

2019

ONGOING BUSINESS AND NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES



Table of Contents

ONGOING BUSINESS OPPORTUNITIES	1	(CONTINUED)	
Media Training	2	Exhibit Hall Passport	7
Tailored Surveys	2	Product Showcase Presentations	7
Add Questions to the Annual AANP Surveys	2	Conference Bag	7
Expert Panels	2	Relaxation Station	7
Focus Groups	2	Organization Leadership Luncheon	8
AANP SmartBrief	3	Lanyards	8
Continuing Education	3	Exhibit Hall Directory	8
Practical Patient Education Tool Kits & Materials	3	Video Wall	8
Corporate Council Member	3	Coffee Breaks	8
		Hand Sanitizer Stations	9
NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES	4	Tech Tables	9
Enhanced Exhibitor Listing	5	Baggage Check	9
Hotel Guest Room Key Cards	5	Exhibits-at-a-Glance	9
Personalized Key Sleeves	5	Water Coolers	10
Personalized Do Not Disturb Signs	5	Photo Station	10
Exhibit Hall Floor Clings	5	Restrooms	10
Conference Bag Inserts	6	Mobile App Advertisements	10
Exhibit Hall Aisle Banners	6	Conference Guide Advertisements	10
Banners	6	Industry Sponsored Non-CE Product Theaters	11
Column Wraps	6	Conference Newspaper	11
National Conference Pre-Open Reception	6	Conference Registrant Mailing List	11
		NATIONAL CONFERENCE GENERAL SUPPORT	11

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

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

Fees associated with sponsor using a third party payor (i.e. ACH payments, management companies, etc.) are the responsibility of the sponsor. AANP is not responsible to absorb these fees and all rates will be adjusted accordingly to absorb these fees.

The Voice of the Nurse Practitioner®

Ongoing Business Opportunities

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

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 and/or non-membership; collection, analysis, and interpretation of data; and dissemination of findings. Project cost varies depending on scope and extent of the survey.



Contact: Michelle Cook
(512) 442-4262 ext. 5226 or mcook@aanp.org

Add Questions to the Annual AANP Surveys

With over 75,000 members, AANP can provide qualified businesses and industry professionals unparalleled access to the NP workforce through AANP's annual surveys. Businesses and/or researchers may submit proposals to purchase space to add their own tailored questions. 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 Sample Survey in even years. Platinum level members of the Corporate Council receive a discount on question pricing.

Contact: Michelle Cook
(512) 442-4262 ext. 5226 or mcook@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

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

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 and click on the AANP SmartBrief link on the homepage.



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

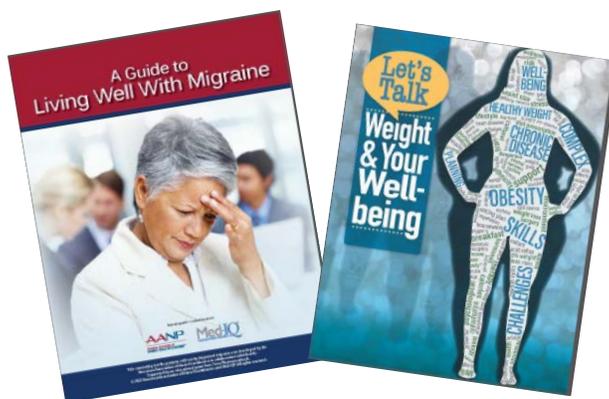
Continuing Education

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

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

Corporate Council Member

The Corporate Council is the premier partnership opportunity for corporations and organizations striving to connect with more than 234,000 licensed NPs. In partnership with the AANP, Corporate Council membership enables organizations to join with other healthcare industry leaders to promote and support NP excellence for the benefit of the nation's health. The 2019 AANP Corporate Council offers four membership tiers.

Contact: Margaret Crump
(512) 505-2353

National Conference Sponsorship Opportunities

Don't miss the opportunity to get your message in front of NPs of all specialties at the largest national NP conference. The 2019 AANP National Conference provides excellent opportunities for sponsors to interact with NPs and NP students from around the country.

AANP is excited to offer an expanded and varied program of conference sponsorships, support and advertising opportunities for the 2019 AANP National Conference, which will take place on June 18 – June 23, 2019 at the Indiana Convention Center in Indianapolis, IN. Sponsoring companies will receive acknowledgement on conference signage as well as in selected conference publications, if committed and paid for by April 29, 2019. Certain sponsorships allow the right of first refusal for the same opportunity the following year. Any company wishing to sponsor at the 2019 AANP National Conference must also be an approved exhibitor.

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

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

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 Guide and/or on the mobile app.

Longer Description (increase from 300 to 600 characters)	
in Conference Guide	\$315
Color Logo in Conference Guide & Mobile App.....	\$475
Color Logo in Conference Guide & Mobile App and Longer Description in Conference Guide.....	\$575

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.

Per Hotel.....**\$1,950 per hotel**



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.

Per Hotel.....**\$1,950 per hotel**



Personalized Do Not Disturb Signs

Help the attendees get some privacy with a personalized *Do Not Disturb* sign. This is a great way to get your company name out – not just to the attendees but anyone staying in the hotels. The sponsoring company will work directly with each hotel on *Do Not Disturb* sign design, production, disbursement and payment of related expenses.

Per Hotel.....**\$1,950 per hotel**

Exhibit Hall Floor Clings

Guide attendees around the exhibit hall to your exhibit booth, bringing awareness to your company and/or brand with floor clings. These floor clings will be prominently displayed around the exhibit hall and/or your exhibit booth. Each floor cling is a 36” x 36” rectangle or a pair of footprints measuring 9” x 19 ½” each.

1 or 2 clings.....	\$800 each
3 or more clings	\$525 each



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.

1 or 2 items.....	\$5,800 per item
3 or more items.....	\$3,800 per item

Exhibit Hall Aisle Banners

Highly visible banners prominently displayed in the exhibit hall help attendees navigate around the exhibit hall while reinforcing your company and/or brand.

Per Aisle.....	\$ 2,500
Sole Sponsorship Fee.....	\$10,500

SOLD



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 for sizes, locations and pricing.



Column Wraps

Position yourself to increase attendee awareness. Your message is sure to catch the attention of attendees and encourage them to visit your exhibit booth when it is wrapped around a column in one of the many locations available inside the exhibit hall.

Per Column.....	\$4,800
-----------------	---------



National Conference Pre-Opening Reception

Reach attendees with your message about the many wonderful opportunities they will discover at the AANP National Conference. The sponsor of this event will have the advantage of being one of the first “voices” that the attendees hear. This can have a lasting impression on those coming to the conference. Sponsorship includes an opportunity to address the more than 1,800 attendees, in addition to a table top exhibit space to further promote your product or service.

Sponsors.....	\$25,000 each (Maximum 3 Sponsors)
Sole Sponsorship Fee.....	\$65,000

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.



Per Sponsor.....\$5,250

Product Showcase Presentations

Looking for an opportunity to provide attendees with a short non-CE presentation about your product, services or topic of importance? A Product Showcase Presentation may be just the solution. The AANP exhibit hall offers the perfect platform for presenting your products or services to NP decision makers. Product Showcases allow for 30-minute presentations in the exhibit hall. The area is set for 100 people and standard AV is provided by AANP.

Single Presentation.....\$ 6,500
3 Presentations within Same Day.....\$17,500

Conference Bag

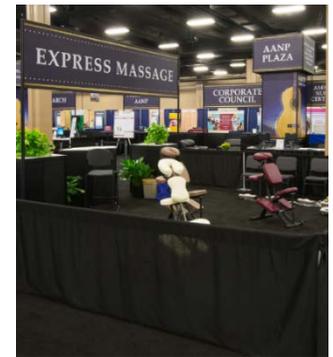
This “walking advertisement” for ultimate brand awareness provides a highly visible and lasting medium to all attendees. Sponsorship fee includes production of bags coordinated by AANP.



Joint Sponsorship Fee (Max. 4).....\$ 7,000 each
Sole Sponsorship Fee.....\$24,250

Relaxation Station

Conference attendees will thank you for this relaxing service when they visit your booth to pick up a coupon with your company logo for a complimentary chair massage. Sponsorship signage promotes increased traffic to your exhibit booth. Sponsorship funds all massage equipment, massage therapists and greeter while the exhibit hall is open.



Sole Sponsorship Fee.....\$21,000

Organization Leadership Luncheon

Want to reach local, state and national leaders with a special initiative message they can take back to their respective groups for implementation? Sponsor the Organization Leadership Luncheon at the AANP National Conference. Sponsorship includes the opportunity to address the leaders attending the luncheon in a short presentation and distribute information to the attendees. This is a relatively small but influential group of invited guests (around 300). Consider this unique option when you want to reach out and touch leaders from around the country.

Sole Sponsorship Fee.....\$12,000

Lanyards

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.....\$21,000

SOLD

Exhibit Hall Directory

Enhance your exposure by participating in this interactive tool, directing attendees to your exhibit and helping attendees find their way around the exhibit hall. An electronic exhibit hall directory station will be placed outside of the exhibit hall.

Individual Advertisements.....\$ 4,725

Sole Sponsorship Fee\$21,000



Video Wall

Maximize your impact with AANP's new cutting edge sponsorship and increase your return on investment. Create a buzz about your company and stand out at the conference. This custom-built video wall will display your message on LED-backlit graphic panels.

Individual Advertisements.....\$15,000

Sole Sponsorship Fee\$35,000



Coffee 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.

Per Coffee Break.....\$15,750



Hand Sanitizer Stations

Show your commitment to health and well-being by sponsoring hand sanitizer stations. Hand sanitizer stations (10) will be located throughout the convention center and what better way to display your company and/or brand messaging. In addition, drip rugs can be sponsored for additional emphasis.



Sole Sponsorship Fee	\$10,500
Sole Sponsorship Fee w/ Drip Rugs	\$15,750

Tech Tables

Elevate your brand and reinforce your presence at the conference while supporting attendees' need to stay connected. Up to three (3) Tech Tables will be centrally located, providing attendees with ability to access the Internet to check e-mails, look up educational sessions and exhibitor products. Also, there will be electrical outlets to charge electronic devices. Two (2) Tech Tables will be placed in the public space and the third Tech Table will be located in the exhibit hall. Sponsor's company or brand logo will be featured.



Per Tech Table	\$12,000
Sole Sponsorship Fee	\$24,000

New Product Spotlight Digital Display

Be one of the first to take advantage of this new sponsorship opportunity offered by AANP! If you have a new product to showcase, promote it on a large flat-screen TV located in the Convention Center.

Individual Advertisements	\$2,000
--	----------------

Exhibits-at-a-Glance

Put your message in the hands of attendees on this quick reference guide. This handy pocket-sized piece will help them find their way around the exhibit hall. Sponsors ad (3 ½" x 8 ½") will be featured on the back.

Sole Sponsorship Fee	\$10,500
-----------------------------------	-----------------

Water Coolers

Want a really cool way to boost your image? Let the gossip around the water cooler be all about your company and/or product or service. This is a refreshingly impactful way to get your message to attendees.

Per Cooler.....\$3,675



Photo Station

Maintain your image long after the conference ends. AANP will place a fun, interactive photo station for attendees to capture their conference experience against various Indianapolis backdrops. Sponsor's corporate or brand logo will be incorporated into the scene and/or placed on the photo and will serve as a reminder of their experience at the 2019 AANP National Conference.

Sole Sponsorship Fee.....\$26,250

Restrooms

What better way to get noticed, than placing your ad or message at the convention center on restroom mirrors and with non-adhesive materials in restroom stalls. Restroom clings may include corporate or brand information.

Sole Sponsorship Fee.....\$26,250

Mobile App Advertisements

AANP's conference mobile app is becoming 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.....\$5,250
 Mobile Alerts.....\$5,250
 Splash Page.....\$6,500
 Exclusive Sponsor.....\$9,000
 Twitter Sponsor.....Call for details



Conference Guide Advertisements

This high-quality guide is an essential tool for conference attendees and speakers, providing sponsors exposure throughout the national 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.

Outside Back Cover.....\$10,500
 Inside Front Cover.....\$ 8,400
 Inside Back Cover.....\$ 8,400
 Standard Page.....\$ 4,500
 Standard 1/2 Page.....\$ 3,000

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 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 sponsors@aanp.org for rules, regulations and pricing

Conference Registrant Mailing List

Deliver your message to registered conference attendees pre- or post-conference by renting the 2019 AANP National Conference attendee mailing list. The mailing list is available 2 weeks pre-conference or 4 weeks post-conference.

Contact sponsors@aanp.org for rules, regulations and pricing

National Conference General Support

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

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

Contact: Janice Bays
(607) 674-2660 or 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.



Take advantage of the many 2019 AANP National 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: (607) 674-5768

Fax: (607) 674-6132

E-mail: sponsors@aanp.org

Website: 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