



Industry Partner PROSPECTUS

WWW.AWHONNCONVENTION.ORG



WHO WE ARE

A leader among the nation's nursing associations, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) represents 350,000 nurses and health care professionals with a membership of more than 24,000 in our specialty. AWHONN members are committed to delivering superior health care to women and newborns in hospitals, in-home health and ambulatory care settings. AWHONN members' rich diversity of skills and experience make AWHONN the voice for perinatal, women's health and neonatal nursing.

FOCUS AREAS

AWHONN programs and activities are concentrated within its three focus areas: Childbearing and the Newborn, Women's Health and Professional Issues. They are defined as follows:

- The care of childbearing women and newborns (both low and high risk) in all practice settings.
- The care of women across the lifespan and in all practice settings, to include hospital-based, advanced practice and ambulatory care.
- The professional practice of nurses engaged in the care of women and newborns (both low and high risk) in all practice settings.

AWHONN

- The standard-bearer for perinatal nursing practice
- Provides resources and services to nurses, executives, and female consumers
 - Annual Convention and Exhibition
 - Award-winning scholarly journals and consumer resources: *Journal of Obstetric, Gynecologic & Neonatal Nursing (JOGNN)*, *Nursing for Women's Health*, and *Healthy Mom&Baby*.
 - Perinatal Orientation and Education Program (POEP), Neonatal Orientation and Education Program (NOEP), Fetal Heart Monitoring courses, Maternal Fetal Triage Index program (MFTI), Post-Birth Warning Signs education and evidence-based research and a host of other products and services
- Collaborates with organizations and industry to educate, inform and advocate for nurses, women and newborns



OUR MEMBERS

THERE ARE 2.7 MILLION NURSES IN THE UNITED STATES:

- Largest group of health care providers
- First and most consistent point of contact in the health care setting
- Play an integral role in screening, treatment, care management and education for women
- Ranked the most trusted professionals and health care providers

AWHONN is the leading association and source for these 350,000+ nurses within the Perinatal, Neonatal, and Women's Health Registered Nursing community.



GENERAL INFORMATION

As the leading convention for women's health, obstetric and neonatal nurses, the AWHONN Annual Convention helps to advance the nursing profession by providing nurses with critical information and support to help deliver the highest quality care for women and newborns.



Specialty tracks cover childbearing and the newborn, women's health, professional issues and pharmacology. The convention features numerous ways for attendees to receive continuing nursing education contact hours and pharmacology hours. Through case studies, learning labs, specialty panels and pre-convention workshops, attendees gain career advice, new skills, knowledge and will be inspired to excel in their nursing practice. The goal of the 2018 Convention is to ignite passion and empower nurses to transform care.

At the conclusion of the convention, learners will be able to:

1. Cultivate strategies to maximize collaboration and partnerships.
2. Enhance the visibility and influence of the nursing profession.
3. Identify solutions to reduce health disparities and improve outcomes.

The Annual Convention attracts more than 3,600 attendees **(65% make or influence purchasing decisions)** ready to evaluate the latest technologies, services and products:

- Nurse Executives, Managers, and Administrators
- Nurse Practitioners, Certified Nurse-Midwives, Advanced Practice RNs
- Women's Health Nurses
- Labor and Delivery Nurses
- Neonatal and NICU Nurses
- Instructors, Researchers, Staff Nurses and Patient Educators

**IF YOU SELL HEALTH CARE PRODUCTS FOR WOMEN
OR FOR NEWBORNS OR FACILITIES THAT CARE FOR THEM,
THIS IS THE AUDIENCE FOR YOU!**



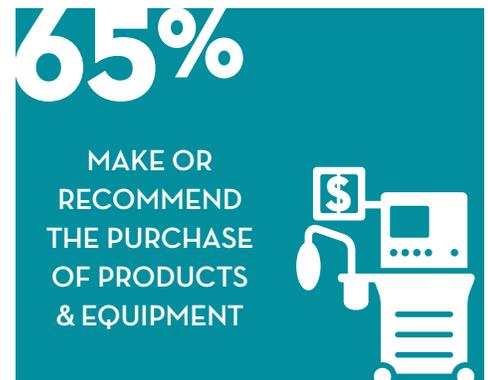
WHY EXHIBIT AT AWHONN 2018?

- Direct access to more than 3,200 potential customers
- 12 hours of unrestricted exhibit times
- Daily traffic-boosting events, including the Opening Reception, prize drawings, food and refreshments
- Unparalleled networking and recruiting opportunities
- Immediate product feedback

WE DO THE MARKETING FOR YOU

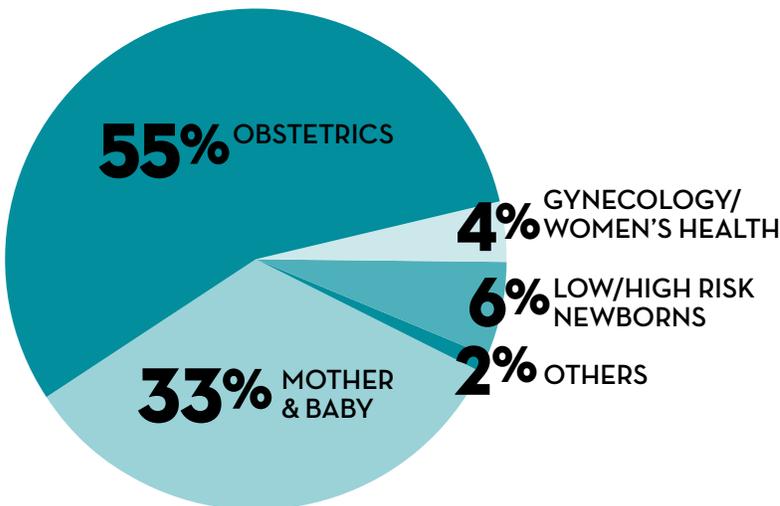
- Target marketing to advanced practice, obstetric, neonatal and women's health nurses
- Exposure to health care providers through pre-show mailings and advertising
- E-mail marketing campaign to AWHONN's members and supporters
- Advertising in top industry publications

ABOUT AWHONN ATTENDEES*

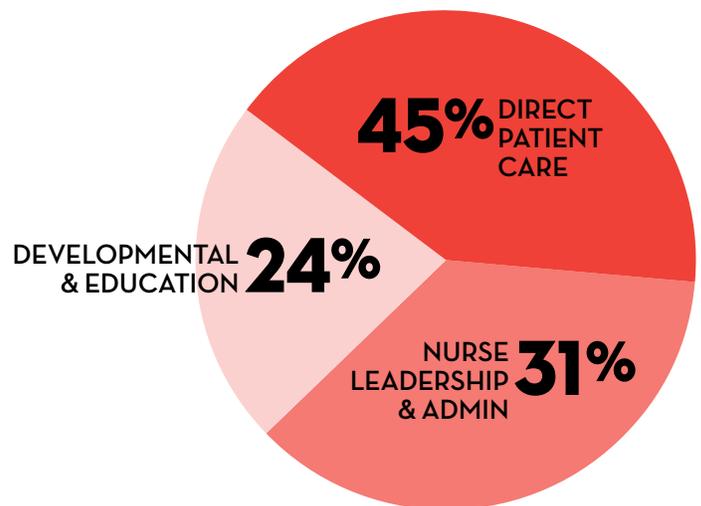


*NOTED DATA REPRESENTATIVE OF 2017 AWHONN CONVENTION ATTENDEE SET

PRIMARY CLINICAL FOCUS



MAJORITY OF TIME SPENT



CONVENTION LOCATION INFORMATION

TAMPA CONVENTION CENTER

The Tampa Convention Center (TCC) provides the very best that Florida has to offer with dazzling sunshine and sparkling waterfront views. Sitting right on the banks of the Hillsborough River, TCC boasts four-levels and 600,000 square feet including a 200,000 square foot exhibit hall. With cafes, restaurants, and waterfront gathering areas including The Sail, Tampa's only 360° waterfront bar, all of these features work together to provide flexibility, functionality, convenience and fun.

If you're headed to the Tampa Convention Center, you may want to arrive early or stay a few days after your event. Mild Tampa weather allows for year-round enjoyment of Tampa Bay beaches, attractions, sports and more.

HOTELS

Embassy Suites by Hilton Tampa Downtown Convention Center

Embassy Suites Tampa - Downtown Convention Center hotel's proximity to family attractions and the Tampa Convention Center. Lush trees, relaxing fountains, and the ambient sound of our baby grand player piano greet you as you enter the lobby atrium. At Embassy Suites Hotels guests get more with every stay, like free cooked-to-order breakfast, complimentary appetizers and beverages at the nightly Evening Reception and every room is a two-room suite

- Fitness Room
- Pool (The views are spectacular from the pool on the 3rd floor)
- Complimentary Breakfast Area & Beverage Area
- Starbucks Café
- Downtown location places you near attractions including Amalie Arena, Ybor City, the Tampa Riverwalk and more.



Marriott Waterside

Located along the scenic waterfront adjacent to the Tampa Convention Center, Tampa Marriott Waterside Hotel & Marina provides atmospheric views, downtown convenience and modern luxury. A memorable hotel visit awaits you on downtown Tampa, Florida's scenic waterfront! With spacious accommodations, terrific amenities and an incredible location, the Tampa Marriott Waterside Hotel & Marina is equally suited to business travelers and vacationing families. Rooms and suites feature deluxe bedding, well-lit workspaces, modern decor and great views.

- Rooftop pool
- Fitness center
- Restaurants for fresh seafood or classic sports bar cuisine.
- Downtown location places you near attractions including Amalie Arena, Ybor City, the Tampa Riverwalk and more.

EXHIBIT HALL INFORMATION

2018 EXHIBIT HALL SCHEDULE*

Sunday, June 24.....Opening Reception..... 5:00 pm – 8:00 pm
 Monday, June 25..... Exhibits Open 11:00 am – 3:00 pm
 Tuesday, June 26 Exhibits Open 9:00 am – 2:00 pm

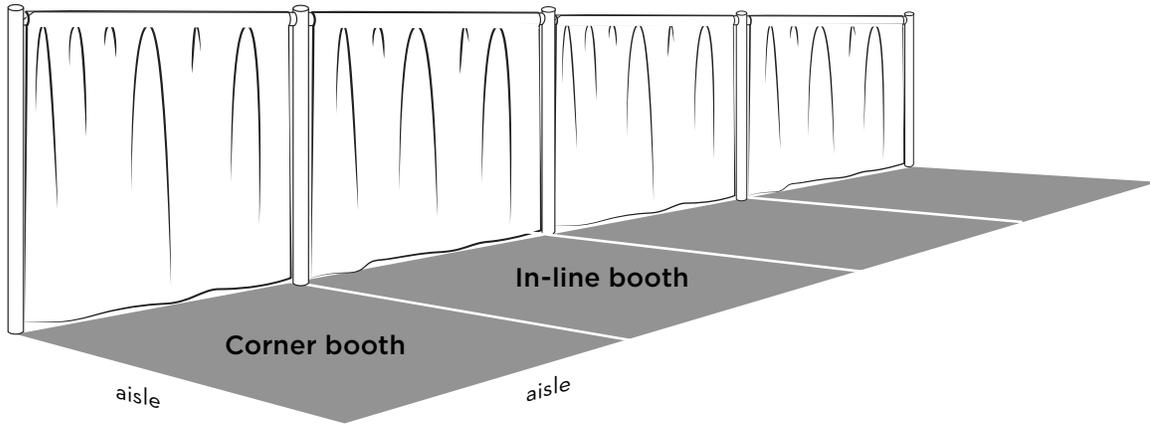
* subject to change

2018 EXHIBIT BOOTH RATES (SAME LOW PRICES AS 2017!)

Rates per square foot	Non-Profit/Hospital	Commerical In-Line	Commerical Corner	Commerical Island
Standard	\$21.50	\$29.50	\$30.50	\$31.50
Premium	N/A	\$31.50	\$32.50	\$33.50

2018 BOOTH TYPES (maximum 400 square feet)

Island booth also available.



Contact Karen Leon, Sr. Manager of Exhibits and Sponsorship Sales, at 202.261.2449 (office) or 202.437.8511 (cell) or kleon@awhonn.org

