



MNRS 48th ANNUAL RESEARCH CONFERENCE PROSPECTUS



About MNRS



The **Midwest Nursing Research Society (MNRS)** originally began to provide a place for nurses to collaborate, and collaborate they did! Over time, the founding members realized the benefits of having an organization dedicated to nursing research. With careful attention and hard work, we have grown into the organization it is today. We're a society where scientists, innovators, and drivers of clinical practice across the career trajectory come together to share ideas and grow our field through innovative research.

Each year, we host a state-of-the-art conference that draws attendees from all over the United States and Internationally. But we're much more than the annual conference alone! We provide a vast array of networking and learning opportunities every day to help our members advance their careers in nursing science. We've been making an impact for 48 years, and we're still going strong. We're going places, and if you haven't joined us on this journey, we invite you to come along!

Our Mission

The mission of the Midwest Nursing Research Society is to generate knowledge, translate evidence into practice, and enhance careers through collaborative engagement, implementation, and dissemination among diverse scholars.

Our Vision

The vision of the Midwest Nursing Research Society is to be the premier society that advances science, fosters leadership, and drives dissemination to improve health equity for all people.



2024

About

48th Annual Research Conference

RETURN ON INVESTMENT

Financial partners of the conference receive high visibility throughout the conference via slide presentations, on-site signage, digital materials, webpages, communications, and face-to-face interaction.

DEMOGRAPHIC INFORMATION

MNRS attendees include all areas of nursing science and practice:

- Top-Level Nurse Executives
- Nursing Researchers & Scientists
- Deans
- Faculty
- Practicing Nurses
- Students
- Community Partners



99% WORTH THE INVESTMENT

2023 conference goers reported it was worth the time they invested to attend.



HOTEL INFORMATION

Hyatt Regency Minneapolis

1300 Nicollet Mall

Minneapolis, Minnesota,
United States, 55403

The hotel cutoff date is
February 5, 2024

WWW.MNRS.ORG

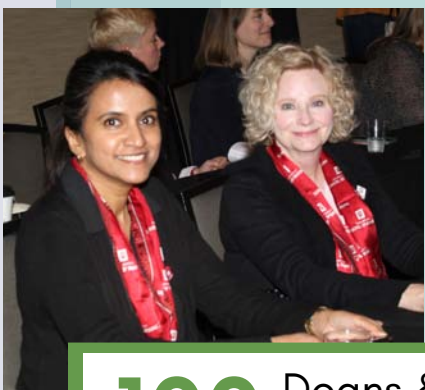


MNRS 2023

840

attendees

The total number of attendees of the 2023 Conference.



34

States
Represented



100 Deans & Administrators

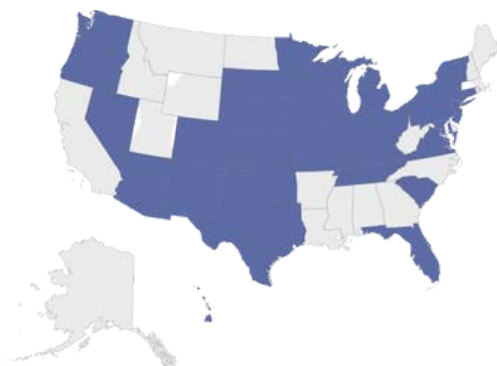
362 PhDs

58 DNPs

408 Students

324 Professors

103 Nurses



394

Student &
Competitive Poster
Presenters





EXHIBITOR INFORMATION

WWW.MNRS.ORG

EXHIBITOR BENEFITS IN 2024

- Attendee Stamp Book w/ Prizes
- 2024-2025 MNRS Dues
- 2025 MNRS Conference Registration

EXHIBITOR GUIDE IN THE PROGRAM BOOK

- Your Organization's Name listed as a live URL link to the website of your choice
- Booth Location
- Contact Information

QR CODE

- Specialized to each exhibitor
- Linked to your marketing information

THE 10X10 BOOTH EXHIBIT FEE INCLUDES:

- One (1) 10x10 exhibit space
- One (1) complimentary conference registration
- Up to three (3) additional exhibitor passes may be purchased for **\$185 each**
- Back wall and 3' side walls pipe drape depending on location
- One (1) skirted table and two (2) chairs
- ID Signage
- Exhibitor Guide listing in the Online Program Book
- Recognition/link on the MNRS website

EXHIBIT SPACE FEES

Assignments are made on a first-come, first-served basis. Space selection is available upon receipt of payment.

Non-Profit
10x10 - \$1,500

For-Profit
10x10- \$2,100



NEW!

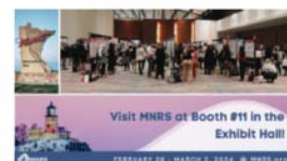
EXHIBIT LOCATION EMAIL ADVERTISEMENT - \$500

MNRS will include your name and Booth Number in one (1) conference "Daily Details" email blast to all attendees. MNRS has the right to approve all content and linked information in the blast. No logos are allowed. Wed, Thurs, & Fri.- (6 Available).

Be Sure to Add the 2024 Conference to Your Calendar!

We are thrilled to invite you to attend the MNRS 48th Annual Research Conference! This conference, focused on Nursing Research in the Future: Exploring the Driving Forces, is one you won't want to miss. Save the Date and plan to join us from February 28 - March 2, 2024, in lovely Minneapolis, Minnesota!

[Visit the Conference Info Page HERE](#)



MNRS
5034A Thoroughbred Lane
Brentwood, TN 37027
615.432.0098
info@mnrs.org
MNRS.org



EXHIBIT LOCATION EMAIL ADVERTISEMENT EXAMPLE

WWW.MNRS.ORG



EXHIBITOR INFORMATION

WWW.MNRS.ORG

ELIGIBILITY FOR EXHIBITING

The Midwest Nursing Research Society (MNRS) Annual Conference aims to enhance our members' professional development. Accordingly, MNRS reserves the exclusive and total right to control all aspects of the conduct of the meeting attendees and exhibitors. MNRS expressly reserves the right to determine the acceptability of applications for exhibit space.

Applicants must meet all of the following criteria:

- The products or services to be exhibited are of professional, educational interest, or of benefit to the attendees.
- MNRS determines the applicant to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by MNRS not to be harmful, ineffective, or illegal.

REGISTRATION & ADDITIONAL EXHIBITOR ONLY PASSES

Additional "exhibitor only" passes are available for \$185 each; limit of three (3). The "exhibitor only" passes do **NOT** include admission to conference science sessions. All exhibitors **MUST** register in advance using the conference registration site. The Executive Office will share a special registration code with exhibitors to ensure the complimentary pass.

PAYMENT TERMS

Full payment is to be remitted with the exhibit request. Space is not guaranteed until full payment has been received. Payments are to be made via check (payable to MNRS) or online with a credit card.

[CLICK HERE TO VIEW ALL
EXHIBITOR TERMS AND
CONDITIONS.](#)

2024 EXHIBIT HOURS

(Exhibit hours are subject to change)

Exhibitor Move-In

Wednesday, February 28
(2:00 PM – 5:00 PM)

Exhibitor Move-Out

Friday, March 1
(5:00 PM – 7:00 PM)

Exhibitor Hours

Thursday, February 29
(7:00 AM - 7:30 PM)

Friday, March 1
(7:00 AM - 5:00 PM)

CANCELLATION POLICY

Cancellations received in writing by Friday, November 17, 2023, will be subject to a 50% cancellation fee. There will be no refunds issued after November 17, 2023. In the event the conference is canceled due to circumstances beyond the control of the MNRS or the Hyatt Regency Minneapolis, all booth rental payments will be refunded in full.



WWW.MNRS.ORG

WELCOME TO THE MNRS HUB!

NEW!

OPPORTUNITIES AT THE HUB

WELCOME TO THE HUB!

This year, MNRS is excited to introduce **The Hub** - the central spot for the 2024 MNRS Annual Conference. Located at the heart of all the action including Poster Sessions, Exhibitor and Sponsorship Opportunities, and Meal Seating, everyone attending the conference will be able to see YOU!

The Hub will be located in the Exhibit Hall of the Hyatt Regency Minneapolis and will be home to the following MNRS resources and activities:

- MNRS Executive Office Staff
- Registration Desk
- Exhibitor Tables
- Posters
- Meal Seating
- Food and Beverage at MNRS-Provided Meals and Breaks
- And More!



Charging Station - \$3,000 (1 available)

Get charged up at the MNRS Annual Conference! Your graphics will be featured on a charging station located in the MNRS Hub.

LOUNGE AREA - \$10,000 (1 AVAILABLE)

Sponsor the Lounge in the MNRS Hub! Your logo will be featured on signage introducing the Lounge - which is located in the Hub near meal seating, poster sessions, and registration - and include a charging station in the Lounge area with your branding! This sponsorship comes with a 10x10 exhibit booth, also located in the MNRS Hub!





PLEASE SEE THE BELOW EXHIBITOR MAP FOR GENERAL PLACEMENT INFORMATION AND OPTIONS

Click [HERE](#) to open the map in a new tab.



SPONSORS AND ADVERTISERS OPPORTUNITIES

The following advertising opportunities are available for the 48th Annual Research Conference. Advertising specifications will be sent to you upon receipt of your application and payment. Please complete the advertising, exhibitor, and sponsorship form by scanning the QR code located on the last page. MNRS reserves the right to approve all ads before print/publish/etc.

MNRS reaches more than **6,500+ people** in its conference marketing.
Share your organization with MNRS participants!

CONFERENCE ONLINE PROGRAM BOOK

Place an advertisement in the Conference ONLINE Program Book. All program book advertisers will also have space for the same ad to be viewed within the MNRS Conference Mobile App. Online program book ads CAN include one (1) live link to your institution's website or social media account.

The deadline for submitting your ad is February 9, 2024.

Inside Front – \$1,300 (1 available)

Full Page – \$1,000 (5 available)

Half Page – \$900 (2 available)

ELECTRONIC REGISTRATION BROCHURE

The electronic registration brochure is emailed to more than 6,500 people, including current MNRS members, conference speakers, community partners, and prospective members.

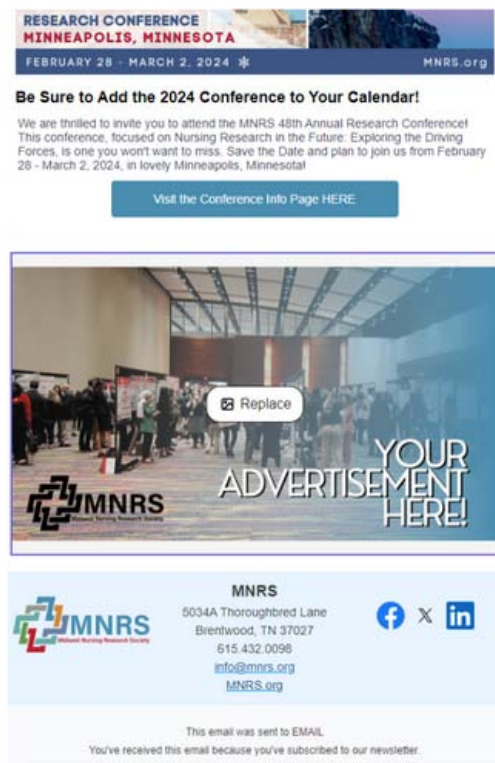
The deadline for submitting your advertisement is October 11, 2023.

Inside Front – \$1,100 (1 available)

Full Page – \$850 (2 available)

Half Page – \$725 (2 available)

NOTE: ALL ADVERTISEMENTS ARE IN FULL-COLOR.



CONFERENCE EMAIL BLAST ADVERTISEMENT - \$750 (10 available)

MNRS will include your small advertisement and a live link to your website of choice at the bottom of a conference marketing email blast to all MNRS members and our conference marketing list. MNRS has the right to approve all content and linked information in the blast. (1 Available per email, 10 emails available from Dec 1, 2023 to Feb 15, 2024).

SPONSORS AND ADVERTISERS OPPORTUNITIES



FRONT DESK HANDOUT - \$3,500 (1 available) **NEW!**

MNRS will coordinate with the hotel for your material to be handed out to up to 650 MNRS Annual Conference attendees who check in at the front desk.

In addition, you will receive a personalized shout-out in the pre-conference "Know Before You Go" email to all registered attendees encouraging them to stop by the front desk for an exclusive gift.

ATTENDEE BADGE LANYARD - \$4,000

Exclusive to one conference partner. Your logo will be printed on each lanyard wallet badge provided to all conference attendees at registration.

HOTEL ROOM DROP - \$3,500 (3 available) **NEW!**

MNRS will coordinate with the hotel to have your marketing flyer slid underneath the doors of up to 650 attendees in the MNRS room block. The advertiser is responsible for providing the necessary number of copies and shipping the inserts directly to the hotel, and any shipping and handling charges.



LET'S GET DIGITAL

WI-FI SPONSOR - \$4,000

Exclusive to one conference partner.

- Logo and custom Wi-fi password on the printed Wi-Fi info card handed out at the conference registration desk.
- Custom half-page ad in the online program book.
- Your customized password on the Wi-Fi info walk-in slide in all rooms.
- Organization's name and custom Wi-Fi password listed in the conference "Daily Details" & "Know Before You Go" email blasts to all attendees.

CONFERENCE MOBILE APP - \$5,500

Exclusive to one conference partner. Sponsor the MNRS Mobile App, used by all attendees throughout the entirety of the conference. The app is the most up-to-date schedule and source of information onsite.

- The app opens to your full-screen advertisement displayed before rolling to the menu of options.
- Organization's name listed in the conference "Daily Details" & "KBYG" email blasts to all attendees.
- Custom half-page ad in the online program book.

SPONSORS AND ADVERTISERS OPPORTUNITIES

AUTHORS' NOOK - \$1,500 (1 AVAILABLE)

Introducing an "Authors' Nook" at the Annual Conference...

MNRS has many illustrious members who have published books. We want to honor them and give them the opportunity to showcase their work.

New this year, we will feature an "Author's Nook" which will be located near the Nicollet Ballroom where MNRS authors can showcase their published work.

In addition to displaying a copy of the published works, authors will be offered the opportunity to sign up for an hour-long time slot where all MNRS attendees, not just members, will have the chance to meet them, discuss their work, and potentially order a copy of their work. While all conference attendees will have the chance to visit the display table, only MNRS authors will be able to display their work and schedule a time as the featured author for "Meet the Author".

The Sponsor's logo will be placed on signage at the Authors' Nook, located in a prime spot - the Nicollet Promenade - outside of the MNRS General Session and Plenary Room. Sponsor will also be recognized in an email dedicated to the Authors' Nook, and in the half-page advertisement for the Authors' Nook in the Online Program Book!



NEW!

BRANDING OPPORTUNITIES

NEW!

See your logo in some of the most populated spaces at the conference! The Nicollet Ballroom will be home to all MNRS General Session and Plenary room and on the direct pathway to The Hub!

- **Pillar Wraps - \$2,500 (3 available)**
 - MNRS will coordinate with the hotel and decorator to wrap your custom logo and graphics around one of the pillars outside of the Nicollet Ballroom!
- **Floor Decals - \$1,200 (4 available)**
 - MNRS will coordinate with the hotel and decorator to place a floor decal of your logo in front of an entrance to the Nicollet Ballroom!





SPONSORS AND ADVERTISERS OPPORTUNITIES

AWARD SPONSOR – \$2,000 (5 available)

MNRS Conference Partners may sponsor one or more of MNRS's prestigious awards at the annual Awards Ceremony at the MNRS Annual Conference

Your organization will receive the following sponsor benefits:

- Featured on the Awards Ceremony Advertisement Page in the online conference program book. Logo linked to a webpage of your choice.
- Your logo will be on the slide preceding the award winner's name with "PRESENTED BY."
- Verbal introduction and recognition during the Awards Ceremony at the Annual Conference just prior to the award winner being announced. The verbal introduction is limited to 30 words.
- Organization listed in the Awards Ceremony Invitation email to conference attendees with a link to the webpage of your choice.
- Organization listed in the post-conference Award Winners Announcement email to conference attendees and MNRS membership with a link to the webpage of your choice.
- Logo recognition on conference signage.



HONORIFIC AWARDS

The below awards are available for sponsorship.

- **Harriet H. Werley New Investigator Award:** The purpose of the Harriet H. Werley New Investigator Award is to recognize the scientific contribution of a new investigator who has conducted nursing research that has the potential to enhance the science and practice of nursing.
- **Distinguished Contribution Award:** The purpose of the Distinguished Contribution Award is to recognize the scientific contribution of a member who has conducted or promoted research that has enhanced the science and practice of nursing in the MNRS region.
- **Distinguished Service Award:** The Distinguished Service Award recognizes an MNRS member who has demonstrated dedicated service and commitment to the development of the organization and its members. This service has been demonstrated through donated time, influential leadership, and sustained service to MNRS.
- **Lifetime Achievement Award:** The Lifetime Achievement Award recognizes an MNRS member who has significantly advanced the profession of nursing either through an extensive program of research or the creation of environments where research can flourish and whose sustained leadership and distinguished career yielded outstanding and noteworthy accomplishments.
- **Excellence in Diversity, Equity, and Inclusion Award:** The purpose of the Excellence in Diversity, Equity, and Inclusion Award is to recognize the contribution of a member who has demonstrated outstanding commitment and made significant contributions to advance equitable health outcomes and reduce health disparities through research, which has enhanced the science and practice of nursing in the MNRS region.



ENTERTAINMENT AND SOCIAL FUNCTIONS

MNRS provides a limited amount of space for receptions. **Reception space availability is exclusive to those Exhibiting, Sponsoring, or Advertising organizations of the MNRS Annual Conference.**

Entertainment and/or social functions must be held outside of MNRS Annual Conference scientific programming and Exhibit Hours. Requests for meeting space must be made via form submission to MNRS and are on a first-come, first-scheduled basis. In addition to the room rental fee payable to MNRS, any special room sets, A/V, and/or food and beverage ordered for functions is the sole responsibility of the hosting organization.

The request form will open on the MNRS Conference Website with Registration, and requests will be taken starting on October 20, 2023.



**EACH EXHIBITOR, SPONSOR, AND ADVERTISER WILL BE
RECOGNIZED ON THE CONFERENCE WEBPAGE WITH A
LINK TO ONE WEBPAGE OF THEIR CHOICE!**

[Click Here for an Example from 2023](#)

IMPORTANT DATES

REG BROCHURE ADS DUE

OCTOBER 11, 2023

LOGO FILES DUE

FEBRUARY 9, 2024

EXHIBITOR DESCRIPTION DUE

JANUARY 5, 2023

PROGRAM BOOK ADS DUE

FEBRUARY 9, 2024

WIFI AD DUE

JANUARY 5, 2024

EXHIBITOR MOVE-IN

FEBRUARY 28, 2024

HOTEL CUT-OFF

FEBRUARY 5, 2024

EXHIBITOR MOVE-OUT

MARCH 1, 2024



SEE YOU IN MINNEAPOLIS!

WWW.MNRS.ORG

Thank You!

MNRS is very grateful for your partnership and looks forward to your participation at the 48th MNRS Annual Research Conference. Your generous contribution to the conference helps make the MNRS mission and vision a reality and the conference successful.



[CLICK HERE OR SCAN THE
CODE ABOVE TO ACCESS
THE SPONSORSHIP
SUBMISSION FORM!](#)



5034A Thoroughbred Lane
Brentwood, TN 37027
Phone: (615) 324-2365
Fax: (888) 417-3311
Email: info@MNRS.org
www.MNRS.org