

# 2019

## ONGOING BUSINESS AND FALL CONFERENCE OPPORTUNITIES



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If a desired item or opportunity is not listed, please contact AANP Sponsorship Management at (607) 674-5768 or [sponsors@aanp.org](mailto:sponsors@aanp.org) to discuss.

Information, details and ongoing business and Fall Conference sponsorship opportunities listed in this brochure are subject to change without notice.

*The Voice of the Nurse Practitioner®*

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# Ongoing Business Opportunities

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AANP offers a variety of unique ongoing business opportunities, designed to support and promote the NP role and AANP as *The Voice of the Nurse Practitioner*®.

All opportunities outlined in this section are available throughout the year. We look forward to working with you to make each of them a success.

Some opportunities in this section may require AANP to submit a grant application to initiate consideration by your company. If so, please provide us with contact information for the appropriate person.

## Media Training

As the role of the NP continues to become more visible, the media wants to know more about these highly skilled clinicians. Media training helps NPs understand the importance, inherent challenges, and successful techniques for working with the media. Learn how to prepare in advance, how to handle all types of media interviews and how to put your best foot forward when in the media spotlight.

**Contact: Nancy McMurrey**  
(512) 276-5906 or [nmcmurrey@aanp.org](mailto:nmcmurrey@aanp.org)

## Tailored Surveys

AANP has the ability to implement surveys to include a range of tailored sampling strategies and research methodologies. AANP survey activities include the creation and formatting of surveys; targeted sampling of membership; collection, analysis, and interpretation of data; and dissemination of findings. Project cost varies depending on scope and extent of the survey.



**Contact: Chris Tracy**  
(512) 442-4262 or [ctracy@aanp.org](mailto:ctracy@aanp.org)

## Add Questions to the Annual AANP Surveys

With over 98,000 members, AANP can provide unparalleled access to the NP workforce through AANP's annual surveys. Qualified stakeholders, such as businesses or researchers may submit proposals to purchase space to add tailored questions to AANP's annual Surveys. Those selected will get the results from their individual question(s) in addition to the demographic and practice information of respondents. AANP conducts the NP Compensation Survey in odd years and the NP Practice Survey in even years. Platinum level members of the Corporate Council receive a discount on question pricing.

**Contact: Chris Tracy**  
(512) 442-4262 or [ctracy@aanp.org](mailto:ctracy@aanp.org)

## Expert Panels

Used when specialized input and opinion is required for an evaluation. Generally, a variety of experts are engaged based on various fields of expertise to debate and discuss various courses of action and make recommendations. Project cost varies depending on scope and focus of the expert panel.



**Contact: Diane Padden**  
(512) 276-5903 or [dpadden@aanp.org](mailto:dpadden@aanp.org)

## Focus Groups

A focus group is a group of NPs with clinical expertise in a particular topic area who are queried in a group setting to garner their perceptions, opinions, beliefs and attitudes towards a product, service, concept, advertisement, idea or package. Questions are asked in an interactive group setting where participants are free to talk with other group members. Project cost varies depending on size and scope of focus group. Platinum level members of the Corporate Council receive preferential assistance with development of focus groups.

**Contact: Diane Padden**  
**(512) 276-5903 or [dpadden@aanp.org](mailto:dpadden@aanp.org)**

## AANP SmartBrief

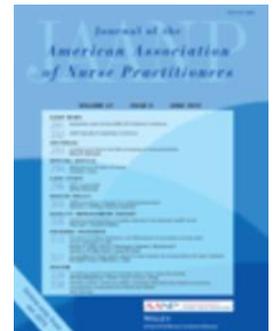
*AANP SmartBrief* is a daily electronic news briefing delivered in an easy-to-read format directly to more than 68,000 subscribers by email. Each issue provides up-to-date news and information culled from the top electronic news sources with a summary of the news story and a link to the original article. To view or sign-up to receive *AANP SmartBrief*, go to [aanp.org](http://aanp.org) and click on the *AANP SmartBrief* link on the homepage.



**Contact: Wynn Hansen**  
**(202) 737-5500 or [whansen@smartbrief.com](mailto:whansen@smartbrief.com)**

## Journal of the American Association of Nurse Practitioners (JAANP)

*JAANP* publishes timely, original, peer-reviewed, research and review articles related to health care delivery at the primary, secondary, and tertiary levels. *JAANP* will celebrate 30 years of publication in 2018 and has a 100% paid circulation as a member benefit with a large institutional subscription base. A multitude of opportunities are available through Wiley, publisher of *JAANP*:



- Accredited CE Supplements
- Advertising-digital and print
- Branded Educational Supplements
- Reprints
- Reprint Compendiums
- Thematic Issues
- Virtual Issues
- e-TOC

**Contact: Inez Herrero**  
**(781) 808-8267 or [iherrero@wiley.com](mailto:iherrero@wiley.com)**

## The Journal for Nurse Practitioners (JNP)

*JNP* offers peer-reviewed clinical and research content and focuses on how health policy shapes practice. *JNP* has a print circulation of 100,000. Sponsorship opportunities for the *JNP* include:

- Print Journal Advertising
- Educational Supplements
- Website Banner Advertising
- Online Article Collections and Resource Centers
- Electronic Table of Contents Advertising
- Mobile App Advertising



**Contact: Sima Sherman**  
**(610) 529-0322 or [ssherman@americanmedicalcomm.com](mailto:ssherman@americanmedicalcomm.com)**

## Continuing Education

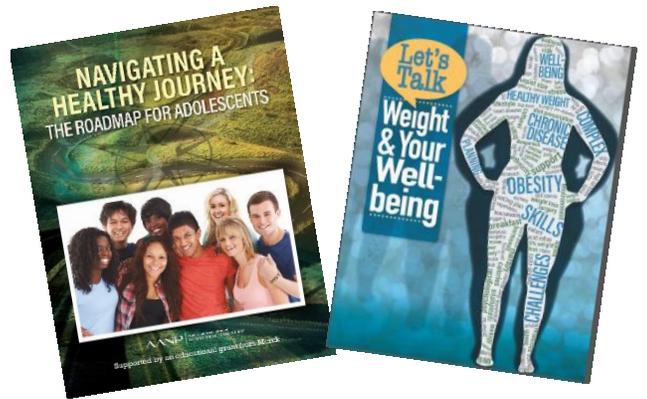
AANP's online Continuing Education Center is the premier accredited educational resource for NPs of all specialties, with more than 170 CE activities and more than 15,000 CE certificates provided each month. AANP additionally serves as the independent provider for a range of CE activities, such as local and state live NP events with the AANP CE Series, live webinars, professionally produced videos and CE symposia. Depending on the results of our preliminary needs assessment, AANP accredited education activities can be disseminated to the broadest possible NP audience or to a more limited target audience. AANP CE activities are prepared in accordance with AANP CE standards and consistent with ACCME standards. They are universally accepted by all NP regulatory and certification bodies

**Contact: Anne Norman**  
(512) 442-4262 ext. 5225 or [anorman@aanp.org](mailto:anorman@aanp.org)

## Practical Patient Education Tool Kits & Materials

The AANP patient education development teams include specialty and primary care clinical experts working with editorial and graphic consultants to develop unique and practical patient educational material designed to support clinical practice. Materials truly speak to the patients, providing the necessary information to instruct and motivate positive, healthy decision-making and behaviors. Hard copy and virtual AANP materials are distributed to its membership through online ordering and a variety of other means. Costs vary depending on factors such as format, quantity and circulation. Examples of previously developed materials are available.

**Contact: Anne Norman**  
(512) 442-4262 ext. 5225 or [anorman@aanp.org](mailto:anorman@aanp.org)



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# Fall Conference Sponsorship Opportunities

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The AANP Conference provides excellent opportunities for sponsors to interact with NPs and NP students from around the country. The 2019 AANP Fall Conference focuses on providing CE for nurse practitioners in Cardiometabolic Syndrome, Leadership, Pharmacology and Workshops. This conference provides an excellent opportunity for corporate sponsors to interact with approximately 650 nurse practitioners.

AANP is excited to offer an expanded and varied program of conference sponsorships, support and advertising opportunities for the 2019 AANP Fall Conference, which will take place October 10-13, 2019 at the Bally's Las Vegas Hotel and Casino in Las Vegas, NV. Fall Conference sponsoring companies will receive acknowledgement on conference signage as well as in selected conference publications, if committed and paid for by September 6, 2019. Certain sponsorships allow the right of first refusal for the same opportunity at AANP's next Fall Conference. AANP Fall Conference sponsorships are available to non-exhibiting companies at a surcharge.

We look forward to the continued support from those companies who have made possible many of the services and activities described in this section and welcome participation by new sponsoring companies or organizations.

### **Sponsorship Contact Information**

For further information or to reserve an opportunity listed in this section, please contact:

Jill St.Pierre

Phone: (607) 674-5768

Fax: (607) 674-6132

Email: [sponsors@aanp.org](mailto:sponsors@aanp.org)

## Enhanced Exhibitor Listing

Take advantage of the opportunity for strategic visibility. Stand out among all of the others by enhancing your company description listed in the Conference Booklet and/or on the mobile app.

<b>Longer Description (increase from 300 to 600 characters) in Conference Booklet .....</b>	<b>\$250</b>
<b>Color Logo in Conference Booklet &amp; Mobile App .....</b>	<b>\$250</b>
<b>Color Logo in Conference Booklet &amp; Mobile App and Longer Description in Conference Booklet .....</b>	<b>\$400</b>

## Personalized Key Sleeves

Get your company name and/or brand logo on the mind of attendees as soon as they arrive at the conference! Key sleeves are viewed multiple times each day by attendees staying at the various conference hotels. The sponsoring company will work directly with the hotel on room key sleeve design, production, disbursement and payment of related expenses.

<b>Sole Sponsorship Fee .....</b>	<b>\$2,000</b>
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## Hotel Guest Room Key Cards

Gain an edge over the competition by having your message seen first! Hotel guest room key cards are viewed multiple times each day by attendees staying at the conference hotels. The sponsoring company will work directly with the hotel on the room key design, production, disbursement and payment of related expenses.

<b>Sole Sponsorship Fee .....</b>	<b>\$2,500</b>
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## Exhibit Area Signs

Promote your company or product and drive traffic to your booth with large meter boards displayed in the registration area.

<b>Sponsorship Fee .....</b>	<b>\$1,750</b>
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## Padfolio

Your company logo, product name or product logo is displayed on the front cover of the conference padfolio. Distributed by AANP to all attendees at Conference Registration.

<b>Sole Sponsorship Fee .....</b>	<b>\$6,500</b>
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## Banners

Premier banner locations are available throughout the convention center. This is a great way to maximize your presence onsite. If this is your target market, then this is where you want to be seen.

Contact [sponsors@aanp.org](mailto:sponsors@aanp.org) for sizes, locations and pricing.



## Conference Bag Inserts

Put your message in the hands of every conference registrant by placing a literature piece or promotional item in the official conference bag given to each attendee at conference registration/check-in. PLEASE NOTE: All materials must be reviewed and approved by AANP. Magazines, newspapers and other bulky publications are subject to approval and pricing must be confirmed by contacting AANP Sponsorship Management.

**Sponsorship Fee**.....\$1,750

## Exhibit Hall Passport

Drive traffic to your booth by participating in the popular Exhibit Hall Passport activity. Attendees must visit 100% of the co-sponsors' booths, collect stickers supplied by AANP and then return the card to be entered into special prize drawings.

**Sponsorship Fee**.....\$ 750  
**Sole Sponsorship Fee**.....\$2,500



## Conference Bag

This “walking advertisement” for ultimate brand awareness provides a highly visible and lasting medium to all attendees. Sponsorship fee includes production of bags coordinated by AANP.

**Sole Sponsorship Fee**.....\$6,500



## Lanyard

Put your company name and/or brand message in front of every conference attendee – literally! Worn throughout the conference, lanyards are an excellent opportunity for branding.

**Sole Sponsorship Fee**.....\$2,500

## Refreshment Breaks

Coffee breaks are always in demand and are an ideal way to show your support to conference attendees. Sponsors will be provided with signage and can offer branded cups, coffee sleeves and/or napkins.

**Sponsorship Fee**.....\$3,000



## Elevator Wraps

Give riders something to talk about in the elevator! Capture attention with your branded message..... **Call for details**

## Aisle Floor Decals

Promote your company or product and drive traffic to your booth with highly visible signs displayed in the aisles of the exhibit hall.

Per Aisle Fee.....	<b>\$ 750</b>
Sole Sponsorship Fee.....	<b>\$2,500</b>

## Conference Booklet Advertisements

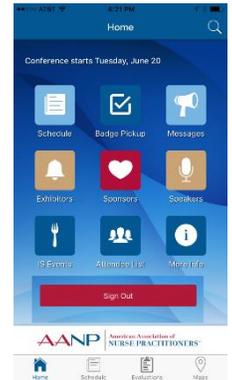
This high-quality guide is an essential tool for conference attendees and speakers, providing sponsors exposure throughout the Fall Conference. Contains references used by attendees during the conference, including a schedule with classroom locations, facility map, exhibit hall layout, exhibitor descriptions, important city and transportation information, notes pages, etc.

Full Page Ad.....	<b>\$1,500</b>
Inside Front Cover.....	<b>\$1,750</b>
Inside Back Cover.....	<b>\$1,750</b>
Outside Back Cover.....	<b>\$2,000</b>

## Mobile App Advertisements

AANP’s conference mobile app is a favorite among attendees. With an app that allows for personalized schedules, conference agendas and a way to track CE credits, this “all-in-one-location” aid is essential for conference attendees. Make sure your company sponsors one or more of the following items that every conference attendee will see!

Banner Ad.....	<b>\$ 750</b>
Splash Page.....	<b>\$2,000</b>
Exclusive.....	<b>\$4,500</b>



## Conference Registrant Mailing List

Deliver your message to registered conference attendees pre- or post-conference by renting the 2019 AANP Fall Conference attendee mailing list.

One Time Rental Fee.....**Call for details**

## Industry Sponsored Non-CE Product Theaters

Here is the chance to have your non-CE educational presentation(s) included in the conference schedule. These events are coordinated with AANP and are very popular with our attendees. No industry satellite events are permitted.

Contact [isevents@aanp.org](mailto:isevents@aanp.org) for rules, regulations and pricing.

## Conference Newspaper

Include your ad in the conference newspaper for a unique opportunity to reinforce value of your products and services with attendees at the largest annual conference for NPs of all specialties. Each issue is distributed to participants attending the conference and posted on the AANP website with links sent out on social media.

**Contact:** Tim Mercer  
(410) 905-7615 or [tmercerc@showdailies.com](mailto:tmercerc@showdailies.com) for rules, regulations and pricing

## Fall Conference General Support

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Does your company provide general funding in support of continuing education to nurse practitioners?

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If your company would like to contribute to the overall support of the 2019 AANP Fall Conference, please contact AANP.

**Contact:** Janice Bays  
(607) 674-2660 or [Janice@mma-inc.com](mailto:Janice@mma-inc.com).

NOTE: Some opportunities may require AANP to submit a grant application to initiate consideration. If so, we would appreciate you notifying us of grant opportunities in the competitive funding environment.

**Contact (if grant submission is required):** Anne Norman  
(512) 442-4262 ext. 5225 or [anorman@aanp.org](mailto:anorman@aanp.org).



Take advantage of the many 2019 AANP Fall Conference sponsorship opportunities to support nurse practitioners, a growing and influential professional group of healthcare providers. We invite you to enhance the visibility of your company and products throughout the year with AANP.



**CONTACT INFORMATION**

**General Questions:**

**American Association of Nurse Practitioners**

**PO Box 12846, Austin, TX 78711**

**Phone: (512) 442-4262**

**Fax: (512) 442-6469**

**E-mail: [admin@aanp.org](mailto:admin@aanp.org)**

**Website: [www.aanp.org](http://www.aanp.org)**

**Sponsorship Inquiries:**

**Meeting Management Associates, Inc.**

**PO Box 723, Sherburne, NY 13460**

**Phone: (607) 674-5768**

**Fax: (607) 674-6132**

**E-mail: [sponsors@aanp.org](mailto:sponsors@aanp.org)**