

# CORPORATE COUNCIL



**KNOW** what NPs want.

**HEAR** what NPs need.

**REACH** NPs effectively.





# Join the Corporate Council

## Why Join the American Association of Nurse Practitioners® (AANP) Corporate Council?

Because it's crucial to associate your company with nurse practitioners (NPs) – one of the fastest-growing health care professions with more than 1.06 billion patient visits each year!

AANP Corporate Council membership gives you the opportunity to:

- **Make Sound Business Decisions:** Know what NPs need, their opinions and how we can work together to improve the health of this country.
- **Connect With a Large Audience:** Reach hundreds of thousands of NPs nationwide – and the thousands of new NPs who enter the profession every year.
- **Showcase Your Support for the NP Role:** Align your brand with the values and mission of AANP.
- **Exclusive benefits:** Priority for projects, programs, and unique collaborative opportunities with AANP

## CORPORATE COUNCIL BENEFITS

### MEMBERSHIP CATEGORIES

	MEMBER BENEFITS	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000	BRONZE* \$3,000
Direct Engagement with AANP Leadership and Members	1. Opportunity to meet annually with AANP executive staff at member/AANP corporate headquarters or virtually.	✓			
	2. Gain Access to NP perspective through in-person or virtual Focus Group	✓	✓	✓	✓
	3. NP employers give the gift of AANP Membership with exclusive Corporate Council discount offered on the AANP Membership Program.	✓	✓	✓	✓
Marketing and Communication	4. Annual recognition in The Journal of Nurse Practitioners (JNP)	✓			
	5. Discount on sponsorship opportunities in an AANP electronic newsletter.	30%	20%	10%	10%
	6. Exclusive discounts on JAANP Resource Center partnership opportunities. Engaging AANP members with access to relevant content such as videos, educational materials, articles, and sponsored content all vetted by the AANP.	30%	30%	30%	30%
	7. NPPulse exclusive sponsorship opportunities to bring NPs discussions on the most important topics and issues related to (NP) Practice, Education, Advocacy, Research and Leadership at discounted rates.	30%	20%	10%	10%
	8. Become an AANP SET (Student Education and Training) and NP Student guide Partner and join AANP as we provide NP student members with resources to enhance clinical, professional and leadership competencies.	✓	✓	✓	✓
	9. Listing on AANP website with a link to the sponsor's corporate website.†	Corporate Logo and Description	Corporate Logo	Corporate Listing	Corporate Listing
	10. Opportunity to purchase advertisement in E-Bulletin.	✓	✓	✓	✓
	11. Complimentary subscriptions: AANP daily electronic newsletter, AANP Health Policy Update, E-Bulletin, relevant AANP publications.	✓	✓	✓	✓
Conferences and Meetings	12. Invitation to annual Corporate Council Luncheon with AANP leadership during AANP National Conference.	4 Corporate Representatives	2 Corporate Representatives	1 Corporate Representatives	1 Corporate Representatives
	13. Participant waiver to attend AANP National Conference	2 Participants	1 Participants		
	14. Annual Corporate Council Winter meeting with AANP leadership.	4 Corporate Representatives	2 Corporate Representatives	1 Corporate Representatives	1 Corporate Representatives
	15. Priority notification of sponsorship for AANP Annual Conferences – AANP Health Policy Conference, AANP National Conference, AANP Fall Conference.	1st Priority	2nd Priority		
	16. Priority points for exhibit space selection process for AANP Annual Conferences – AANP Health Policy Conference, AANP National Conference, AANP Fall Conference. (Refer to Exhibitor Prospectus for details).	8 Points	4 Points		
	17. Recognition on National Conference signage†. And the National Conference Guide and Fall Conference Guide– Deadlines apply	✓	✓	✓	✓
Research and Advocacy	18. Opportunity to conduct market research through NPInfluence Survey Program.	30%	20%	10%	10%
	19. Access to Federal and State government teams for potential coordination of advocacy. In-Person and Virtual Meetings and Quarterly updates	✓	✓		

† Listing will be denoted by membership category

\*Non-profit only

## WHY AANP IS YOUR PREMIER PARTNER

### The Scale of AANP Membership

NPs have title recognition and prescribe legend drugs in all 50 states and the District of Columbia. With more than 121,000 individual members and 200 organization members. AANP represents the interests of the approximately 385,000 NPs licensed in the U.S. and is a recognized leader in:

- Advocating for public policies that will increase access to high-quality health care.
- Collecting and analyzing NP workforce data.
- Providing NPs with valuable resources to support their practice.
- Delivering advanced continuing education for NPs.

### AANP's Values and Priorities

As the largest national professional membership organization for NPs of all specialties, AANP is committed to empowering all NPs to advance high-quality, equitable care, while addressing health care disparities through practice, education, advocacy, research and leadership.

Priorities include:

- Promoting excellence in NP practice, education and research.
- Shaping the future of health care by advancing health policy.
- Building a positive image of the NP as a leader in the national and global health care community.

Join the movement and leverage the crucial role NPs play in our nation's ever-changing health care environment.



## CONTACT US

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NURSE PRACTITIONERS\*

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