

Advertising, Promotional, and Commercial Support Opportunities

Corporate Satellite Symposium	\$12,000	Tote Bags	\$10,000
NANNP Luncheon	\$7,500	Lanyards	\$4,000
NNP Excellence Award	\$5,000	Hotel Room Key	\$6,000
Educational Awards	\$5,000	Cyber Café	\$8,000
Plenary Session	\$5,000	Massage Center	\$5,000
Concurrent Session	\$3,000	Hotel Room Drop	\$2,000
Preconference Workshop	\$4,000	Hotel Voicemail Message	\$3,500
Opening Reception	\$10,000	Corporate Showcase	\$3,000
Dessert Reception	\$40,000	Pens	\$4,000
President's Reception	\$8,000	Program Guide Advertising <i>(See page 11.)</i>	\$750–\$2,150
Continental Breakfast	\$3,000	<i>Support may be customized upon request. Partial support is available. First right-of-refusal deadline is February 22, 2010. Contact Brian Fitzgerald of NANN at bfitzgerald@connect2amc.com or 847/375-4751.</i>	
Refreshment or Dessert Break	\$3,000		
Portfolios	\$10,000		

Corporate Satellite Symposium—Reach your target attendees by hosting an educational program for attendees. See details on page 5.

NANNP Luncheon—This luncheon presentation will include a panel of NPs and NANNP Council members who will discuss current topics such as changes in licensure, accreditation, certification, and education, as well as NANNP projects and accomplishments.

NNP Excellence Award—Honors neonatal nurse practitioners who have excelled in the field and is presented in a general session at the meeting.

Continuing Education Sessions or Workshop—Show your support for continuing education with recognition in the attendee brochure, in the program guide, and onsite in general areas and at a conference session or workshop. Opportunities include the following:

- ◆ **Plenary session**
- ◆ **Concurrent session**
- ◆ **Preconference workshop**

Opening Reception—This grand opening reception, which takes place inside the exhibit hall, brings all NANN attendees together and provides excellent visibility to your company.

Dessert Reception—A NANN attendee favorite. Your company name and logo will be featured on signage at each dessert station thanking the sponsor.

President's Reception—This “invitation-only” event brings together past NANN presidents, board members, and committee chairs. This excellent exposure positions your company as an industry leader.

Food Event on the Exhibit Floor—Food and refreshment stations will be placed near your booth with signage that acknowledges your company as the supporter. This is an excellent way to drive traffic to your booth. Events include the following:

- ◆ **Continental breakfast**
- ◆ **Lunch**
- ◆ **Refreshment or dessert break**

Portfolios—Distributed at registration to all meeting attendees, each piece features your logo. Attendees use portfolios throughout the year, providing repeated exposure. Provides excellent visibility and helps position your company as an industry leader.

Tote Bags—As attendees register, they receive the tote bag filled with conference information, the program guide, poster abstracts, and other information. Attendees carry these tote bags throughout the meeting, providing a “walking billboard” with your company’s name and logo.

Lanyards—The sponsoring organization will receive the company name or logo on the official NANN badge holder/lanyard. Lanyards provide excellent visibility throughout the meeting.

Hotel Room Key—All attendees registering at the headquarters hotel will receive a room key with your company logo/message. This offers great visibility and branding each time attendees access their hotel room.

Cyber Café—E-mail/Internet stations located adjacent to registration where attendees find annual meeting information, print handouts, and complete online evaluations to receive continuing education credit. Your organization will be recognized on all computer screens, as well as on the kiosks that house the computers.

Massage Center—A very popular attraction! The Massage Center allows attendees to take a break and enjoy an invigorating massage while reading your company’s materials. The massage center is located inside the exhibit hall. You may provide promotional materials to be distributed at the Massage Center.

Hotel Room Drop—Delivered directly to attendee hotel rooms, room drops provide an excellent opportunity to introduce a new product or service, invite attendees to your booth or event, or educate attendees about your products.

Hotel Voicemail Message—Voicemail is great for driving traffic to your booth or event as it is an exclusive, once-per-day message sent to all meeting attendees. Choose your date, and we will help you coordinate your message.

Corporate Showcase—The showcase allows you to present your company’s products, services, or programs to NANN attendees. Sessions take place during exhibit hours and are limited to 30 minutes and 50 attendees. There are only five showcase time slots, and they will be assigned on a first-come, first-served basis.

Pens—Keep your name in front of our attendees long after the conference has ended by providing pens with your logo.

Program Guide Advertising—Reach NANN attendees onsite at the meeting and throughout the year, providing repeated exposure to your ad. Program guide advertising is also an excellent way to introduce a new product or service and drive traffic to your booth or event.