



OCT. 1 - DEC. 1
2025 AANP
FALL CONFERENCE
ONLINE

SPONSORSHIP PROSPECTUS



BECOME A SPONSOR

Join the American Association of Nurse Practitioners® (AANP) online for the 2025 AANP Fall Conference! Last year, more than 1,500 nurse practitioners attended a wide variety of prerecorded sessions and earned continuing education (CE) credit from their own office.

Become a sponsor at the AANP Fall Conference to position your company as a leading supplier in health care and a partner for the future. Attendees will have access to the online-only platform and your company ads and presentations for up to two months from Wednesday, Oct. 1, through Monday, Dec. 1. It's your biggest opportunity this year to put your brand in front of a highly-qualified and targeted audience.

ABOUT AANP

The American Association of Nurse Practitioners® (AANP), the national organization representing the interest of more than 385,000 licensed nurse practitioners (NPs) in the U.S., advocates for the active role of NPs as providers of high-quality, cost-effective, comprehensive, patient-centered health care.



CONTACT OUR TEAM TO LEARN MORE

MARY MICHALIK, Sponsorship Director
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TATIANNA SCOTT, Sponsorship Coordinator
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DIGITAL ADVERTISING OPPORTUNITIES*



CONFERENCE WEBSITE

HOMEPAGE BANNER AD — \$5,000 PER AD

Put your company message in a banner ad near the top of the AANP Fall Conference website homepage. Your banner ad can link to your company website or the URL of your choice. Up to five (5) ads will rotate at the top of the page.

EMAIL MARKETING

CONFERENCE WELCOME EMAIL — \$10,000

Sponsor the most highly anticipated attendee email of the conference. The Conference Welcome email is sent to registered attendees days before the conference and includes key information that attendees will refer to as they navigate the online event. Include your hyperlinked banner ad near the top of this email.

CONFERENCE REMINDER EMAIL — \$7,500

Sent halfway through the conference, this important email serves as a helpful reminder to registered attendees to view their sessions and register their CE credits. Include your hyperlinked banner ad near the top of this email.

CONFERENCE CLOSING EMAIL — \$7,500

This important email will be sent one week before the conference closes as a final reminder to registered attendees to view their sessions and watch the Flash Briefs. Include your hyperlinked banner ad near the top of this email.

CONFERENCE PROMOTIONAL EMAILS — \$6,000

Place your ad in the emails sent by AANP to their membership promoting the online AANP Fall Conference. Your hyperlinked banner ad will appear in three (3) promotional emails between August and September 2025.

**Sponsors will be able to see metrics through Google Analytics (GA). GA will show as referred traffic (they can filter and see how much traffic a page gets from the referred source aanpfallconf.inreachce.com). AANP does not have the capabilities to track or report metrics on how many attendees access their site or additional files.*

FLASH BRIEF



AANP invites industry supporters of the 2025 AANP Fall Conference to present new research, demonstrate key findings, and discuss the latest treatments in a 20-minute pre-recorded Flash Brief, available to attendees on demand.

FLASH BRIEF FEE

\$8,500 for a 20-minute pre-recorded session.

FLASH BRIEF BENEFITS

- Listing in the Flash Brief section of the AANP Fall Conference website that includes the sponsor's logo with title and description of Flash Brief.
- The sponsor can also include up to ten (10) additional files (i.e, additional URLs, white papers, PDFs, and other additional links*) via their listing page.
- Flash Briefs will remain on-demand for 60 days.
- AANP will provide the sponsor with the names and contact details for all registered attendees who watched their Flash Brief.
- AANP will provide the sponsor a post-event metric report showing the number of unique and overall views for their Flash Brief.

ADD ON – FLASH BRIEF LANDING PAGE BANNER AD

\$2,000 per ad; up to five (5) rotating banner ads. Your banner ad can link to your company website or the URL of your choice.

AANP FLASH BRIEF PROMOTION COMMITMENT

AANP will promote Flash Briefs in conference emails sent to registered attendees.

Attendees will receive a ticket to enter a special prize drawing for each Flash Brief watched.

Prizes include:

- Registration to the 2026 AANP National Conference (\$600 value) – 2 opportunities
- Registration to the 2026 online AANP Fall Conference (\$319 value) – 3 opportunities
- AANP Store Gift Card (\$100 value) – 3 opportunities
- CE Center Gift Card (\$50 value) – 3 opportunities

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FLASH BRIEF (CONT.)



FLASH BRIEF LOGISTICS

Each Flash Brief needs to be pre-recorded and delivered as one compiled file in MP4 format, not to exceed the allotted time of 20 minutes. Presentations will be submitted via upload to the digital conference provider system.

AANP does not maintain any control of the Flash Briefs. It is the sponsoring company's responsibility to create, develop, and implement their Flash Brief. Sponsor is solely responsible for the content of the presentation. It is not AANP's responsibility to review or monitor the presentation for copyright or other legal compliance. AANP strongly recommends that all presentations not use references such as physician, MD, nurse, mid-level clinician, etc., when referring to NPs. Please use generic clinician language, such as health care provider, or refer to them as an NP. There should be no wording within the presentation that could be perceived as demeaning to an NP.

Sponsor is solely responsible for the management, organization, and financing of their Flash Brief logistics, as well as ensuring that the Flash Brief content complies with all applicable laws, codes, and ethics.

RULES AND REGULATIONS



DEADLINES

- Applications due by September 1, 2025.
- Payment due on or before September 15, 2025.
- Flash Brief and Digital Advertising materials due by September 15, 2025. Please email the following information to Mary Michalik at mary@corcexpo.com:
 - Flash Brief Title or digital advertisement
 - Presenting Company (Company Name)
 - Program Description (Maximum of 50 words)
 - Speaker(s) (Name and Credentials only)
- Pre-recorded digital Flash Brief or digital advertisement due by September 15, 2025.

PAYMENT POLICY

Flash Brief and Digital Advertising fees must be paid in full by September 15, 2025. Failure to make payment in full by this date will result in the item being placed back in inventory and Flash Brief/Digital Advertising sponsor will incur applicable cancellation fees.

Payments may be made via check, wire transfer, or credit card. A 3% non-refundable administrative fee will be added to all credit card payments. Wire transfers will be subject to a \$50 non-refundable administrative fee.

CANCELLATION FEE

Upon signature of the Flash Brief/Digital Advertising application, the agreement is binding, even if the sponsor has not yet paid. Cancellation requests must be submitted in writing to AANP at aanp@corcexpo.com. The date on which the sponsor's written notice of cancellation is received will be the official cancellation date.

- If Flash Brief/Digital Advertisement is cancelled on or before August 15, 2025, AANP will retain 50% of the total fee.
- Any sponsor who cancels a Flash Brief/Digital Advertisement after August 15, 2025, will be responsible for the total Flash Brief/Digital Advertisement fee. No refunds will be given for cancellations received after August 15, 2025.

LIMITATION OF LIABILITY

The sponsoring company and affiliates shall indemnify AANP against all claims, demands, actions, expenses, damages, penalties, attorney's fees, or proceedings incurred by AANP because of the publications distributed at, statements made during or any other conduct arising out of or in any way connected with the Flash Brief or Digital Advertisement.

RULES AND REGULATIONS (CONT.)



It is mutually agreed that AANP shall not be liable for failure to deliver the Digital Advertisement or Flash Brief and/or the platform as contracted for due to causes beyond AANP's control, including, without limitation, acts of God, fire, strikes, internet disruption, inability of platform vendor to provide services, governmental regulations, war, terrorism or causes which would prevent its scheduled opening or continuance, supplier failures, rationing, acts of local, state or national governments or public agencies, utility or communication failures or delays, communications or power failure or outage, blackouts, flood, epidemics, pandemics, quarantine, riots, or unavailability of the platform.

All matters and questions not covered by these Rules and Regulations are at the discretion of AANP.

VIOLATIONS

Violations of these Rules and Regulations by industry sponsors or their agents may affect the status of industry supporters' eligibility to participate and exhibit in the current and/or future AANP meetings, up to and including termination of such privileges. Supporters failing to adhere to the deadlines outlined within this document will forfeit their Flash Brief or Digital Advertisement without refund. Limitations placed on industry sponsors or failure of industry sponsors to take advantage of any or all services of the Flash Brief or Digital Advertisement will not give rise to a claim for any refund of Flash Brief or Digital Advertisement.

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