

Become a conference supporter and show your commitment to the neonatal nursing specialty.

Be a NANN Supporter

Commercial support is the best way to enhance your display and increase members' awareness of your support of NANN and neonatal nurses.

Benefits of Commercial Support

- Enhances your visibility
- Creates awareness of your company's products and services
- Positions your company as an industry leader
- Aligns your company with NANN for the professional development of neonatal nurses

Benefits Tier for Commercial Supporters	Bronze \$2,500	Silver \$5,000	Gold \$10,000
Recognition on NANN's website with logo and link			X
Sponsor plaque			X
Full-page recognition advertisement in the program guide			X
Quantities of the registration brochure to showcase your support			X
Sign at the sponsored event		X	X
Recognition in NANN's newsletter		X	X
Verbal recognition at the sponsored event		X	X
Commercial support graphic with exhibitor listing	X	X	X
Registration list (names and addresses of NANN attendees)	X	X	X
Sponsor ribbon for your representatives	X	X	X
Sponsor graphic with exhibitor listing	X	X	X
Sponsor display for your exhibit	X	X	X
Recognition in program guide	X	X	X
Recognition in promotional brochure for meeting	X	X	X
Sign in registration area	X	X	X

Become a Corporate Member

Join NANN as a corporate member and help advance the quality of care for all neonates.

NANN Corporate Membership provides a multitude of benefits and services throughout the year. The benefits include the following:

- recognition—by more than 7,400 NANN and NANNP members
- educational opportunities—through commercial support of a satellite symposium at the annual educational conference

Annual Educational Conference

- complimentary registration—one full registration at NANN's annual educational conference
- priority booth placement if application is received by December 15, 2011
- invitation to the NANN President's Reception
- recognition in the conference program guide
- on-site signage
- corporate member ribbon

Publications

- subscriptions to *NANN Central* newsletter and *Advances in Neonatal Care*
- annual listings on the NANN and NANNP websites and in the conference program guide
- reduced fees on other publications, guidelines, and mailing lists
- corporate member plaque

Annual corporate membership dues are \$2,500.

Corporate Satellite Symposia With and Without Continuing Nursing Education Contact Hours

Corporate Satellite Symposia

- Corporate satellite symposia are held in conjunction with the annual conference.
- Opportunities to hold several breakfast, lunch, and dinner symposia will be offered exclusively to corporate members.
- The guideline and proposal form for corporate satellite symposia will be available on NANN's website in November 2011.
- NANN's Program Planning Committee will review and evaluate proposals on the basis of the quality of the programs and their relevance to the neonatal nursing community.
- The proposed programs must demonstrate scientific rigor and objectivity and be free of commercial bias for or against any product.
- Organizers of satellite symposia with continuing nursing education (CNE) contact hours are responsible for obtaining the contact hours through the American Nurses Credentialing Center when applicable.
- Satellite symposia without CNE contact hours are also an option.
- The fee for sponsoring a corporate satellite symposium is \$15,000.
- Companies will be notified of their status following approval.

Ancillary Events

- Ancillary events may not conflict with any educational sessions, exhibit hours, or corporate satellite symposia scheduled during the annual educational conference.
- Scheduling, including transportation, must begin or conclude no more than 30 minutes before or after any activity during the conference.
- All events require written approval from NANN. You must provide information about these events to NANN (e.g., where, when, and how to register and the anticipated attendance), so that NANN can respond to attendee inquiries.

Note. Violations of the above conditions may jeopardize the opportunity to participate in future annual conferences.



Commercial Support

Corporate Satellite Symposium	\$15,000
Opening Reception	\$10,000
President's Reception	\$8,000
Continental Breakfast or Lunch in Exhibit Hall	\$8,000
NANNP Dessert Reception	\$7,500
NANN and NANNP Awards	\$5,000
Plenary Session	\$5,000
Preconference Workshop	\$4,000
NNP Faculty Summit	\$3,500
Concurrent Session	\$3,000
Refreshment or Dessert Break	\$3,000

Advertising and Promotional Opportunities

Tote Bags	\$7,500
Portfolios	\$7,500
Cyber Café	\$7,500
Hotel Room Key	\$6,000
Massage Center	\$5,000
Lanyards	\$4,000
Pens	\$4,000
Hotel Voicemail Message	\$3,500
Hotel Room Drop	\$2,500
Billboard Advertising	\$2,000
Program Guide Advertising (See page 11.)	\$800–\$2,200
Website Banner Advertising (3-month minimum)	\$400–\$600/month

Support may be customized upon request. Partial support is available. A signed letter of agreement must be on file if commercial supporters and promotional sponsors are to be recognized. First right-of-refusal deadline is March 15, 2012. Contact Brian Fitzgerald of NANN at bfitzgerald@nann.org or 847.375.4751.



Commercial Support, Advertising, and Promotional Opportunities

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

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

President's Reception—This “invitation-only” event brings together NANN's past 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**

NANNP Dessert Reception—This reception will include a panel of NNPs 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.

NANN and NANNP Awards—Awards that honor neonatal nurses and neonatal practitioners who have excelled in their field are presented during a general session at the meeting. Contact us for available options.

Continuing Education Session or Preconference Workshop—Show your support for continuing education with recognition in the attendees' brochure, in the promotional guide, and on site in general areas and at a conference session or workshop. Opportunities include the following:

- **plenary session**
- **preconference workshop**
- **concurrent session**

NNP Faculty Summit—A must-attend event for NNP faculty, the summit brings together educators, clinicians, and administrators from across the country to address current and emerging issues in the areas of clinical and professional practice in advanced neonatal nursing.

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

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

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

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

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.

Lanyards—Your company's name or logo will appear on the official NANN badge holder or lanyard. Lanyards provide excellent visibility throughout the meeting.

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

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

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

Billboard Advertising—Located in a prominent area near the entrance to the exhibit hall, billboard advertising allows you to promote your company's products and services and build brand awareness inside the exhibit hall. Billboard signs are 31.5" wide and 84" tall.

Program Guide Advertising—Reach NANN conference attendees on site at the meeting and throughout the year with 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.

Website Banner Advertising—Reach NANN members throughout the year with exposure to your ad and a link to your website on NANN's website.