Early bird discount for exhibit space.

### **JUNE 5:**

No refunds will be available for exhibit space cancellations received after this date.

### **JUNE 19:**

Zoom call to select booth placement (attendance required to choose booth number).

### **JUNE 29:**

Hotel cut-off date for room reservations.

Advertisement artwork due, company description for final program due,  
deadline to submit exhibit and sponsorship application.





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## Attendee and Exhibitor Statistics

100%

of 2022 exhibitors said they would exhibit at NAHCR again.

93%

of exhibitors said the attendees were the right level of decision makers for their products and services.

94%

of exhibitors said that traffic met their expectations.

33%

Recruiter / Talent Acquisition Specialist

25%

Director, Recruitment / Manager, Recruitment / Talent Acquisition / HR

25%

Sr. Recruiter / Sr. Talent Acquisition

*NAHCR brings key decision makers to the Exhibit Hall*

9%

Other

\* Marketing, Consultant, HR, Executive Assistant

8%

Recruitment Coordinator



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## Add Your Name to the List of Companies That Exhibit at NAHCR

Advantage RN	Fusion Medical Staffing, LLC*	Phenom People
AHSA	General Information Services (GIS)	PracticeMatch
AppVault*	GHR Healthcare	PreCheck, Inc.*
Ascend Learning	Gifted Healthcare	Prime Time Healthcare
Asurint	HealthCareerCenter.com	PSI Services
Atlas MedStaff	HealthcareSource*	Qualifi
Aya Healthcare*	HiredNurses.com	Qualivis*
BlueSky Medical Staffing Software*	hireEZ	Relias
Brazen*	HireRight	RIVS Video Interviewing
Buyer Talent Solutions*	HireVue	SeekOut*
Canadian Travel Nurses	HR Maximizer Inc*	Shaker Recruitment Marketing*
Certiphi	InCheck	SkillSurvey*
Checkster	InfoMart	Springer Publishing
Conexus Medstaff, LLC*	Interviewstream	Sterling
Connetics USA*	Jobvite Inc.	Sterling Talent Solutions
Cornerstone OnDemand	Joveo	Success Communications Group
Corporate Screening Services, Inc.	Katon Direct*	Summit Medical Staffing
Dawson Healthcare	Locums Mart	Talent.com
DiversityNursing.com	Lucidity Direct	Talroo
DoubleStar, Inc.	Marketing DATA Interactive	The McMahon Group*
Elite Healthcare	Medefis	The Medicus Firm
Elsevier Recruitment Solutions	MedJobCafe.com	Universal Background Screening, Inc.
ERIN*	Montage	Vaya Workforce
EverCheck	NAS Recruitment*	Vivian Health
ExperiencedRN*	Naylor Association Solutions	Wolters Kluwer*
Favorite Healthcare Staffing	Nexxt	Workable
Find A Nursing Job (FANj)	NHS Solutions, Inc.	WorldWide HealthStaff Solutions Ltd*
First Advantage*	Nomad Health	ZipRecruiter
FocusOne Solutions	Nurse.com	
FSSolutions*	PageUp	
Fusion Marketing Group*	Paradox	

\* Denotes a NAHCR Partner Member



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## Exhibitor Information

### BOOTH ASSIGNMENTS

NAHCR reserves the right to exercise sole discretion in the acceptance or refusal of exhibit space applications. Booth locations will be assigned during a Zoom call on June 19, 2023. Order of selection will be made based on date of received contract and sponsorship level; no adjustments will be made after selection occurs. If a representative from your company is unable to attend, NAHCR will assign your booth space after all exhibitors/sponsors attending the call have selected their booth. Any exhibitor or sponsor registered after June 19 will be assigned by show management.

### AFFILIATE EVENTS

All affiliate events must be approved by NAHCR in writing and must not conflict with Conference events. For more information, contact NAHCR Headquarters at 407-774-7880 or email at [awitt@kmgnet.com](mailto:awitt@kmgnet.com).

### OFFICIAL SERVICE CONTRACTOR

Viper Tradeshow Services is the official service contractor for NAHCR. Once your application has been processed and payment has been received, your information will be forwarded to Viper Tradeshow Services, and instructions for downloading the Exhibitor Service Kit and online ordering information will be emailed to you. All booth services should be ordered from the Viper Tradeshow Services exhibitor kit. These items are not included in your booth rental and may be ordered from Viper:

Furnishings (tables, chairs, wastebaskets, etc.)

Carpeting

Floral

Cleaning

The show color is black and the exhibit hall is carpeted.

The Austin Marriott Downtown WILL NOT accept advance direct shipments. ALL EXHIBITOR SHIPMENTS MUST BE SHIPPED IN ADVANCE TO VIPER'S WAREHOUSE. No show site shipping without permission and a specific appointment with Viper is permitted. Shipment fees to the warehouse include delivery to the host hotel, delivery to your booth, storage of empties, and return of empties at the close of the event.

Exhibitor Service Kits will be sent by email. Questions regarding material handling, shipping, or booth furnishings should be directed to Joe Kordecki, [jkordecki@vipertradeshow.com](mailto:jkordecki@vipertradeshow.com).

Most booth furnishings may be ordered online, and instructions will be included in the Exhibitor Service Kit. The following services must be ordered and paid for directly through the hotel, using the order forms supplied in the Exhibitor Service Kit: Electrical, Internet, and/or Audiovisual.

*"This was our first NAHCR conference, and it did not disappoint! We had an opportunity to meet several potential clients that are actively considering a service like ours. I would highly recommend exhibiting at this conference!"*



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Why is it to your advantage to be part of the Conference? Exhibiting at NAHCR is an outstanding opportunity to market your product and/or services and network with members of NAHCR from around the country! Don't miss out on this networking opportunity!

## Exhibit Hall Schedule\*

### WEDNESDAY, JULY 26

12:00 p.m. – 4:00 p.m. Exhibitor Set-Up  
5:30 p.m. – 7:00 p.m. Kick-Off Reception

### THURSDAY, JULY 27

10:15 a.m. – 10:45 a.m. Refreshment Break  
With Exhibitors  
2:30 p.m. – 3:00 p.m. Refreshment Break  
With Exhibitors  
5:30 p.m. – 7:00 p.m. Exhibit Hall Reception

### FRIDAY, JULY 28

8:10 a.m. – 8:25 a.m. Vendor Demo 1  
8:40 a.m. – 9:00 a.m. Vendor Demo 2  
10:15 a.m. – 11:15 a.m. Refreshment Break  
With Exhibitors  
12:15 p.m. – 1:45 p.m. Networking Lunch  
With Exhibitors  
3:00 p.m. – 4:00 p.m. Refreshment Break  
With Exhibitors and  
Prize Drawings  
4:00 p.m. Exhibit Hall Closes  
and Exhibitors Move Out  
6:00 p.m. – 9:00 p.m. Friday Night Reception

\* Tentative schedule, subject to change

Become a NAHCR Partner:

Take \$1,000 off the exhibit space fee if you join now!

<https://naahcr.memberclicks.net/becomeanahcrpartner>

## Exhibit Fees

NAHCR Exhibit Hall will be a pipe and drape format. Exhibit Fee includes: 8' x 10' booth space, two exhibit hall only registrations, lead retrieval, access to all refreshment breaks, exhibit hall opening reception, lunch with exhibitors, and one Friday Night Reception ticket per company; additional tickets provided based on sponsorship level. THIS DOES NOT INCLUDE ELECTRICITY. Additional booth representative passes may be purchased for \$250 per person.

## Hotel

NAHCR has secured a discounted room rate of \$239 per night + tax for the conference. This rate is available until Thursday, June 29, 2023, or until the block sells out. For reservations, call 512-457-1111 and mention NAHCR to receive the special rate.

Austin Marriott Downtown  
304 E Cesar Chavez St  
Austin, TX 78701

## Cancellation Policy

A refund less a \$250.00 processing fee will be available for exhibit space cancellations if received at NAHCR Headquarters by June 5, 2023. No refunds will be available for exhibit space cancellations received after June 5, 2023.

## Contact Information

Amy Witt, Meeting Planner, NAHCR Headquarters  
222 S. Westmonte Drive, Suite 111  
Altamonte Springs, FL 32714  
telephone 407-774-7880, fax 407-774-6440  
email: [awitt@kmgnet.com](mailto:awitt@kmgnet.com); [www.nahcr.com](http://www.nahcr.com)

*"There was a lot of traffic throughout the exhibit hall and the audience seemed truly engaged."*





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## Gain Valuable Exposure - Become a Conference Sponsor

### Titanium Level Sponsor \$25,000

#### EXCLUSIVE REGISTRATION SPONSORSHIP INCLUDES:

- Two complimentary 8' x 10' exhibit booths in prime location of exhibit hall
- Two additional exhibit hall representatives
- Four Friday Night Themed Party tickets
- Custom notification alert for sponsored event
- One complimentary full-page advertisement in the on-site program
- Company logo on registration e-flashes, registration website, registration form and confirmation emails
- Company branding on Registration Desk
- Company logo on mobile app landing page
- Extensive recognition as a Titanium Level Sponsor in all materials and on NAHCR website
- Verbal acknowledgment at the Opening Session and recognition signage throughout the Conference
- Acknowledgment of support in association publications

### Diamond Level Sponsor \$20,000 Two Sponsorships Available

Choose One (1): ☐ Wi-Fi Sponsor ☐ Exhibit Hall Opening Reception

#### SPONSORSHIP INCLUDES:

- Two complimentary 8' x 10' exhibit booths in prime location of exhibit hall
- Two additional exhibit hall representatives
- Three Friday Night Themed Party tickets
- Custom notification alert for sponsored event
- One complimentary full-page advertisement in the on-site program
- Extensive recognition as a Diamond Level Sponsor in all materials and on NAHCR website
- Verbal acknowledgment at the Opening Session and recognition signage throughout the Conference
- Acknowledgment of support in association publications

### Platinum Level Sponsor \$15,000 Four Sponsorships Available

Choose One (1): ☐ Audio/Visual Sponsor ☐ Social Media Sponsor ☐ Kick-Off Reception  
☐ Opening Keynote (includes vendor demo immediately following Keynote)

#### SPONSORSHIP INCLUDES:

- One complimentary 8' x 10' exhibit booth
- Two additional exhibit hall representatives
- Three Friday Night Themed Party tickets
- Custom notification alert for sponsored event
- One complimentary full-page advertisement in the on-site program
- Extensive recognition as a Platinum Level Sponsor in all materials and on NAHCR website
- Verbal acknowledgment at the Opening Session and recognition signage throughout the Conference
- Acknowledgment of support in association publications

### Gold Level Sponsor \$10,000 Eight Sponsorships Available

Choose One (1): ☐ General Session (6 available)  
☐ Conference Lanyards ☐ Friday Night Themed Party

#### SPONSORSHIP INCLUDES:

- One complimentary 8' x 10' exhibit booth
- One additional exhibit hall representative
- Two Friday Night Themed Party tickets
- Custom notification alert for sponsored event
- Extensive recognition as a Gold Level Sponsor in all materials and on NAHCR website
- One complimentary half-page advertisement in the on-site program
- Verbal acknowledgment at the Opening Session and recognition signage throughout the Conference
- Acknowledgment of support in association publications



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## Gain Valuable Exposure - Become a Conference Sponsor

**Silver  
Level Sponsor**  
**\$7,500**  
Two Sponsorships  
Available

Choose One (1): ☐ Tote Bags (with company logo) ☐ Conference Pads and Pens (with Company logo)

### **SPONSORSHIP INCLUDES:**

One complimentary 8' x 10' exhibit booth  
One additional exhibit hall representatives  
Two Friday Night Themed Party tickets  
Extensive recognition as a Silver Level Sponsor in all materials and on NAHCR website  
Verbal acknowledgment at the Opening Session and recognition signage throughout the Conference  
Acknowledgment of support in association publications

**Bronze  
Level Sponsor**  
**\$5,000**  
Six Sponsorships  
Available

Choose One (1): ☐ Water Stations ☐ Charging Station ☐ One Refreshment Break (four available)

### **SPONSORSHIP INCLUDES:**

One complimentary 8' x 10' exhibit booth  
One Friday Night Themed Party ticket  
Extensive recognition as a Bronze Level Sponsor in all materials and on NAHCR website  
Verbal acknowledgment at the Opening Session and recognition signage throughout the Conference

### **A La Carte Sponsorship**

Benefits: Recognition in the on-site program, event signage and product display (if applicable)

#### **CHOOSE BELOW:**

- ☐ Vendor Demo – First-come, first-served (limit to one 15-minute session per company) - \$3,000:
  - ☐ Friday 8:10 a.m. – 8:25 a.m.
  - ☐ Friday 8:30 a.m. – 8:45 a.m.
- ☐ Concurrent Session - \$2,000 (6 available) Choose from Conference Program
- ☐ Custom Notification Alert - \$250 (3 available)
- ☐ Custom Banner Advertisement - \$300 (3 available)
- ☐ Registration Packet Flyer - \$500

### **Exhibit Booth Only**

	By 4/27/23	After 4/27/23
<input type="radio"/> Member	\$2,100	\$2,600
<input type="radio"/> Non-Member	\$3,100	\$3,600
<input type="radio"/> Additional reps \$250/each	Quantity: _____	

*"Q. What did you like about the show? A. EVERYTHING!"*





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## Advertise in the NAHCR Digital Program

Advertising in the on-site program gives your company high visibility during the Conference. For additional information on advertising in the on-site program, please contact Amy Witt at NAHCR Headquarters, 407-774-7880. NAHCR has the right to refuse ad copy. Ink color is at the discretion of the publisher. Copy deadline: June 29, 2023.

### ON-SITE PROGRAM ADVERTISING RATES:

- Full Page 7.875" tall x 4.625" wide) ..... \$1,000
- Half Page 4" tall x 5.25" wide. .... \$600
- Quarter Page (vertical) 3.875" x 5.125" ..... \$400

High-resolution .jpg, .tiff, .eps (fonts converted to outlines), and .pdf files are acceptable. Email the files to Amy Witt at 407-774-7880, [awitt@kmgnet.com](mailto:awitt@kmgnet.com). Deadline: Electronic files must be submitted by June 29, 2023.





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1. **Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and the National Association for Health Care Recruitment (NAHCR), the show sponsor.

2. **Exhibit Space Description:** Packages include one 8' x 10' booth, an ID sign, and two representative name badges. Additional Exhibitor representatives may register at \$250 per person for an exhibit hall only pass. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. If your pre-contained Exhibit Unit will not fit in a 8' x 10' space you will be required to purchase a second booth or forego use of the oversized Exhibit Unit. As per NAHCR Rules, all additional charges incurred including but not limited to electrical or internet services, shipping, and security fees are at the Exhibiting Company's expense.

3. **Space Assignment:** Booth locations will be assigned at the sole discretion of show management. Placement will be made based on receipt of payment in full, extent of sponsorship, order in which contracts were received, electrical needs and, if possible, separation of direct competitors. Management reserves the right to arrange the floor plan as necessary to facilitate a successful traffic flow.

4. **Adherence to Schedule:** Exhibitor understands that no move-ins or move-outs will be permitted other than in accordance with the schedule set forth in the schedule of events. In the event that NAHCR incurs additional expenses as a result of Exhibitor's failure to adhere to the move-in/move-out schedule, Exhibitor agrees to reimburse NAHCR for any such additional expenses. It is required that booths be properly manned during the posted hours. Booths are subject to modification prior to the Conference to adapt to necessary changes in Conference session times; however, all Exhibitors will receive adequate notice should this be necessary.

5. **Exhibit Hours and Disclaimer:** Exhibit space must be occupied during all exhibit hours of the Annual Conference as posted. This agreement is for the rental of the exhibit space only. NAHCR has not made and does not make any warranty of representation whatsoever, either expressed or implied, including but not limited to (1) the level of attendance at the Annual Conference, (2) the number of meeting attendees who will visit any of the exhibits, or (3) whether any exhibit will be seen by persons having the authority to procure or commit to procure products or services being exhibited.

6. **Unoccupied Space:** NAHCR reserves the right, should any rented booths remain unoccupied after the first hour of the show's opening, to rent or occupy said space. Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and NAHCR shall have the right to dispose of such space in such a manner as it may consider to its interest without liability on the part of NAHCR.

7. **Payments and Refunds:** The total amount for exhibit space is due upon reserving of space and signing of the contract. In the event an Exhibitor cancels a contract, NAHCR must be notified in writing for refunds to be made. There will be an \$250.00 administration fee assessed for all cancellations received by June 5, 2023.

8. **Food Service:** NAHCR exhibit package includes tickets for one representative at all social events held during the Conference.

9. **Noisy and Obnoxious Equipment:** The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly displays will not be permitted. NAHCR reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of NAHCR is detrimental to or distracts from the general order of the exhibits. If Vendor wishes to have music at his space, the Vendor must obtain a music license to do so.

10. **Fire and Safety Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or

flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used in any booth. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. Vendor agrees to comply with all Americans With Disabilities Act regulations in the design and set up of the exhibit.

11. **Indemnification and Limitation of Liability:** Exhibitor shall assume responsibility for damage to the Site and shall indemnify and hold harmless NAHCR, its employees, agents, officers, and directors and the Site for all liability ensuing from any cause whatsoever, including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury or property damage to any person viewing its exhibit where such accident, injury or property damage is caused by negligence of exhibitor, agents or employees. All exhibit materials, equipment, and property of any kind that may be on licensed premises of the Site shall be the SOLE risk of the Exhibitor. In the event any Exhibitor's property is stolen, lost, destroyed or damaged, no part of such loss or damage is to be charged or borne by NAHCR or the Site. In addition, Exhibitor acknowledges that NAHCR and the Site do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damages insurance covering such losses by Exhibitor. Proof of insurance must be submitted with space agreement. Reasonable care should be exercised to protect all exhibits.

12. **Damage to Property:** Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment, or to other Exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard booth equipment.

13. **Public Policy:** Exhibitors are charged with the knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs, and public safety while participating in this show. Compliance with such laws is mandatory for Exhibitors and the responsibility of the Exhibitor.

14. **Use of Exhibit Space:** Exhibitors shall reflect their company's highest standards of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of the NAHCR.

15. **Prizes:** We request each Exhibitor donate a gift or gift card to be used as a door prize valued at \$50.00 or more (i.e., gift baskets, books, etc.). Door prize drawings will be held at the agreed upon time during the Conference. Your company will be acknowledged as the provider of the door prize.

16. **Force Majeure:** In the event of fire, strikes, or other uncontrollable circumstances, NAHCR shall determine the amount of exhibit fees to be refunded.

17. **Pre-Shipping Materials:** NAHCR has contracted with a decorating company to provide drayage and exhibit hall decorating. Within a few weeks of receiving your completed Application for Exhibit Space, you will receive an email with shipping instructions and order forms for furnishings, electrical, and audio/visual equipment. Please do not ship your company's exhibit materials directly to the hotel as they do not have space for storage, and there is no guarantee you will receive your materials.

18. **Attendees, exhibitors, or non-exhibitor suppliers who are observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the NAHCR Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. "Suitcasing" is also prohibited in all NAHCR official convention hotels. For the purposes of this policy, "suitcasing" violations may occur at venues other than the exhibition floor and at other convention-sponsored events.**

19. **Sales in the exhibit hall are prohibited.**