

MAGNET[®]

Empowering Nurses to **Transform** Health Care



**ANCC NATIONAL
MAGNET CONFERENCE[®]**

**OCTOBER 5-7, 2016
PRECONFERENCES ON OCTOBER 4, 2016**
Orange County Convention Center, Orlando, FL

Sponsorship & Advertising Opportunities

www.sponsormagnetconference.org

 **ANCC**
AMERICAN NURSES CREDENTIALING CENTER

Congratulations! You have made the decision to exhibit at the 2016 ANCC National Magnet Conference® and reach over 9,000 nurses representing top hospitals in the U.S. and around the world. Now it is time to consider how to drive the most traffic to your booth, increase your organization's visibility at the conference, and increase lead generation.

Premium Sponsorship Packages

Platinum Level \$80,000 (1 remaining)

- Official sponsor of the Welcome Party with onstage appearance to welcome guests—\$15,000 value
- Complimentary 20'x40' exhibit space—\$26,000 value
- Corporate logo and booth number will be displayed on all aisle signs with second sponsor (one sponsor even aisles, second sponsor odd aisles)—\$5,000 value
- Inside front cover (one sponsor) full-page 4-color ad and inside back cover full-page 4-color (one sponsor)—\$5,000 value
- Six general conference registrations—\$6,000 value
- Five Invitations to the "by invitation only event" President's Reception—\$2,500 value
- Three invitations to other "by invitation only event"/CNO Luncheon—\$5,000 value
- Organization name and logo printed on conference tote bags—\$25,000 value
- One insert in the conference tote bags—\$3,500 value*
- One window cling—\$3,000 value
- One carpet overlay—\$5,000 value
- Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center—\$15,000 value
- Upgraded exhibitor listing on the mobile app and show website—\$350

Gold Level \$60,000 (1 remaining)

- Supports the ANCC National Magnet Conference Magnet Central and Atlantic Regions—\$25,000 value
- Full use of the Magnet Central and Atlantic Regions—\$19,600 value
- Complimentary 20'x30' exhibit space—\$19,600 value
- Full page 4-color ad near front of program guide—\$5,000 value
- Four general conference registrations—\$4,000 value
- Four Invitations to the "by invitation only event" President's Reception—\$2,000 value
- Two invitations to other "by invitation only event"/CNO Luncheon—\$4,000 value
- One insert in the conference tote bags—\$3,500 value*
- Aisle banner markers—\$7,500 value
- One carpet overlay—\$5,000 value
- Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center—\$15,000 value
- Upgraded exhibitor listing on the mobile app and show website—\$350

Choose from the menu of sponsorship and advertising opportunities that will help you drive ROI before, during, and after the conference.

Silver Level \$50,000 (4 remaining)

- (Offset or Contributes) the Magnet Nurse of the Year™ winners
- Complimentary 20'x30' exhibit space—\$19,600 value
- Full-page 4-color advertisement in conference program—\$3,500 value
- Four general conference registrations—\$4,000 value
- One insert in conference tote bags—\$3,500 value*
- Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center—\$15,000 value
- Upgraded exhibitor listing on the mobile app and website—\$350 value

Bronze Level \$35,000 (unlimited)

- (Offsets or Contributes) conference speakers and the Live Learning Center website (contains conference sessions, poster reproductions, and education session recordings)
- Complimentary 20'x20' exhibit space—\$13,200 value
- Full-page 4-color advertisement in conference program—\$3,500 value
- Two general conference registrations—\$2,000 value
- One insert in conference tote bags—\$3,500 value*
- Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center—\$15,000 value
- Upgraded exhibitor listing on the mobile app and website—\$350 value

*The insert is limited to product information. Recruitment literature is excluded.

To secure your opportunity, contact

ANCC National Magnet Conference® Exposition Management, c/o J.SPARGO, Inc.,
703.631.6200 or 800.564.4220, anccexhibits@jspargo.com



Attendee Notepad

Water Bottles

Escalator Runner

Digital Billboard

Lanyards

Sponsorship Opportunities

Aisle Carpet Overlay \$5,000

Make an impression with your company branding on a 10'x10' carpet overlay as attendees enter the exhibit hall or walk the main aisle. Price includes the overlay, installation, and removal. Sponsor is responsible for artwork and graphics.

Attendee Notepad \$15,000 (Exclusive Sponsorship)

All attendees will receive a complimentary notepad that includes your company logo on the cover. Fee includes the production and distribution of 10,000 notepads to attendees.

SOLD

Attendee Water Bottles \$15,000 (Exclusive Sponsorship)

Put your company logo on more than 8,000 nursing professionals by supplying attendee water bottles. All attendees will receive one in their conference tote bag.

SOLD

Conference Badges \$10,000 (Exclusive Sponsorship)

All attendee badges will feature your company name, logo, and booth number.

SOLD

Escalator Runners \$5,000 each

Ensure that attendees are aware of your presence at the meeting by securing one or more of these prime locations for visibility. Sponsorship includes production of the runner, installation, and removal.

Digital Billboard Advertising \$2,000, \$3,500, \$6,500

Advertise your company or product information to attendees in this sleek format of video. Nine screens will be strategically located throughout the convention center to maximize exposure and visibility.

NEW!

Key Cards \$20,000 (Exclusive Sponsorship)

Make a first impression as attendees arrive in Orlando! Customized hotel keycards with your personalized design will be distributed to meeting attendees upon check-in at the hotels. The sponsor is responsible for hotel distribution charges and the costs of producing the keycards.

Lanyards \$15,000 (Exclusive Sponsorship)

All attendees will receive a lanyard with your company name, logo, and meeting information.

SOLD

Magnet Model Component Banners \$3,000 (Available to Magnet-designated facilities only)

Sponsorship includes a 3'x8' vinyl banner with your company's logo. The banner will hang in a high-traffic area and is yours to keep after the conference.

Mini Map \$20,000 (Exclusive Sponsorship)

In addition to experiencing the exceptional educational program and exhibit hall, attendees will want to explore Orlando. All attendees will receive a mini map in their official meeting bag, highlighting dining and sightseeing options, with your corporate logo on the front cover and ad inside.

Lobby Column Wraps \$7,500

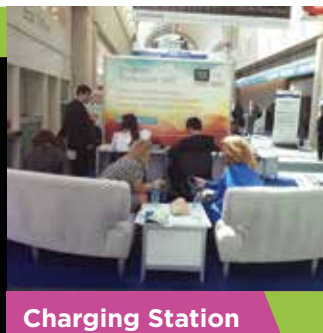
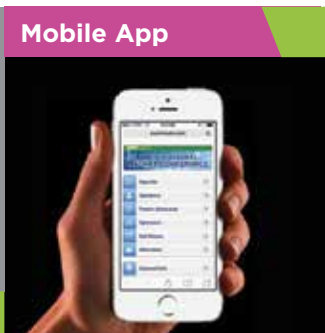
Located in a high traffic public area outside of the convention exhibit hall, you are sure to make a lasting impression by securing a place on these columns.

Mobile Application \$20,000 (Exclusive Sponsorship)

Your company logo will be prominently displayed on the official conference website with a hyperlink to your website. Your company will also be recognized as a sponsor in the conference program.

SOLD

NEW!



Component Banner

Mobile App

Charging Station

Floor Stickers

Table Clings

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Sponsorship Opportunities

Mobile Device Charging Stations \$5,000

Sponsor one of the popular relaxation and charging stations located in the exhibit hall. Price includes furnishings, signage, and electrical power.

Photo Booth \$20,000 (Exclusive Sponsorship)

The exhibit hall photo booth will be open each day for attendees to have their professional headshot taken. This sponsorship includes a customized email template with logo for attendees to email their photo.

Table Clings \$5,000 for 25 tables

Lunch will be served in the exhibit hall for all attendees and exhibitors each day. Deliver your message or feature a new product on a group of 25 tables and capture the attention of attendees while they are relaxing, dining, or meeting with others. Price includes production of 3' diameter table clings, installation, and removal. Sponsor is responsible for artwork and graphics.

Floor Stickers \$1,000 for 3

Place your company logo and catch the attendees as they stroll the exhibit hall floor.

SOLD



Staircase Decals \$15,000 per set

Create a lasting impression by securing one of these prominent locations. All meeting participants are sure to see your branding as they head to and from the session rooms and the exhibit hall. Set includes two 24-stair treads, decals, installation, and removal. Sponsor is responsible for artwork and graphics.

Window Clings \$7,500 for 3 clings

Window clings are a sure way to capture the attention of all attendees as they head into the Orange County Convention Center. This can't-miss branding opportunity is a sure way to capture the attention of all individuals at the meeting. Set includes three 4'x4' decals, installation, and removal. Sponsor is responsible for artwork and graphics.

Right of first refusal provided to incumbent sponsors through January 1, 2016.

Deadlines

All benefits related to inclusion in printed materials and signage is based on the sponsor meeting print and production deadlines. The sponsor's primary contact person will receive all correspondence pertinent to the sponsorship and will be responsible for completing and returning items by the stated deadline.

Deposit and Payment Terms

Through January 8, 2016: 0% due
January 9, 2016–June 8, 2016: 50% due
After June 8, 2016: 100% due
Failure to make payments does not release sponsor from the contracted or financial obligation.

Cancellation Policy and Penalties

Sponsor agrees and understands that notification of intent to cancel the Sponsorship Contract must be provided in writing. Cancellation penalties upon written notice of cancellation from sponsor are as follows:

Through January 7, 2016: 0% penalty
January 8, 2016–June 8, 2016: 50% penalty of total
After June 8, 2016: 100% penalty

Advertising Opportunities

Exhibits Guide Advertising

Half-page, 4-color advertisement in the printed exhibits guide. \$2,000
Full-page, 4-color advertisement in the printed exhibits guide. \$3,500

Magnet Conference Tote Bag Inserts \$3,500 each

Place your company or product literature in more than 8,000 conference tote bags. Price includes receipt and stuffing of materials. Sponsor is responsible for the production and delivery of literature. Certain restrictions may apply.

Premium Exhibitor Listings \$350

Enhance your visibility in the program with a premium listing that includes a premium listing in the website and the mobile app with up to 800 characters, unlimited product categories, up to five press releases, and three product photos and descriptions.

Preconference Opportunities

Magnet Research Symposium \$35,000 (Exclusive Sponsorship)

Supports the two coffee breaks and lunch for the symposium and offers acknowledgement from the podium, on signage, and in the program.

Magnet Conference Leadership Preconference \$15,000 (Exclusive Sponsorship)

Supports the coffee break of the preconference and offers acknowledgement from the podium, on signage, and in the program.

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