SPONSORSHIP OPPORTUNITIES

2019 AWHONN CONVENTION
ATLANTA JUNE 8-12

awhonncconvention.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 PAVILION
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
(roof 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 specials 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**

<table>
<thead>
<tr>
<th>Date</th>
<th>Price</th>
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<tbody>
<tr>
<td>May 4, 2019</td>
<td>$750</td>
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<tr>
<td>May 11, 2019</td>
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<td>May 18, 2019</td>
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<td>May 25, 2019</td>
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**PRE-REGISTRATION ATTENDEE LISTS (MAILING LIST ONLY)**

**RATES**

<table>
<thead>
<tr>
<th>Time Out</th>
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<tbody>
<tr>
<td>8 Weeks Out</td>
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<tr>
<td>6 Weeks Out</td>
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<td>4 Weeks Out</td>
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<tr>
<td>2 Weeks Out</td>
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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
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

Retain a copy for your records and send an executed copy of the contract with 50% deposit to: AWHONN, Attn: Karen Leon, 1800 M Street, NW, Suite 740 South, Washington, DC 20036 or at kleon@awhonn.org and make sure to read the Marketing & Sponsorship Specifications highlighted below.