About AACN

The American Association of Colleges of Nursing (AACN) is the national voice for academic nursing. AACN works to establish quality standards for nursing education; assists schools in implementing those standards; influences the nursing profession to improve health care; and promotes public support for professional nursing education, research, and practice.
AACN values exhibitors and sponsors as a central part of the conference experience and limits the number of vendors at each event to maximize visibility.

WHY EXHIBIT?

**Exposure**
Raise your brand exposure and market your organization to academic nursing leaders nationwide.

**Insight**
Engage in discussions about the issues and trends that are shaping the future of academic nursing, health, and health care.

**Network**
Enhance partnerships, elevate your exposure, and make new industry contacts.

**Lead Generation**
Represent your brand and interact face-to-face with academic nursing leaders.

**Support**
Demonstrate your products and services showcasing how they can benefit academic nursing and impact and shape the future of nursing education.
Academic Nursing Leadership Conference (ANLC)

**CONFERENCE:**
October 19-22, 2019

**EXHIBIT DATE:**
October 20, 2019

**LOCATION:**
JW Marriott Washington, DC | Washington, DC

Deans Annual Meeting

**CONFERENCE:**
March 21-24, 2020

**EXHIBIT DATE:**
March 22, 2020

**LOCATION:**
The Fairmont Washington, DC | Washington, DC

The **Academic Nursing Leadership Conference** grants access to Deans/Directors of the AACN member schools of nursing and their Associate/Assistant Dean/Director guest(s), while the **Deans Annual Meeting** grants access to the Dean/Director of the AACN member schools of nursing only.
Total Attendance and Breakdown by Type & Region
2018 Total Attendance = Over 1,000

DEANS ONLY PROGRAMS

Academic Nursing Leadership Conference
- OVER 650 attendees
- 27% Associate / Assistant Dean
- 73% Chief Academic Nursing Officer

AACN Deans Annual Meeting
- 100% Chief Academic Nursing Officer
  - 400+

Demographics

Academic Health Center: 20%
- Public Colleges / Universities: 32.3%
- Private Colleges / Universities: 47.7%

Total Region Attendance
- WEST: 15.4%
- MID-WEST: 26%
- NORTH ATLANTIC: 23.5%
- SOUTH: 35%

For more information visit our website HERE
AACN’s Nursing Faculty Programs are open to all deans, associate deans, and nursing faculty.
Total Attendance and Breakdown by Type & Region

2018 Total Attendance = Over 1,300

Baccalaureate Education Conference

- Faculty 42%
- Associate / Assistant Dean 30%
- Chief Academic Nursing Officer 8%
- Program Director 13%
- Other 7%

OVER 500 ATTENDEES

Doctoral Education Conference

- Faculty 38%
- Associate / Assistant Dean 29%
- Program Director 14%
- Chief Academic Nursing Officer 13%
- Other 6%

OVER 750 ATTENDEES

Total Region Attendance

- WEST 17.9%
- MIDWEST 27.6%
- SOUTH 35.7%
- NORTH ATLANTIC 18.8%

Academic Health Center 31.3%
Public Colleges / Universities 31.9%
Private Colleges / Universities 36.8%
AACN invites companies and organizations supporting, advancing and innovating academic nursing!

Vendors will be able to showcase their products and services in the event’s Learning Center, engaging with the audience face-to-face, providing hands-on demonstrations, and raising brand exposure to academic nursing leaders.

**Commercial Booth:** $3,500
**Nonprofit Booth:** $2,500

**Included with booth fee:**
- 6’x6’ space with one (1) draped 6’ table and two (2) chairs
- Standard electrical outlet
- Up to two (2) complimentary exhibitor staff badges
- Conference App Listing
- Access to mailing addresses of event attendees
- Access to all meal functions
- Access to educational sessions during the Baccalaureate and Doctoral Education Conference.

Access to sessions is not available at the ANLC and the Deans Annual Meeting.

For detailed information or to secure an exhibitor booth, please visit our website [HERE](#) or email the Conference Department.
SPONSORSHIP DETAILS

Sponsor Level: Learning Leaders for Deans and Faculty Programs

Opening Plenary Session | One available per conference
Investment: $30,000 ANLC or Deans Annual Meeting
$15,000 Baccalaureate or Doctoral Education Conferences

Your company name will be prominently displayed on the big screen as well as the pre-conference and onsite marketing materials. A representative of your company will also have an opportunity to briefly address attendees from the podium and receive recognition in the final program and via the conference App. Sponsorship includes one exhibit space in the Learning Center.

No influence by industry partner is allowed in the program content or speaker selection due to Continuing Nursing Education regulations.

Innovation Forum | Two available per conference
Investment: $12,000

Educational presentations led by industry partners who are eager to share their latest innovations and knowledge to meet the attendee’s professional education needs. Sponsorship includes one exhibit space in the Learning Center.

Focus Group | One available per conference
Investment: $5,000

Educate and engage! Provide attendees with insight on best practices in your industry and/or get product feedback.

For detailed information or to secure an exhibitor booth
Please visit our website HERE or email the Conference Department
Welcome Reception
Investment: $20,000  |  One available per conference
Co-host our much anticipated Welcome Reception where exhibitors and attendees enjoy complimentary drinks and hors d’oeuvres. This all-time attendee favorite is a great opportunity to network, mingle, and show your support for academic nursing. Sponsorship includes one exhibit space in the Learning Center.

Learning Center Dessert Station
Investment: $5,000  |  One available per conference
In the Learning Center, indulge attendees with a dessert station during lunch break. This is an excellent opportunity for your company to raise brand awareness and for your representatives to network with attendees in a relaxed environment. Your company logo will be incorporated into the dessert.

Learning Center Snack Station
Investment: $4,000
Treat attendees to a fun and/or healthy snack during exhibit hours, while also drawing traffic to your booth.

Learning Center Refreshment Break
Investment: $4,000
Drive booth traffic and raise your brand exposure by sponsoring a refreshment break in the learning center.

For detailed information or to secure an exhibitor booth
Please visit our website HERE or email the Conference Department
SPONSORSHIP DETAILS

MAXIMIZE YOUR BRAND

Sponsor Level: Nursing Supporter for Deans and Faculty Programs

Wellness & Massage Lounge
Investment: $10,000 | One available per conference
The most relaxing way to stand out and raise your brand exposure! Captivate the audience with an opportunity to relax their body, mind, and soul in the Wellness & Massage Lounge branded with your company logo and literature.

Registration Bag
Investment: $7,000 | One available per conference
Sponsor a multipurpose bag!
Material bag on-site - helper at home.
The registration bag is distributed to each attendee at registration and includes essential event materials. Your company logo will be strategically placed on the bag.
(Available at Baccalaureate and Doctoral Education Conferences only.)

Hydrate Go Station
Investment: $8,500 | One available per conference
Elevate your brand exposure, keep attendees hydrated and be environmentally friendly at the same time! Water stations and tumblers, branded with your logo, will be available for the duration of the event.

Lanyards
Investment: $5,000 | One available per conference
Place your logo and weblink front and center with this exclusive opportunity to feature your brand on the attendee lanyards. Lanyards are distributed at registration and will be worn for the duration of the event.

For detailed information or to secure an exhibitor booth
Please visit our website HERE or email the Conference Department
MAXIMIZE YOUR BRAND

SPONSORSHIP DETAILS

Sponsor Level: Nursing Supporter for Deans and Faculty Programs

Attendee Wi-Fi
Investment: $5,000 | One available per conference
In high demand from attendees, support their need to stay connected throughout the conference. Your company name (or abbreviation thereof) will serve as password for internet login.

Banner Ad in Conference App
Investment: $3,000 | Two available per conference
Your opportunity to stand out! The AACN Conference App is the gateway for attendees to navigate through the event. It provides access to the program schedule, updates, exhibitor information, and much more.

Registration Insert
Investment: $2,000
Provide a custom message to all attendees by inserting your promotional flyer into the registration materials distributed at registration. This is a great opportunity to start engagement with conference attendees!

Flyer at Information Station
Investment: $1,000
Place your flyer on the Information Station to highlight your products and services. The station is available to all attendees for the duration of the event.

For detailed information or to secure an exhibitor booth
Please visit our website HERE or email the Conference Department
Clinical Nurse Leader (CNL) Summit

**CONFERENCE:**
February 20-22, 2020

**EXHIBIT DATES:**
February 20 - 21, 2020

**LOCATION:**
Hilton Palacio Del Rio | San Antonio, TX

The CNL Summit provides a national forum for all healthcare and academic audiences currently implementing or interested in exploring CNL education and practice. Showcasing the achievements of CNLs in education and practice, it provides tools to enhance an understanding of the changing healthcare environment and the value added by CNLs. Attendees benefit from various networking opportunities, peer-to-peer engagement, and insights into the vast work of CNLs across the healthcare continuum.

The CNL Summit is ideal for deans, faculty, chief nursing officers (CNO), nurse managers, other health professionals, practicing CNLs and students!

### Attendee by Title
- **44%** Practicing CNL's
- **38%** Faculty
- **12%** Deans/Associate Deans
- **6%** CNOs
Clinical Leader Package
Investment: $2,500

Vendors will be able to showcase their products and services during the event, engaging with the audience face-to-face, providing hands-on demonstrations and raising brand exposure to academic nursing leaders.

6'X6' Exhibit Space

Access to all educational sessions for the CNL Summit

Access to mailing addresses of event participants

Three complimentary exhibitor staff badges

Branded sponsorship flyers in registration materials

Conference Mobile App
- Logo included in directory
- Company description

Access to all meal functions

Clinical Leader
6'X6' Exhibit Space Includes:
- One (1) draped 6' table
- Two (2) chairs
- Standard electrical outlet

For booking information please contact Jabari Cooper jcooper@aacnnursing.org or 202-463-6930 ext. 250
AACN's Leadership Networks provide information, networking, and professional development for nursing school faculty and staff.

**OVERVIEW**

**GNAP**
Graduate Nursing Admissions Professionals
April 13-15, 2020
Lake Buena Vista, FL

Attendee by Title
- Assistant/Associate Dean/Director
- Advisor/Counselor/Coordinator/Officer
- Assistant/Associate Professor
- Lead/Manager

GNAP represents a diverse group comprised of more than 100 nursing education administrators and faculty responsible for graduate nursing student recruitment, admissions, marketing, programming.

**NAP**
Nursing Advancement Professionals
March 20-21, 2020
Washington, DC

Attendee by Title
- Assistant/Associate Dean/Director
- Coordinator/Officer/Specialist/Manager
- Assistant Professor

NAP brings together more than 100 advancement professionals with responsibilities in areas of nursing philanthropy, public relations, marketing, alumni relations, and institutional advancement.

**BONUS**
Business Officers of Nursing Schools
April 22-24, 2020
Captiva Island, FL

Attendee by Title
- Assistant/Associate Dean/Director
- Assistant/Coordinator
- Manager/Analyst
- Accountant

BONUS invites more than 140 professionals working in the administration of nursing education and provides education in the areas of business, technology, and financial and administrative management.
**Business Innovator Package**
Investment: $2,000

Vendors will be able to showcase their products and services during the event, engaging with the audience face-to-face, providing hands-on demonstrations and raising brand exposure to academic nursing leaders.

<table>
<thead>
<tr>
<th><strong>6’x6’ Exhibit Space</strong></th>
<th><strong>Branded sponsorship flyers in registration materials</strong></th>
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<tbody>
<tr>
<td>Access to all educational sessions at Leadership Network Programs</td>
<td>Conference Mobile App</td>
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<tr>
<td>Access to mailing addresses of event participants</td>
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<td><strong>Business Innovator 6’X6’ Exhibit Space Includes:</strong></td>
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EXHIBITOR & SPONSOR APPLICATION

Applications are on a first-come, first-reserve basis and are subject to AACN approval.

Applications must be submitted online via the links below:

Exhibitor Application HERE

"Fantastic as always. AACN provided multiple opportunities to network and explore products and services."

- Happy Attendee

The application for exhibit space, the notice of space assignment by AACN, and the full payment of exhibitor fees together constitute a contract for a right to use the space.

Questions?
Exhibits | Sponsorships
Nadja Beverage
AACN Conference Director
nbeverage@aacnnursing.org
(202) 463-6930
Partner with AACN and Secure Your Sponsorship/Exhibit Today!

Key Contact
www.aacnnursing.org
(202) 463-6930 ext. 240
conferences@aacnnursing.org

655 K Street, NW, Suite 750
Washington, DC 20001
P: (202) 463-6930
F: (202) 785-8320