

SPONSORSHIP --- OPPORTUNITIES



2019 
AWHONN
CONVENTION
ATLANTA JUNE 8-12

awhonnconvention.org

SPONSORSHIPS

AWHONN Annual Convention special events and sponsorships are a great way for companies to increase their exposure, effectively promote new products and services, gain recognition for new programs, and solidify relationships. Event sponsorships put your company’s name, brand, and message prominently in front of attendees. Opportunities exist at every budget level.

AWARDS

The **Distinguished Professional Service Award** is the association’s most prestigious honor for those who have shown exemplary characteristics in the nursing care of women and newborns. This coveted award is given to an AWHONN member whose accomplishments in the specialties of women’s health, obstetric and neonatal nursing and contributions to the association exemplify a commitment to excellence.



Distinguished Professional Service Award..... \$25,000

RECEPTIONS

These exclusive receptions held in the evening during the AWHONN Convention. Sponsors receive prominent signage and an opportunity to address the audience.

Opening Reception (Expo Hall)\$25,000
(limited to 2 sponsors)

VIP Reception.....\$20,000

CONVENTION BAGS

This bag will carry your name and logo alongside the AWHONN logo. AWHONN will handle the selection, production and shipping. You may also provide an insert for inclusion in the bag.

Investment..... \$20,000

INTERACTIVE HEALTHCARE PAVILLION

The Interactive Healthcare Pavilion is a designated area in the Expo Hall that provides cutting-edge and innovative products in a live setting. See nursing come to life as attendees journey from the doctor's office to an in-home nursery setting. You can sponsor an exclusive room with product placement that includes; doctor's office, labor and delivery room, NICU, hospital nursery, operating room or home nursery. If your company has products that fit in various settings, you can have up to 4 product placements in the Pavilion. Exclusive rooms are available on a first come, first served basis. Sponsors will receive brand recognition on signage.

Exclusive Environment \$18,000

AWHONN will work with you to incorporate program planning around your solutions, and will spotlight up to 5 services or products in one exclusive environment.

**Individual Product Placement \$5,000/product
(limit 4 per room)**

AWHONN will work with you to spotlight 1 product or service.



AWHONN CONVENTION APP

With smartphone & tablet adoption crossing 60% and event app usage crossing 80% mark for most events, mobile marketing is an increasingly strategic way to reach your core audience. Event app sponsorship combines both exposure opportunities and engagement opportunities.

Exclusive Sponsorship \$12,000

Banner Ads \$1,500 for 3 days

**Banner Alerts/Push Notifications \$750/day
limited to 3 per day**

COFFEE & SNACK BREAKS

Your sponsorship entitles your company to recognition in the Final Program and on-site signage at the time and location of the break. Refreshments will be distributed in high traffic areas during the convention.

Investment..... **\$10,000**
each coffee or snack break

HOTEL ROOM KEY CARDS

Hotel room key cards are the first thing that our attendees will see when they check in at the headquarter hotel. The key card can carry your company's name and logo alongside the AWHONN logo, and will be provided to every attendee during check-in.

Investment..... **\$10,000**

INDUSTRY-SPONSORED EVENTS

Know of a topic that would be of interest to our attendees? Increase company and product awareness by showcasing your latest advancements or presenting products and services that your company offers. We provide the space and access to your potential customers. You provide the content and the excitement. Topics are subject to AWHONN approval. Time slots are limited to availability. Contact Karen Leon at kleon@awhonn.org.

Industry Symposium*..... **\$10,000**
*standard A/V room-set and signage included in fee

Ancillary Event
(max. 50 participants) **\$5,000**

Focus Group
(max. 25 participants)..... **\$2,500**

LANYARDS

AWHONN will produce and distribute lanyards with your logo to every attendee when they check-in at the Convention Center.

Investment..... **\$10,000**



PHONE CHARGING STATIONS

Phone charging stations allow attendees to charge their mobile devices on the go. Sponsoring this highly visible and essential service provides your company with a unique opportunity to engage with attendees throughout Convention Center.

Investment..... \$10,000 (exclusive)
..... \$2,000 (per station)



PRESIDENT'S PARTY

4 OPPORTUNITIES AT \$10,000 EACH

The President's Party is the celebratory highlight of the AWHONN Convention. It's the one-of-a-kind opportunity to have fun and connect with more than 3,000 nurses, leaders, clinicians and industry colleagues.

Sponsorship includes:

- extra drink tickets
- private bar
- private VIP section
- signage at the event
- recognition in the final program book
- photo opportunities
- listing as official convention sponsor

RELAXATION LOUNGE

Associate your company's name with rest and relaxation as attendees receive neck, back and foot massages in the lounge. Sponsorship Includes:

- Custom signage with corporate logo recognition in the relaxation lounge
- Logo and recognition in the official convention program
- Recognition at the General Sessions as an official convention sponsor
- Sponsor Ribbons for all of your company representatives

Investment.....\$10,000

LACTATION LOUNGE

Support our mission of promoting the wellbeing of moms and their babies by sponsoring an essential area for lactating moms.

Investment.....\$5,000

CONVENTION CENTER ESCALATOR BRANDING

Have your company logo seen by attendees coming and going for the duration of the convention. These 6' x 2' escalator clings will be placed along the side panels of the entire escalator. Escalator clings are highly visible as attendees go to and from education sessions, and special events during the convention. The panels are customized with your artwork. 6 escalator clings available.

Investment..... \$4,000

FLOOR DECALS

Make a great first impression on our attendees as they enter the convention Center. Floor decals are an eye-opening, creative way to easily promote your message along the floors of the convention center for the ultimate in capitalizing on convention center traffic.

Investment..... \$3,000/each

40" LCD DIGITAL ADVERTISING BOARDS

Increase your exposure and brand on multiple LCD screens located in high traffic locations throughout the Georgia World Congress Center. These interactive and digital advertising boards allow your dynamic content to engage attendees and drive traffic to your booth! All content will run on a constant loop for the duration of the AWHONN Convention. All video content must be 30 seconds or less.

Investment.....\$3,000

ATTENDEE BAG INSERTS

AWHONN will insert your supplied items into every convention attendee bag. Each sponsoring company is responsible for duplicating and shipping materials in time to be inserted in bags. **Please note:** items must weigh less than 12 oz. and fit into a 9" x 9" space and are subject to approval by AWHONN. No liquids.

Investment.....\$2,000

TRAFFIC BUILDER

Become an AWHONN Official pit stop by making your booth a preferred destination while attendees tour the exhibit hall. Attendees will receive an exhibit hall flyer with the name and booth number of each participating sponsor. Sponsors will stamp the attendee's flyer after an engaging conversation or product demonstration. After flyers are completed, attendees will deposit them at the AWHONN lounge for a chance to win prizes.

Investment.....\$2,000

FINAL PROGRAM BOOK ADS

The final program is a detailed guide filled with information of education sessions, special events and general information for attendees to utilize during the AWHONN Convention. The final program is distributed to all attendees in the official Convention bag which they receive upon check-in. Ad space reservation is due by April 11, 2019.

Full page\$950

Half page\$850

PRE-SHOW EMAIL BLASTS

Want to reach all registered attendees via email? Let AWHONN do the work for you! Simply sign up for a date of your choosing and supply AWHONN with your messaging. Text cannot exceed 100 words and logos should be in .jpeg or .tif format and be 130kb or smaller (no flash please). AWHONN will supply you with the number of click throughs and how many times the email was opened. Maximum 6 companies per email. Messaging is due no later than one week before scheduled delivery.

DATE (APPROXIMATE).....PRICE

May 4, 2019	\$750	May 25, 2019.....	\$1,500
May 11, 2019.....	\$1,000	June 1, 2019.....	\$1,750
May 18, 2019.....	\$1,250		

PRE-REGISTRATION ATTENDEE LISTS (MAILING LIST ONLY)

RATES

8 Weeks Out.....	Complimentary as an exhibitor	4 Weeks Out.....	\$500
6 Weeks Out.....	\$400	2 Weeks Out.....	\$600

For questions on exhibiting and sponsorship opportunities, please contact: **Karen Leon**, Sr. Manager of Exhibit & Sponsorship Sales at 202-261-2449 or kleon@awhonn.org.

For general information about the AWHONN Convention or to view the floor plan, go to awhonnconvention.org

CREATE YOUR OWN SPONSORSHIPS

Value-packed sponsorships can be created and tailored to fit your individual needs and budget. Create a sponsorship that best fits your company's goals for reaching your target audience. Contact us to discuss your unique objectives and AWHONN can develop a sponsorship that will help you achieve them.

YEAR-ROUND OPPORTUNITIES

AWHONN MAILING LIST

Add 22,000 pre-qualified leads to your contact list with AWHONN's mailing list. The AWHONN list boosts lead generation and sales for companies large and small. Because they are AWHONN members, you know these leads are professional nurses who daily make and influence the purchasing decisions of colleagues and patients.

For over a dozen straight years, nurses have ranked as the [most trusted professionals](#) in an annual [Gallup poll](#). Consumers and patients look to nurses for reliable advice and recommendations on health- and lifestyle-related purchases. AWHONN nurses influence patient purchases of prescription and OTC products, self-care, newborn and family care items like lactation supplies and services, health-related books, magazines, and websites, contraception, skin care and nutritional supplements.

In the workplace, AWHONN's members make and recommend purchasing decisions about nursing supplies and equipment, office products and services, educational books, staffing services, management material, relevant training and more for their facilities.

Segment the AWHONN mailing list by specialty, certification, zip, job title, prescriptive authority and more.

Contact INFOCUS Marketing with your requests: 800-708-LIST (5478) or visit: <http://www.infocusmarketing.com/lists/160>

YEAR-ROUND OPPORTUNITIES (CONTINUED)

AWHONN SMARTBRIEF

The AWHONN SmartBrief is a bi-weekly e-mail newsletter with a subscriber base of over 33,000 nurses and women's health care professionals. Each week our SmartBrief delivers the most relevant industry news and content, creating the ability to enhance and customize advertising campaigns.

ADVERTISING

As an AWHONN SmartBrief advertiser, you will have the opportunity to promote your products and services to an actively engaged audience on a weekly basis. You will also receive detailed campaign reporting and analysis to help determine the ROI and impact of your campaigns.

SPONSORSHIP

Become an AWHONN SmartBrief sponsor today and take advantage of the many unique opportunities including:

- **Dedicated Send:** 100% advertiser content. Provides ultimate flexibility and exclusivity in promoting your brand
- **Topic-Based Special Report:** position your brand as a thought leader shaping industry trends
- **Best-of-Report:** establish your credentials as an industry thought leader. Sponsor our annual wrap-up featuring the year's top news, trends and predictions

For more information including pricing, package options, and availability contact:

Rebecca Adelson

AWHONN SmartBrief Account Director
radelson@smartbrief.com; 202-618-5665

YEAR-ROUND OPPORTUNITIES (CONTINUED)

WEB ADVERTISEMENTS

With over 32,800 unique visitors each month, the AWHONN website is a great way to promote your brand or product to obstetric, neonatal, and women's health nurses, clinicians, students and consumers.

FEATURES OF AWHONN WEBSITE ADVERTISING:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



ON AVERAGE, AWHONN-WEBSITE RECEIVES:

- More than 32,800 unique visitors per month
- More than 67,100 visits per month
- More than 264,600 page views per month

*Traffic numbers from 12/1/2016 to 12/1/2017



Leaderboard (728 x 90)..... \$8,500
Appear on every page of AWHONN.org
four advertisers will rotate in this position.

Right Square (240 x 240)...\$7,000
This runs of the site banner will also
appear on every page of AWHONN.org.
Four advertisers will rotate.

Online Specifications -
For more information, visit:
<http://www.naylor.com/onlinespecs>

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



JOIN THE AWHONN INDUSTRY MEMBER (AIM) PROGRAM

The Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) is the foremost nursing authority. When nurses need high-quality, evidence-based education, tools and resources from a credible source, they look to AWHONN. AWHONN brings nurses together with key industry leaders to share their perspectives on issues, trends, product development, and resources for education. It’s a collaborative partnership where everyone benefits. Industry partners have resources, data and strategic vision. Nurses have practical, hands-on experience with patients. AWHONN is the connection that brings them both together. Let us help you create strong relationships and build loyalty with nurse leaders.

Let’s work together to lay the foundation for a future that improves the health of moms and their babies, through the care of nurses.

Questions? Contact **Billie Robinson**, Vice President of Strategic Partnerships, Development and Meeting Services at 202-261-2422 or brobinson@awhonn.org

Join the growing number of AWHONN partners who benefit from access to the nursing community.

PLATINUM



GOLD



SILVER



BRONZE





Marketing & Sponsorship Contract

To take advantage of marketing and/or sponsorship opportunities, please complete the following information:

COMPANY NAME	COMPANY CONTACT (Main contact for registration and operational fulfillment)
ADDRESS	
CITY/STATE/ZIP/COUNTRY	
PHONE	INVOICE CONTACT (If different from Company Contact)
EMAIL	INVOICE EMAIL

In order to validate this Marketing & Sponsorship Contract, the Sponsoring Company:

- Has attached a check (U.S. Currency) made payable to AWHONN, or has completed credit card information for 50% of the total sponsorship cost as a deposit for the Opportunity(ies) requested. Marketing & Sponsorship Contracts will not be accepted or processed, and Opportunity(ies) will not be held or assigned without the requisite deposit amount and executed contract.
- Sponsors that submit applications prior to or on March 1, 2019: Applications for Sponsorship opportunities received by Show Management on or before March 1, 2019 must be accompanied by a 50% non-refundable deposit, per the payment methods outlined directly above, and payment in full is due by March 1, 2019. Sponsor requests an invoice for final payment, CTIA will send an invoice upon execution of the Agreement, and Sponsor remains obligated to pay the invoice amount no later than March 1, 2019. Failure to do so shall result in an assessment of a late payment fee and may result in cancellation of the Opportunity or restriction of on-site services.
- Sponsors that submit applications after March 1, 2019: Applications received by Show Management after March 1, 2019, must be accompanied by full payment of the Sponsorship Fee.
- Understand and agree to abide by the Specifications and General Terms & Conditions of this Contract as well as all rules and regulations governing the event as they appear in the Event Rules & Regulations.

AUTHORIZED SIGNATURE	PRINT NAME	TITLE
The individuals signing this Agreement represent and warrant that he/she has the authority to bind contractually the organization applying for the Opportunity(ies).		
Billie Robinson	Vice President, Strategic Partnerships, Development & Meeting Services	
ACCEPTED BY AWHONN, PRINTED NAME	TITLE	
AUTHORIZED AWHONN SIGNATURE	DATE	

MARKETING/SPONSORSHIP OPPORTUNITY	PRICE	QTY	TOTAL