Exhibitor & Sponsor Prospectus

Visit aacnnursing.org/Transform to learn more.
YOU'RE INVITED!

We invite you to market and promote your products and services at Transform 2022, December 1-3, 2022, at the Hyatt Regency Chicago. This annual gathering of nursing faculty features thought leaders who are redefining how professional nurses are educated and how they practice and provides opportunity for networking with colleagues and peers. (Transform 2022 is offered as hybrid event.)

To learn more, contact:
Sofia Ruiz
AACN Conference Coordinator
202-463-6930 ext. 232
sruiz@aacnnursing.org
Get to Know Your Audience

Who They Are and Where They Are From:
New or seasoned faculty members, deans, aspiring leaders, and associate/assistant deans.

- 63% Faculty
- 13% Associate/Assistant Dean/Director
- 11% Chief Nurse Administrator
- 10% Program Director
- 3% Other

- 22.0% Academic Health Center
- 23.6% Public School
- 25.6% Small School
- 28.8% Private School

- 42.2% South
- 28.8% Midwest
- 14.7% North East
- 14.3% West

- 4% Other

Transform 2022 | December 1-3, 2022 | Chicago, IL | Exhibitor Prospectus | www.aacnnursing.org/Transform
BENEFITS OF EXHIBTING

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.
- Two complimentary conference badges per booth.
- 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

BOOTH INCLUDES:
- One 6-foot skirted table
- 10 ft x 10 ft pipe and drape booth space
- Two chairs
- Booth identification sign
- Wastebasket
- Up to three staff badges (exhibit hall access only)
- Access to mailing addresses of event registrants
- Access to meal functions
- Carpeted exhibit space

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

$3,750

SET UP
Wednesday, November 30
12:00-4:30 p.m.
Thursday, December 1
8:00-11:00 a.m.

SHOWCASE HOURS
Thursday, December 1
11:00 a.m.-7:00 p.m.
Friday, December 2
7:30 a.m.-3:00 p.m.

TEAR DOWN
Friday, December 2
3:00-6:00 p.m.

Note: The exhibit hours are subject to change.
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.

Product Theatre
$2,500
Provide insights into the value of your products and services during a 15-minute oral presentation allowing attendees to easier identify and connect with your business. Presentations will take place in the Product Theatre, which is centrally located in the Exhibitor Showcase and equipped with basic AV and seating for up to 20 guests. A show schedule will be listed with the conference materials. (Limited Availability)

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)
SPONSORSHIPS CONT.

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.

First Time Attendee Meet & Greet
$3,000
Connect with new first time attendees 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.

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

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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.

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

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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We look forward to working with you!