Exhibitor & Sponsor Prospectus

Visit aacnnursing.org/ANLC to learn more.
2022 Academic Nursing Leadership Conference

YOU'RE INVITED!

Market and promote your products and services in the Exhibitor Showcase at the 2022 Academic Nursing Leadership Conference (ANLC), October 22-24, 2022, at the JW Marriott in Washington, DC. ANLC is a member-only event open exclusively to Dean/Director and their Associate Deans/Directors of AACN Schools of Nursing. *(2022 ANLC is offered as a hybrid event.)*

For more than 50 years, the American Association of Colleges of Nursing (AACN) has been the national voice of academic nursing education. AACN has earned the reputation of being one of the most thought-provoking and insightful organizations in our industry. We bring together the top leaders from nursing schools nationwide to share experiences and success stories, to connect with noted thought leaders, and to shape the future of nursing.

To learn more, contact:
Kate Waggoner
AACN Conference Coordinator
202-463-6930 ext. 206
kwaggoner@aacnnursing.org
Get to Know Your Audience

Who They Are and Where They Are From:

Dean/Director and affiliated Associate Deans/Directors of AACN member schools of nursing.

- Over 650 attendees
  - 35% Associate Dean/Director
  - 65% Dean/Director

Academic Health Center: 27.8%
Public School: 22.6%
Small School: 25.2%
Private School: 24.3%
BENEFITS OF EXHIBITING

1. Exclusive access to academic nursing leaders from AACN member schools.
2. Gain insights into current issues, industry trends, and challenges your customers are facing.
3. Reach an audience with buying power.
4. Network and connect with customers face to face at your booth.
5. Promote brand awareness of your company to generate sales leads and new customers.

EXHIBITOR MARKETING TOOLS:

- Exclusive Showcase hours offering uninterrupted networking time.
- Recognition on the conference website dedicated exclusively to inform about the Exhibitor Showcase.
- Pre- and Post- attendee mailing lists to market your company's presence. Mailing addresses are provided.
- Access to exclusive conference materials, including marketing and sponsorship opportunities.
- Exhibitors are featured in the Virtual Exhibitor Showcase on the Virtual Event Platform!
EXHIBITOR SHOWCASE

WHAT IS INCLUDED:
- One 6-foot skirted table within an approximate 6 ft x 6 ft space
- The exhibit space is carpeted
- Two chairs
- Booth identification sign
- Wastebasket
- Standard electrical outlet
- Up to three staff badges (exhibit hall access only)
- Access to mailing addresses of event registrants
- Access to meal functions

$3,750

WHO SHOULD EXHIBIT?
Companies and Organizations offering services and products in the areas of:
- Analytical Services
- Continuing Education
- Design & Architecture
- Clinical Placements
- Curriculum Management
- Career & Employment Services
- Certification & Accreditation
- Consulting Services
- Education Technology
- Health & Wellness
- Medical Supplies
- NCLEX Test Prep
- Nursing Apparel
- Online Testing
- Professional Association
- Publishing
- Simulation Technology
- Software/Information Systems
- Student Admission & Application Services

SET UP
Saturday, October 22
9:00 a.m.-11:30 a.m.

SHOWCASE HOURS
Saturday, October 22
12:00 p.m.-5:00 p.m.
Sunday, October 23
10:00 a.m.-7:00 p.m.

TEAR DOWN
Sunday, October 23
7:00 p.m.-9:00 p.m.

Note: The exhibit hours are subject to change.
JW Marriott Washington, DC
1331 Pennsylvania Avenue NW, Washington, DC 20004
Register to Exhibit Today!

For your convenience, please use this link is for both Exhibit Booth and Sponsorship Registration.
SPONSORSHIPS

Opening Plenary
$6,000
Your company is acknowledged as a supporter of the opening plenary. Plenary speakers feature industry experts and agents of change; they are highly rated and very well attended.

Solution Circle
$5,000
Position yourself as a strategic partner to meet our members needs. Host a 60-minute educational session to connect with conference participants in a collaborative format while examining current challenges in the field of academic nursing. Solution Circle Hosts will be listed on the conference schedule. Session content must be approved by AACN. (Limited Availability)

Closing Plenary
$6,000
Your company is acknowledged as a supporter of the closing plenary. Plenary speakers feature industry experts and agents of change; they are highly rated and very well attended.

Coffee/Refreshment Break
$1,500
Be the reason attendees are awake and smiling. Sponsoring the coffee break means they will have you to thank. You may provide branded water bottles at the water station. (Limited Availability)

*All sponsors will be featured in promotional materials, on-site signage, and attendee programs.*

Conference Welcome Bag Insert
$1,000
Drive traffic to your booth by advertising in each attendee's conference bag. (Limited Availability)

First-Time Attendee Meet & Greet
$3,000
Connect with new AACN members and network over sweet treats. Your company's recognition will include event signage, branded cocktail napkins and a special thank you during the welcome remarks.

Lanyards
$5,000
Make your company a part of every attendee’s outfit of the day. Attendees will be wearing lanyards with your logo throughout the entire conference.

Conference Welcome Bag
$5,500
Be on everyone's mind when each attendee will receive your co-branded bag at the registration desk.
Pre-Conference Email Blast
$1,500
Company-provided content will be distributed by AACN via email to all registered conference attendees the week prior to the conference. Email must be approved by AACN.
(Limited Availability)

WiFi Partner
$4,500
This exclusive opportunity allows you to connect with attendees virtually everywhere. Your company name (or abbreviation thereof) will be used by all onsite attendees as the password for internet login.
(Limited Availability)

Post-Conference Email Blast
$1,500
Company-provided content will be distributed by AACN via email to all registered conference attendees the week following the conference. Email must be approved by AACN.
(Limited Availability)

Banner Ad in Mobile App
$2,000
The AACN Conference App is the gateway for onsite attendees to navigate through the event.
(Limited Availability)

Break Video
$2,000
Share your customized message with all conference attendees. Your 60-second video will play during 3 session breaks for both the in-person and virtual audiences.
(Limited Availability)

Push Notifications in Mobile App
$1,500
A great way to notify attendees of product launches or other important messaging that you want them to know. Includes 3 custom messages, one per day.
(Limited Availability)
Have a sponsorship you don't see up here? Give us a call and let's make it happen! We are ready to help you create a lasting impression that attendees won't be able to stop talking about.

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Become a Sponsor Today!

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Previous Exhibitors and Sponsors
We look forward to working with you!