Effective 2019

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AANP CORPORATE COUNCIL

Know what NPs want.
Hear what NPs need.
Reach NPs effectively.

CONTACT US

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JOIN THE AANP CORPORATE COUNCIL

Why Join the AANP Corporate Council?

- You value knowing what NPs need, their opinions and how we can work together to improve the health of this country.
- You want to connect with hundreds of thousands of NPs nationwide—and the thousands of new NPs who enter the profession every year.
- You see the importance of aligning your brand with the values and mission of AANP.

Corporate Council Benefits

<table>
<thead>
<tr>
<th>Membership Categories</th>
<th>Platinum $20,000</th>
<th>Gold $10,000</th>
<th>Silver $5,000</th>
<th>Bronze* $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Priority for projects, programs and unique collaborative opportunities with AANP</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>2. Opportunity to meet annually with AANP executive staff at your corporate headquarters</td>
<td></td>
<td>✓</td>
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<td></td>
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<tr>
<td>3. Access to NP perspective through focus groups and/or expert panels</td>
<td>✓</td>
<td></td>
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<tr>
<td>4. Discount on the AANP Membership Program for NP employers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>5. Annual recognition in AANP publications</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>6. Discount on sponsorship opportunities in the AANP Smart Brief daily electronic newsletter</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>7. Opportunity to purchase advertisement in E-Bulletin</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>8. Listing on AANP website with a link to the sponsor’s corporate website</td>
<td>Corporate Logo and Description</td>
<td>Corporate Logo</td>
<td>Corporate Listing</td>
<td>Corporate Listing</td>
</tr>
<tr>
<td>9. Invitation to event with AANP leadership during AANP National Conference</td>
<td>4 Corporate Representatives</td>
<td>2 Corporate Representatives</td>
<td>1 Corporate Representative</td>
<td>1 Corporate Representative</td>
</tr>
<tr>
<td>10. Participant waiver to attend AANP National Conference</td>
<td>2 Participants</td>
<td>1 Participant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Annual Corporate Council meeting with AANP leadership</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>12. Priority notification of sponsorship</td>
<td>1st priority</td>
<td>2nd priority</td>
<td></td>
<td></td>
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<tr>
<td>13. Priority points for exhibit space selection process (Refer to Exhibitor Prospects for details)</td>
<td>8 points</td>
<td>4 points</td>
<td></td>
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</tr>
<tr>
<td>14. Recognition on National Conference signage*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* Listing will be denoted by membership category

MEMBER BENEFITS

- Direct AANP Leadership and Membership Engagement
- Marketing and Communication
- Conferences and Meetings
- Research and Advocacy

DID YOU KNOW?

- NPs have title recognition and prescribe legend drugs in all 50 states and D.C.
- NPs in full-time practice write an average of 23 prescriptions a day—totaling over 733 million prescriptions written per year.
- 95.8% prescribe pharmacotherapy
- 69.9% recommend or prescribe herbal agents

NPs maintain active clinical practices

Most NPs are full-time clinicians, spending more than 96% of their professional time in NP clinical practice.
- Over 1.02 billion visits made to NPs in 2017
- Approximately 41% of NPs play a role in the purchase of medical supplies, 36% devices and 29% technology for their practice

AANP members are life-long learners and clinicians

- Our members:
  - Rank clinical issues and continuing education as the top priorities for AANP
  - Turn to accredited CE as the preferred source of information in pharmacotherapy

AANP Membership

With more than 92,000 individual members and 214 organization members, AANP represents the interest of the approximately 248,000 NPs licensed in the U.S. and is a recognized leader in:
- Public policy and advocacy promoting access to quality health care
- Collecting and analyzing NP workforce data
- Providing NPs with high quality, practical resources
- Delivering quality NP continuing education

Key Priorities for AANP

As the largest national professional membership organization for NPs of all specialties, AANP’s mission is to empower all nurse practitioners to advance quality health care through practice, education, advocacy, research and leadership. Priorities include:
- Promoting excellence in NP practice, education and research
- Shaping the future of health care through advancing health policy
- Building a positive image of the NP as a leader in the national and global health care community