



# ANCC PATHWAY TO EXCELLENCE CONFERENCE®

WEST PALM BEACH, FL | MAY 1-3, 2018

## 2018 Exhibitor & Sponsorship Prospectus

JOIN THE NURSING COMMUNITY IN THEIR STRIVE FOR EXCELLENCE



[nursecredentialing.org/PathwayConference](http://nursecredentialing.org/PathwayConference)  
[anccexhibits@spargoinc.com](mailto:anccexhibits@spargoinc.com) | (800) 564-4220

 **ANCC**  
AMERICAN NURSES CREDENTIALING CENTER

# EXHIBIT AND HELP NURSES ACHIEVE A HEALTHY WORK ENVIRONMENT



## Place your company in the hands of nursing leaders actively seeking workplace solutions.

Attracting over 1,000 nursing professionals, the ANCC Pathway to Excellence Conference is on track to break attendance records for the sixth year in a row! Take advantage of this opportunity to network with participants actively seeking tools to help them achieve a healthy work environment.

“It was a great conference. Keeps getting better and better!”

### ABOUT ANCC

The mission of the American Nurses Credentialing Center (ANCC), a subsidiary of the American Nurses Association (ANA), is to promote excellence in nursing and health care globally through credentialing programs. ANCC's internationally renowned credentialing programs certify and recognize individual nurses in specialty practice areas. It recognizes healthcare organizations that promote nursing excellence and quality patient outcomes, while providing safe, positive work environments. In addition, ANCC accredits healthcare organizations that provide and approve continuing nursing education. It also offers educational materials to support nurses and organizations as they work toward their credentials.



### ABOUT THE PATHWAY TO EXCELLENCE PROGRAM

ANCC's Pathway to Excellence designation is earned by organizations that demonstrate a commitment to creating a positive practice environment where nursing staff flourish. Creating a healthy work environment that engages and inspires nursing staff has a direct, positive impact on many key variables – everything from nurse satisfaction and retention to patient satisfaction, safety, and quality outcomes.

**Reserve Your Exhibit Space Today! [anccexhibits@spargoinc.com](mailto:anccexhibits@spargoinc.com) or (800) 564-4220**





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### WHY EXHIBIT?

The 2018 ANCC Pathway to Excellence Conference is your opportunity to meet and network with more than 1,000 nurses, including Chief Nursing Officers, Nurse Managers, Nurse Educators, and Magnet Program Directors. Be in West Palm Beach, May 1-3, 2018 (Exhibit Dates: May 1-2) to obtain many high-level leads.



■ **REACH** Nursing Leaders and Decision Makers



■ **GENERATE** Leads to Develop New Business for Your Company



■ **STRENGTHEN** Relationships with Key Customers in the Industry



■ **SHOWCASE** Your Products and Services

### WHO EXHIBITS?

Position your company at the forefront of the nursing community.

#### INDUSTRY SECTORS REPRESENTED

Apparel  
Consulting Services  
Continuing Education  
Diagnostic Equipment  
Educational Institution  
Furnishings  
Health System  
Healthcare Facility  
Imaging  
Information Technology

Laboratory Services  
Linens and Cleaning Supplies  
Medical Equipment  
Medical Supplies  
Pain Management  
Patient Monitoring  
Patient Safety  
Pediatrics  
Perioperative Supplies  
Point of Care Testing

Protection and Infection Control  
Publications  
Pumps  
Recruiting  
Simulation  
Staff Safety  
Staffing  
Wound Care

“The conference has been amazing!”



**Learn More About the Benefits of Exhibiting**  
[anccexhibits@spargoinc.com](mailto:anccexhibits@spargoinc.com) or (800) 564-4220



# ANCC PATHWAY TO EXCELLENCE CONFERENCE®

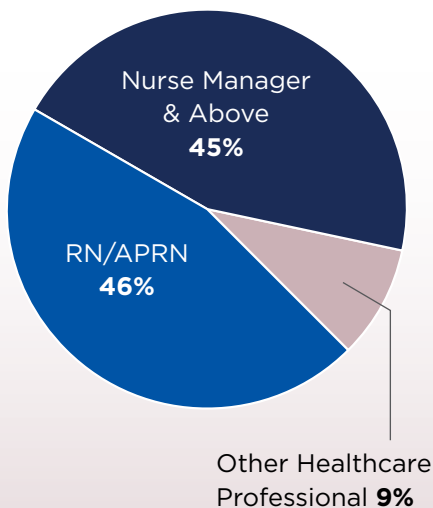
WEST PALM BEACH, FL | MAY 1-3, 2018

## WHO ATTENDS?

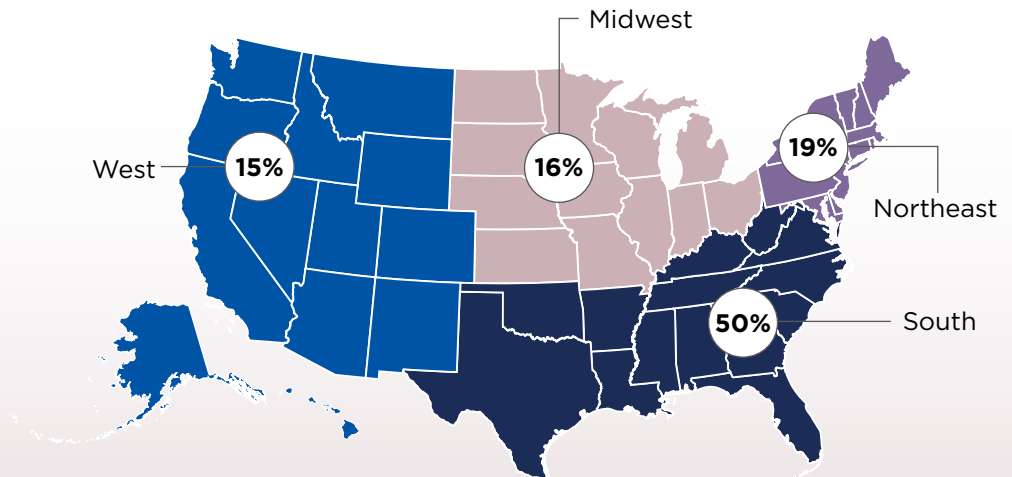
Over 1,000 nursing professionals!

✓ Decision Makers    ✓ Prescribing Authority    ✓ Respected Recommendations

### ATTENDEE OVERVIEW



### GEOGRAPHICAL REGIONS



## BECOME AN EXHIBITOR

### EXHIBIT SPACE RATES

<b>Promotional Rate</b> 10'x10' <i>Includes 1 Full Conference Registration</i>	<b>\$3,000</b>
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<b>Regular Rate</b> 10'x10'	<b>\$2,900</b>
<hr/>	
<b>Nonprofit Rate</b> 10'x10'	<b>\$1,900</b>

### EXHIBIT HALL SCHEDULE

#### TUESDAY, MAY 1

6:30 p.m. – 8:00 p.m. Reception & Exhibit Hall Open

#### WEDNESDAY, MAY 2

11:15 a.m. – 1:15 p.m. Exhibit Hall Open

5:30 p.m. – 7:00 p.m. Reception & Exhibit Hall Open

### EXHIBITOR MOVE-IN/OUT SCHEDULE

#### TUESDAY, MAY 1

8:00 a.m. – 6:00 p.m. Exhibitor Move-in

#### WEDNESDAY, MAY 2

7:00 p.m. – 9:00 p.m. Exhibitor Move-out

To Secure Your Exhibit Space, Contact: [anccexhibits@spargoinc.com](mailto:anccexhibits@spargoinc.com) or (800) 564-4220



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## CONFERENCE SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP PACKAGES

#### GOLD SPONSOR + Welcome Reception Sponsor \$16,500

- Complimentary 10'x10' Exhibit Space
- 3 Complimentary Exhibitor Registrations
- 2 Complimentary Full Conference Registrations
- Opening Remarks at Welcome Reception
- Full Page Ad in Conference Program
- 1 Attendee Email
- Logo in Conference Program
- Logo on Conference Tote Bag
- Logo on Intermission Slides in Session Room
- Logo in Mobile App

**SOLD**

#### SILVER SPONSOR + Luncheon Sponsor \$10,000

- Complimentary 10'x10' Exhibit Space
- 3 Complimentary Exhibitor Registrations
- 2 Complimentary Full Conference Registrations
- Opening Remarks at Luncheon
- ½ Page Ad in Conference Program
- 1 Attendee Email
- Logo on Conference Notepad
- Logo on Signage
- Logo on Intermission Slides in Session Room
- Logo in Mobile App

**SOLD**

#### BRONZE SPONSOR + Coffee Break Sponsor \$7,500

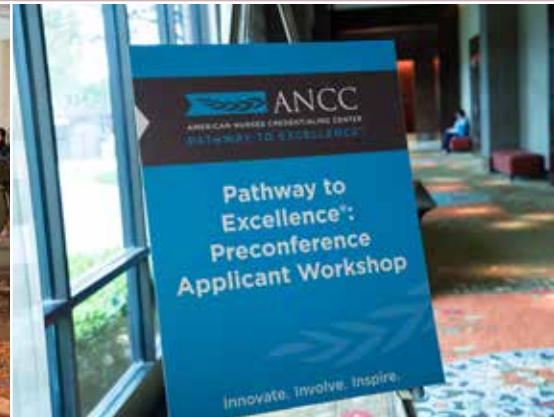
- Complimentary 10'x10' Exhibit Space
- 3 Complimentary Exhibitor Registrations
- 1 Complimentary Full Conference Registration
- 1 Attendee Email
- Logo on Signage
- Logo on Intermission Slides in Session Room
- Logo in Mobile App

#### Program Guidance Workshop for Applicants Lunch Sponsor Wednesday, May 2, 2018

- Attendees include Chief Nurse Executives and Pathway Program Coordinators
- Company name on signage
- Opening Remarks during the Lunch Break
- Network with Attendees During Lunch

**SOLD**

Discover Ways To  
Increase Exposure.





## EXCLUSIVE OPPORTUNITIES

**Conference Badges: \$3,500** Place your company logo on the conference badge. This is among the most visible opportunity, as all participants must wear their badges during the conference.

**Lanyards: \$4,000**

Your company will receive exposure throughout the conference as the lanyards are used by all attendees.

**Mobile App: \$6,000**

Bring awareness to your company with this exclusive sponsorship opportunity. The conference mobile app is a valuable tool for attendees before, during, and after the conference.

**Hotel Key Cards: \$2,500**

*Rights only, sponsor is responsible for production charges.*

Make an impression as attendees arrive in Palm Beach and **benefit from exposure throughout the conference.** Your company logo or advertisement will be placed on one side of the hotel room keys and distributed to all attendee hotel guests.

## BRANDING OPPORTUNITIES

**Charging Station: \$4,500**

Help attendees stay connected while you connect with them by sponsoring a charging station.

**NEW! Conference Tote Bag Inserts: \$500**

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

**Hanging Banner: \$3,000**

Promote your company and get noticed daily with hanging banners located throughout the Convention Center.

**Floor Decal: \$2,500**

Increase your visibility with a custom floor decal that spotlights your company. Your brand will not be missed with this opportunity.

**Escalator Clings: \$5,000**

Capture the attention of attendees with your company branding as they travel throughout the Convention Center.

**Digital Signage: \$2,500**

Digital signage outside of the Convention Center will display your company message on a continuous loop.

**Table Clings: \$2,200**

Attendees will take note of your messaging while they stop to take a break, have some refreshments, and network with their colleagues in one of the refreshment break areas located within the Exhibit Hall.

## DIGITAL ADVERTISING

**10 Minutes each Hour: \$2,000**

Static advertisement on 10 LCD screens throughout the Convention Center.

**5 Minutes each Hour: \$1,500** Static advertisement on 10 LCD screens throughout the Convention Center.

## ONLINE & MOBILE APP OPPORTUNITIES

**Mobile App Banner: \$600**

Place your company info in the hands of attendees as they navigate through the conference mobile app.

**Enhanced Exhibitor Listing: \$250**

Complementing the standard exhibitor listing, upgraded listings receive an expanded company description, up to 5 press releases, company highlighted on the floor plan, and up to 3 product descriptions and photos.

**Upgraded Exhibitor Listing**

## PASSPORT TO PRIZES

**(Max. 10 Participants): \$250**

Drive traffic to your booth by securing your spot in the Passport to Prizes game. Attendees will be eager to visit participating exhibitors for their chance to win.



**To secure your opportunity, contact: [anccehibits@spargoinc.com](mailto:anccehibits@spargoinc.com) or (800) 564-4220**