



EXHIBITOR PROSPECTUS



*National
Association of
School Nurses*



TABLE OF CONTENTS

About NASN and Our Leadership	2	Exhibitor Specifications	7
Conference At-A-Glance	3	Conference Program Advertising	8
An Invitation to Join Us	4	Conference Sponsorships	8-9
NASN2024 Exhibit Area Floor Plan	5	Application for Booth Space	11
Opportunities to Collaborate with NASN	6	Contact Information and Deadlines	12

ABOUT NASN...

The National Association of School Nurses (NASN) is a specialty nursing organization of 20 full-time employees, with national and international representation of school nurses. NASN was organized in 1968, incorporated in 1977, and is classified as a non-profit organization under the section 501(c)(3) of the Internal Revenue Code. NASN has more than 19,000 individual members and 50 affiliate school nurse organizations and a 54-member Board of Directors with representatives from each affiliate. The vision of NASN is that all students are healthy, safe, and ready to learn. The mission of NASN is to optimize student health and learning by advancing the practice of school nursing. NASN's core values are *Student Well-being; Diversity, Equity and Inclusion; Ethics; Excellence; Innovation; Integrity; Leadership; and Scholarship*.

For valuable School Nurse Workforce Study data, please visit: <https://www.nasn.org/research/school-nurse-workforce>

OUR LEADERSHIP

2023-2024 OFFICERS

- President: Kate King, DNP, MS, RN, LSN, Ohio
- President-Elect: Lynn Nelson, MSN, RN, NCSN, Washington
- Vice President: Francis Luna, MSN, RN, NCSN, Texas
- Secretary/Treasurer: Connie Griffin, NCSN, RN, BS, AE-C, New York

NASN STAFF

- Chief Executive Officer: Terri Hinkley, EdD, MBA, BScN, RN, CAE
- Chief Operating Officer: Carol Walsh, PMP
- Chief Financial Officer: Chris Cephas
- Meeting Planner: Devin Dinkel
- Nursing Education and Practice Specialist, Accredited Provider Program Director: Rodney La Point, MSN, RN
- Director of Web Operations and Member Experience: Sharon Conley
- Board of Directors Liaison: Liz Goggin
- Director of Marketing and Communications: Jen McNally



CONFERENCE AT-A-GLANCE

Friday, June 28th

- Exhibitor Registration and Setup
- Morning Opening
- Annual Meeting
- General Session
- Breakout Sessions
- The Lily Awards and After-Party

Saturday, June 29th

- Exhibitor Registration and Setup
- Morning Opening
- General Sessions
- Breakout Session
- Exhibits
- Product Theaters
- Service Project

Sunday, June 30th

- Morning Opening
- General Session
- Exhibits
- Product Theaters
- Passport Raffle Drawing
- Exhibitor Tear-down
- Breakout Sessions

Monday, July 1st

- Morning Opening
- General Sessions
- Conference Closing

WHAT VENDORS SAID ABOUT NASN2023:



Nurses were engaged in learning and happy to be back in person, both for education sessions & to visit exhibits.

Booth was definitely always busy!

Traffic exceeded expectations.

Great exposure and networking to a target consumer.

Great return on our investment and a very well run conference for exhibitors.



APPLY EARLY...

- Booth space assigned based upon receipt of application and payment, sponsorship level, and advertising spend.
- Exhibit space expected to sell out this year.
- New sponsorship opportunities available.
- Refreshments served in the exhibit area.
- Dedicated exhibit hours with no competing educational sessions!
- Additional hour added to exhibit time.



AN INVITATION TO JOIN US

Dear Esteemed Partner,

Warm greetings from the **National Association of School Nurses (NASN)**!

We are thrilled to extend a heartfelt invitation to you for **NASN2024**, a gathering of school nurses and health professionals worldwide, taking place in person in **Chicago, Illinois**, the vibrant Windy City, from **June 28 to July 1, 2024** and online July 8-10 for our virtual attendees. This premier learning event, themed **Stronger Together**, promises an enriching experience that transcends boundaries.

After the resounding success of last year's conferences, we are excited to announce that **NASN2024** will offer both In-Person and Virtual options, reflecting our commitment to adaptability and inclusivity. Your positive feedback and unwavering support have inspired us to reach new heights, and we are eager to build on our past achievements.

► **In-Person NASN2024: June 28 – July 1, 2024**

Join us in Chicago for an immersive conference highlighting the power of collaboration with school nurses. Our sessions, carefully curated to embody the spirit of **Stronger Together**, will be presented or co-presented by experienced school nurses. Diversity, equity, and inclusion will be integral to each discussion, ensuring a comprehensive exploration of relevant topics. Attendee wellness is a top priority, with activities ranging from morning workouts to mindfulness sessions, designed to rejuvenate and inspire. Attendees will experience outstanding presentations, expert speakers, and a sprinkle of fun throughout the event.

► **Virtual NASN2024: July 8 – 10, 2024**

Responding to the needs of our diverse community, we are offering a virtual option to accommodate over 1500 attendees. Flexibility is key, allowing participants to learn from anywhere at any time. Live speaker Q&A sessions, Braindate engagement, and industry-sponsored sessions will enhance the virtual experience, ensuring that valuable insights and networking opportunities are accessible to all.

► **NASN2024 Bundle: In-Person & Virtual**

For those seeking the best of both worlds, our bundle option provides access to both In-Person and Virtual NASN2024. Attendees can double their skills, double their networking, and double their experience for a truly enriching professional journey.

Whether you choose to engage with in-person exhibits or participate in virtual sponsored sessions, your presence is eagerly anticipated. School nurses value your expertise, and your support contributes significantly to the success of NASN conferences. This is your chance to showcase products and services that positively impact student health outcomes, promoting a safe and conducive learning environment.

To enhance the exhibitor experience, **NASN2024** will feature:

- Dedicated exhibit hours with no competing educational sessions
- Strategically located refreshments throughout the exhibit hall
- Prize drawings for the Passport within the hall, fostering attendee interaction
- Multiple product theaters with room setup and basic AV included
- Popular booths like Meet the Editors/NASN, Special Interest Groups, and Affiliate Marketplace
- NEW THIS YEAR: Braindate, a learning-centric networking experience for both attendees and exhibitors
- Exciting sponsorship opportunities, including wellness products, service projects, and awards recognition.

For our virtual attendees, **NASN2024** will offer:

- Two sponsored sessions with pre-recorded presentations and live Q&A
- Attendance prizes to encourage participation
- Extended access to sessions for 90 days post-conference
- The innovative Braindate platform for meaningful interactions.

Your continued support elevates the **NASN Annual Conference**, making it the pinnacle event for the school nursing community. We express our sincere gratitude for your past contributions and eagerly anticipate welcoming you to **NASN2024**!

Looking forward to seeing you there!

Warm regards,



President:

Kate King,

DNP, MS, RN, LSN, Ohio



Chief Executive Officer:

Terri Hinkley,

EdD, MBA, BScN, RN, CAE

Kate King, DNP, MS, RN, LSN
NASN President

Terri Hinkley, EdD, MBA, BScN, RN, CAE
NASN CEO

NASN2024 EXHIBIT AREA FLOOR PLAN

JUNE 29 - 30, 2024

HYATT REGENCY CHICAGO - RIVERSIDE BALLROOM - CHICAGO, ILLINOIS





OPPORTUNITIES TO COLLABORATE WITH NASN

- **MARKETING YOUR MESSAGE:** In addition to NASN's Annual Conference, the association offers several ways to advance your message to reach school nurses across the country and globe. Our advertising channels are very effective marketing tools.

Visit <https://www.nasn.org/advertise> for more information. If you are a non-profit or government agency, please contact Terry Roberts, Grants and External Partners Manager, at troberts@nasn.org

- **EDUCATIONAL SPONSORSHIPS:** Collaborate with NASN to help the association educate school nurses on a particular topic relevant to school health! With the help of sponsors like you, NASN produces unbranded education in many forms, including print and electronic toolkits, posters, journal supplements, and non-nursing continuing professional development (NCPD) webinars. NASN is also seeking diligent sponsors to fund American Nurses Credentialing Center (ANCC)-accredited NCPD in the form of webinars, online learning modules, multipart online courses, live programs, and conference sessions. Contact Terry Roberts, Grants and External Partners Manager, at troberts@nasn.org for more information on how your organization can get involved.

- **ADVOCACY AND AWARENESS CAMPAIGNS:** NASN needs your help to get the word out to the public about important topics that are impacting school-aged children and adolescents that can strategically enhance school nursing practice and preparedness in the schools. The association collaborates with non-profits, government agencies, national coalitions, and industry partners to promote messages that support the needs of school nurses and the *Framework for 21st Century School Nursing Practice™*. To see if your media campaign's mission matches NASN's, contact Kate McDuffie, Membership and Human Resources Administrative Assistant, at kmcduffie@nasn.org. Also, consider sponsoring a podcast episode to spread the word. Contact us and suggest a topic.

- **NASN E-NEWSLETTER:** The NASN Weekly Digest is the e-newsletter of NASN and has 56,000+ subscribers. Advertising options include a single leaderboard, box banner, featured showcase and bottom banner. Association Revenue Partners manages advertising. View the media kit by visiting <https://nasn.org/advertise>. Direct all inquiries to James DeBois at 214-296-4860 or jd@associationrevenuepartners.com.

- **NASN WEBSITE:** Advertising options include a rotating leaderboard advertisement placement on internal pages of the website and on the home page of NASN's Employment Center. Association Revenue Partners manage advertising. View the media kit by visiting <https://nasn.org/advertise>. Direct all inquiries to James DeBois at 214-296-4860 or jd@associationrevenuepartners.com.





EXHIBITOR SPECIFICATIONS

EXHIBIT DATES AND HOURS

Saturday, June 29th, 12:15 PM – 5:00 PM

Sunday, June 30th, 9:45 AM – 1:45 PM

Exhibit hours are unopposed with no competing educational sessions.

All times mentioned throughout the prospectus are in Central Time.

Passport Raffle Drawing will take place at 1:30 PM – 1:45 PM on Sunday, June 30th.

EXHIBIT REGISTRATION & SETUP

Friday, June 28th, 8:00 AM – 5:00 PM

Saturday, June 29th, 8:00 AM – 11:30 AM

All booths must be set up by 11:30 AM for official booth inspection.

DISMANTLING OF EXHIBITS

Sunday, June 30th, 1:45 PM – 5:00 PM

Please Note: *Dismantling of exhibit booths is not permitted prior to the official closing time and all booths must remain staffed until 1:45 PM.*

Failure to comply will impact your booth location and/or opportunity to exhibit at a future NASN Annual Conference.

SPACE ASSIGNMENT

Exhibit space will be assigned based upon receipt of application and payment, sponsorship level, and advertising spend.

TERMS

The total space rental fee must accompany the exhibit space application or it will not be considered.

EXHIBIT BOOTH FEES

• 10' x 10' Inline booth	\$2,350	• 10' x 20' Corner booth	\$4,600	PLEASE CONTACT: Sajeevi Henry SAGE • Account Executive Direct: (805) 618-4557 sajeevi.henry@sagepub.com
• 10' x 10' Corner booth	\$2,600	• 20' x 20' Island booth	\$12,000	
• 10' x 20' Inline booth	\$4,350	• 10' x 10' Non-profit booth	\$2,000	

► ***Drive traffic to your booth space with a 3 x 3 floor cling placed at attendee registration that promotes your company and booth number. \$500***

EXHIBIT PACKAGE INCLUDES:

The booth fee includes the following:

- An 8' high back wall and 3' high side drape
- A 7" x 44" one-line identification sign
- One 6' draped table
- Two arm chairs
- One wastebasket
- Aisle cleaning before the show opens and each evening
- Complimentary listing in the NASN2024 conference program and app, if submitted by April 19, 2024.

- Perimeter security (during exhibit off hours)
- Three complimentary exhibitor badges for each 10' x 10' booth space purchased (additional badges will incur a \$250 fee)
- One complimentary program
- Opportunity to purchase the mailing list of attendees

PLEASE NOTE: Exhibitor badges are good for access to the exhibit hall only and do not include educational sessions. Exhibitors that wish to attend sessions must also register as conference attendees.



CONFERENCE PROGRAM ADVERTISING

CONFERENCE ADVERTISING

Conference program advertising offers you an opportunity to extend your visibility to all in-person and virtual attendees during and after the conference.

Conference Program:

All attendees will receive a copy of the conference program as part of their registration package. Conference programs are often carried home by attendees, passed around to colleagues and used throughout the year, giving your advertisements even more exposure.

- Deadline for space reservations: **April 8, 2024**
- Deadline for materials: **April 15, 2024**

Conference Program Advertising Rates—all rates are four-color (except PI pages) and net (non-commissionable) to agencies.

Advertising specifications for Conference Program:

- Full Page: 7" w x 10" h
- Full Page Bleed: 8.625" w x 11.125"
- Half Page: 7.5" x 4.875"

Trim size of publication: 8.125" w x 10.875" h

High-resolution (300 dpi), press-ready PDFs are required for all ad submissions. All color files must be submitted in CMYK color mode.

AD RATE IS 4/C	Rate
1 page	\$2000
1/2 page	\$1000

CONFERENCE SPONSORSHIPS

IN-PERSON NASN2024 SPONSORED ITEMS *Enhance your reach at In-Person NASN2024 in Chicago, Illinois.*

Lanyard – Your logo on the lanyard provides high visibility every time someone looks at a name badge. **\$10000**

Exclusive Sponsorship of Service Project Area – Sponsor will have a select area of the exhibit hall to host a service project of your choice during exhibit hall hours. Service project, decor, etc... is completely up to you with NASN approval. **\$10000**

Exclusive Branding of Exhibit Hall – This is an exclusive sponsorship to brand a free-standing entrance unit to the Exhibit Hall. Entrance unit will include the NASN logo and sponsorship branding. Attendees will be walking through the entrance unit to enter the Exhibit Hall. **\$10000**

Exclusive Sponsorship of Mobile App – Includes the splash screen when you log in for the first time (3.5 seconds - not clickable); main screen sticky banner (bottom of main screen only - clickable); and sponsored push notifications (one each day). NASN will be encouraging all attendees to use the mobile app. **\$4000**

Exhibitor Promotion Package – Reach attendees prior to, on-site, and after the conference and promote your booth and any specials or giveaways you have planned. Package includes exhibitor passport, floor cling, pre-registration list and full page, full color ad in the conference program. **\$4000**

Product Theater – Great opportunity for hands-on training, sales demos, and focus groups! Available in one-hour increments during exhibit hours only. The sponsor fee includes meeting room for one-hour, standard AV package and listing in conference schedule of events. Sponsor is responsible for hotel fees related to additional AV, Internet, catering, etc. **\$2500**

Exhibitor Passport – Booth driver where attendees visit your booth to have their passport stamped and to be entered into the NASN Passport prize drawing. Limited to 16 sponsors and will sell out! **\$1000**

Attendee Headshots – Attendees have been asking for Headshots! We will extend your booth space with an additional 10x10 space where attendees can have their headshots taken. Attendees will be scheduling times for their headshots during exhibit hours. **\$5500**

Room Drop – Your message will be delivered outside of all attendee rooms staying at the Hyatt Regency Chicago on the night of Friday, June 28th. Great way to promote traffic to your booth or product theater. **\$5000**



CONFERENCE SPONSORSHIPS

NASN2024 BUNDLE (IN-PERSON AND VIRTUAL) SPONSORED ITEMS

Maximize your influence with a sponsorship at In-Person and Virtual NASN2024.

Exclusive NASN2024 Online Program Sponsorship – Includes two digital ads placed on either side of the digital program. Banner ad and logo in email sent by NASN providing program link to all attendees. Sponsorship also includes full page, full color ad in both the printed and digital programs. **\$5000**

Exclusive Sponsorship of Banner Ad on Home Pages of NASN2024 Conference Websites (Marketing Website and Event Website) – Digital banner ad at the top of the home pages. **\$5000**

Exclusive Sponsorship of Daily Conference Recap Email – Includes a banner ad and sponsor section at bottom of the email. Will be included on all daily emails (3 total In-person | 3 total Virtual). **\$3000**

Exclusive Conference Discussion Sponsorship – Clickable logo on all messages sent within the discussion platform. Delivered to attendee's email before, during, and after the in-person and virtual conferences. **\$2500**

NASN2024 Program Ad – Color ad in both printed and digital programs. Full page - **\$2000**; Half page - **\$1000**

Mailing List Rental – Registration lists, complete with mailing and email addresses, of all in-person and virtual NASN2024 attendees who have opted in to receive exhibitor and sponsor related communications. Rental of the pre-registration list entitles exhibitors to a one-time mailing; rental of the pre-registration and the post-show list entitles exhibitors to two mailings (one pre-show and one post-show). Exhibitors must provide a sample of their pre-reg mailing for approval. **\$500** for the Pre-Registration list | **\$900** for the Pre-Registration and Post-Registration lists

VIRTUAL NASN2024 SPONSORED ITEMS *Connect with NASN's significant online conference audience at Virtual NASN2024.*

Sponsored Session – Mock-live (pre-recorded) session. Highlighted in conference schedule with no competing sessions. Presentations will be held on July 8th, the first day of Virtual NASN2024 (20-minute, pre-recorded presentation followed by a 10-minute live synchronous Q&A.) Limited to 2 companies. **\$7500**

Braindate – A digital gathering platform where attendees can find and meet others who share their interests and challenges, and where they will engage in learning-focused, fully virtual conversations called braindates. Learn more here <https://youtu.be/5SVI9JG-Wsw>

Exclusive Sponsorship: Sponsor's logo on the login splash page, which appears for 3 seconds upon a participant's first-time logging into the platform; Sponsor's logo at the top left corner of the platform at all times (when clicked, the logo takes the participant to the URL set); Sponsor's logo in email communications that go out to participants each morning, at the end of each day, and at the end of the event (when clicked, the logo takes the participant to the URL set); Sponsor's logo at the bottom of the video player (when clicked, the logo takes the participant to the URL set); Topic market* participation for two company representatives. **\$3500**

Topic Market Sponsorship: Topic Market participation for two company representatives from each sponsor; a dedicated training session with NASN and Braindate experts; unlimited group braindates with a maximum of 5-6 attendees in each braindate (final number to be determined by the number of registrants); advanced access to the platform before attendee access, allowing sponsors time to create topics for braindates in the topic market; and highlighting of Sponsor's logo, tagline, and link to topics in the topic market feed at various times throughout the event. **\$1500**

Commercial – Played prior to the airing of an educational session at Virtual NASN2024 online while audience is captive (60 seconds.) **\$2500**

Waiting Room Slides – Two (2) played during breaks at the Virtual NASN2024 online conference. **\$1000**



Advertise in NASN/JOSN

Exclusive Offer for NASN Exhibitors

Reach over 19K NASN members with advertisements in
NASN School Nurse and *The Journal of School Nursing*.

We've got two sweet deals to help you stay top-of-mind before,
during and after the conference!

Deal #1

Book a full-page color ad in
NASN School Nurse at the 6x rate,
and get a full-page ad in the
issue of your choice in
The Journal of School Nursing

Deal #2

20% off all digital ads.
This includes standard and
high-impact banners
as well as our new eArticle ads.

NASN School Nurse:

Available in Print

Frequency: 6x (January, March, May, July, September, November).

The Journal of School Nursing:

Available as a digital flipbook

Frequency: 6x (February, April, June, August, October, December).



For more information contact:

SAJEEVI HENRY
Account Executive

SAGE
Sajeevi.Henry@sagepub.com
805-618-4557

 [linkedin.com/sajeevihenry](https://www.linkedin.com/sajeevihenry)



Disclaimer: Deals cannot be combined.
Ads must be booked before June 31, 2024 to receive discount.



APPLICATION FOR BOOTH SPACE FOR NASN2024

APPLICATION FOR BOOTH SPACE 2024

Booth Fees

___ 10' x 10' Inline Booth	x \$2350	= \$ _____
___ 10' x 10' Corner Booth	x \$2600	= \$ _____
___ 10' x 20' Inline Booth	x \$4350	= \$ _____
___ 10' x 20' Corner Booth	x \$4600	= \$ _____
___ 20' x 20' Island Booth	x \$12000	= \$ _____
___ 10' x 10' Non-Profit Booth	x \$2000	= \$ _____
___ *3 x 3 Floor Cling at Attendee Registration	x \$500	= \$ _____

Additional Badges

___ Exhibit Staff	x \$250	= \$ _____
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In-person NASN2024 Sponsored Items

___ Lanyard	x \$10000	= \$ _____
___ Exclusive Sponsorship of Service Project Area	x \$10000	= \$ _____
___ Exclusive Branding of Exhibit Hall	x \$10000	= \$ _____
___ Exclusive Sponsorship of Mobile App	x \$4000	= \$ _____
___ Exhibitor Promotion Package	x \$4000	= \$ _____
___ Product Theater	x \$2500	= \$ _____
___ Exhibitor Passport	x \$1000	= \$ _____
___ Attendee Headshots	x \$5500	= \$ _____
___ Room Drop	x \$5000	= \$ _____

NASN2024 BUNDLE (IN-PERSON AND VIRTUAL) SPONSORED ITEMS

___ Exclusive NASN2024	x \$5000	= \$ _____
___ Online Program Sponsorship		
___ Exclusive Sponsorship of Website Banner Ad	x \$5000	= \$ _____
___ Exclusive Sponsorship of Daily Conference Recap Email	x 3000	= \$ _____
___ Exclusive Conference Discussion Sponsorship	x \$2500	= \$ _____
___ Full Page program Ad	x \$2000	= \$ _____
___ 1/2 Page Program Ad	x \$1000	= \$ _____
___ Mailing List Rental	x \$500	= \$ _____
___ Pre-Registration list		
___ Mailing List Rental	x \$900	= \$ _____
___ Pre-Registration & Post-Show list		

Virtual NASN2024 Sponsored Items

___ Sponsored Session	x \$7500	= \$ _____
___ Braindate Exclusive	x \$3500	= \$ _____
___ Sponsorship		
___ Braindate Topic Market	x \$1500	= \$ _____
___ Sponsorship		
___ Commercial	x \$2500	= \$ _____
___ Waiting Room Slides	x \$1000	= \$ _____

Please e-mail your 75-word company description as a Word document to donna.jarrett@sagepub.com. Please include company name, e-mail and website exactly as you wish it to appear in printed materials.

ONLINE APPLICATION & PAYMENT:

Credit Card



All credit card payments must be submitted via secure online form. Please click [here](#) to complete and submit your application and payment.

Please contact Donna Jarrett at donna.jarrett@sagepub.com or 805-410-7246 if you would like to pay via ACH or Wire Transfer.

If exhibitor desires to cancel this agreement, exhibitor must provide notice of cancellation in writing. Exhibitor shall be liable for exhibit fees upon cancellation as follows: If written cancellation notice is received more than 90 days prior to show date, then exhibitor is liable for 25% of exhibit fees. If written cancellation notice is received 60 to 89 days prior to show date, then exhibitor is liable for 50% of exhibit fees. If written cancellation notice is received less than 59 days prior to show date, then exhibitor is liable for 100% of exhibit fees.

It is understood that exhibitors and sponsors are responsible for providing SAGE with all company logos and banners for use with their sponsorship. All company logos and banners are subject to approval by show management. The applicant agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement, in the Conference Service Manual, and as may be designated by SAGE and conference management. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid or due management under terms of this agreement. Dates, times, and events are subject to change.

Signature: _____

Date: _____

Order form link: <https://fs20.formsite.com/sage/xrw4vjmrvo/index>



CONTACT INFORMATION AND DEADLINES

Please contact Donna Jarrett (Donna.Jarrett@sagepub.com) for all logistical information.

DEADLINES

DATE	ITEM
• March 10, 2024	Deadline to reserve advertisement in May NASN Annual Conference issue of the <i>NASN School Nurse</i>
• March 19, 2024	Art materials due for the May issue of <i>NASN School Nurse</i>
• April 3, 2024	Deadline to reserve advertisement in June NASN Annual Conference issue of <i>The Journal of School Nursing</i>
• April 8, 2024	Deadline to reserve advertisement in conference program
• April 12, 2024	Art materials due for the June issue of <i>The Journal of School Nursing</i>
• April 15, 2024	Art materials due for the conference program
• April 19, 2024	Deadline to reserve booth space to ensure listing in the conference program
• June 12, 2024	Final deadline for sponsorship and booth reservations
• June 13, 2024	Art materials due for sponsorships on NASN's website and Virtual NASN2024
• June 28, 2024	Exhibitor registration and set up: 8:00 AM – 5:00 PM
• June 29, 2024	Exhibitor registration and set up: 8:00 AM – 11:30 AM
• June 29, 2024	Exhibit hours: 12:15 PM – 5:00 PM
• June 30, 2024	Exhibit hours: 9:45 AM – 1:45 PM
• June 30, 2024	Exhibit dismantling: 1:45 PM – 5:00 PM