

**AMERICAN ACADEMY
OF NURSING**

2017 TRANSFORMING HEALTH,
DRIVING POLICY CONFERENCE

Opportunities for Investment

OCTOBER 5-7, 2017

Marriott Marquis
901 Massachusetts Ave NW
Washington, DC 20001





Dear Potential Sponsors & Academy Friends,

The American Academy of Nursing's 2017 Transforming Health, Driving Policy Conference provides a unique opportunity for you to reach nursing's most influential leaders. Over 1,500 of nursing's change agents are expected to attend this year's conference to be held October 5-7, 2017 at the Marriott Marquis Washington, DC.

Over three days, Academy Fellows, healthcare administrators, government employees, and the general public will engage in dynamic plenary sessions and networking events that showcase the extraordinary work that nurses are undertaking to drive policy changes to improve the health of our nation. Through policy sessions, conference attendees will have the opportunity to influence the future policy work of the Academy. We are also honored to induct a new class of Fellows and to recognize our Living Legends and Honorary Fellows.

By participating as a sponsor, your organization will benefit from extended exposure through marketing campaigns and promotional efforts directed towards conference attendees, in addition to a strong presence on-site.

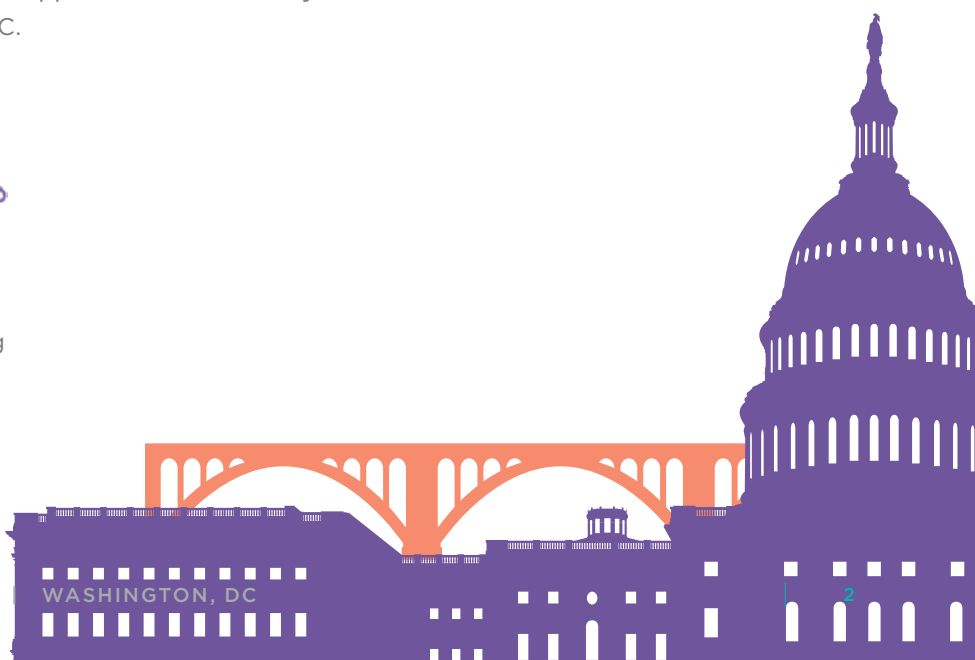
We have opportunities for organizations of all sizes and are willing to work with you to customize a package that meets the needs of your organization. The Academy has a long history of leveraging the passion of our Fellows to effect change and educate legislators and administration officials on key nursing issues, and an even longer history of support and investment from organizations like yours that recognize the important contributions of our Fellows. It is because of your support that the Academy continues to influence health policy and practice through nursing knowledge.

I thank you in advance for your support of the 2017 Policy Conference and look forward to meeting you in Washington, DC.

Respectfully,

A handwritten signature in purple ink that reads "Cheryl Sullivan". The signature is fluid and cursive.

Cheryl G. Sullivan, CEO
American Academy of Nursing



About Our Conference

The American Academy of Nursing 2017 Transforming Health, Driving Policy Conference will focus on how nurses are transforming health and building a better care delivery system. The conference will showcase the extraordinary work of nurses who are driving policy changes to meet the health needs of individuals and populations, and highlights nursing initiatives that are transforming health care, leading change, and influencing policy for the ultimate purpose of improving our nation's health.

The 2017 learning outcome states:

- Participants will use conference information and strategies to influence policy and improve healthcare for all populations.

WHO WE ARE

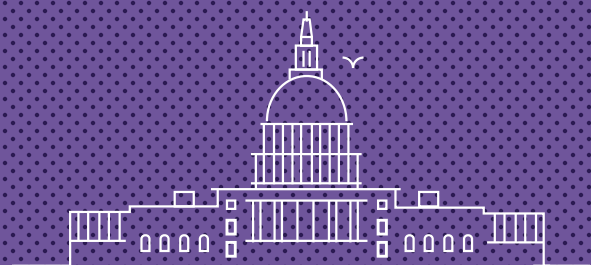
The American Academy of Nursing is composed of more than 2,400 top nursing decision makers and leaders in education, management, practice, and research. Founded in 1973, under the auspices of the American Nurses Association, the mission of the Academy is to serve the public and nursing profession by advancing health policy and practice through the generation, synthesis, and dissemination of nursing knowledge. Not only does election into the Fellowship by one's peers afford high recognition, it provides opportunities to collaborate with other top health leaders in addressing critical issues. Purposeful networking is facilitated through Expert Panels and Task Forces, the *Raise the Voice: Edge Runner* program, *Nursing Outlook*, the official journal of the Academy, the National Academy of Medicine/ANA/ANF/AAN Scholar-in-Residence program, and the Council for the Advancement of Nursing Science.

WHY YOU SHOULD PARTICIPATE

The Academy has a long history of leveraging the passion of our Fellows to effect change and educate legislators and administration officials on key nursing issues. To this end, an even longer history of support and investment from companies and organizations that recognize the important accomplishments of our Fellows has allowed the Academy to transform health policy and practice through nursing knowledge. The Academy's Policy Conference is the place to network with nursing's most influential leaders. Our attendees are the movers and shakers in educational, clinical, and governmental settings. We have opportunities for organizations of all sizes and are willing to work with you to customize a package that meets the needs of your organization.



Past Academy Supporters



INCLUDE:

Abbott Laboratories

AHRQ

American Nurses Association

American Nurses Credentialing Center

Bristol-Myers Squibb

Cedars-Sinai Medical Center

Cerner Corporation

Cengage Delmar

Children's Mercy Kansas City

Commission on Graduates of Foreign
Nursing Schools

EBSCO Publishing

Eli Lilly and Company

Elsevier

Gertrude E. Skelly Foundation

GlaxoSmithKline

Independence Foundation

John A. Hartford Foundation

Hill-Rom

Johnson & Johnson

Lippincott

Williams & Raven

Medical Reserve Corp

National League of Nursing

National Institute on Aging

National Institute of Diabetes
and Digestive and Kidney Disease

National Institute of Nursing Research

Orbis Education

Pfizer, Inc.

Prentice-Hall

Proctor & Gamble

Robert Wood Johnson Foundation

Sage Publications

Siemens Healthcare

Sigma Theta Tau, International

Springer Publications

STERIS Corporation

UnitedHealth Group

US Army Nurse Corp

US Department of Veteran's Affairs

US National Library of Medicine

US Public Health Service

Walter Reed Army Medical Center

WB Saunders

W.K. Kellogg Foundation

Wiley-Blackwell

**and hundreds of colleges and universities
across the country**

Sponsorship Investment Opportunities



POLICY CONFERENCE TITLE SPONSORSHIP

Title Sponsor of Policy Conference

- 1 Full page, four-color ad in both programs (On-site and Commemorative)
- 2 "Sponsored Message" emails to the full Academy Fellowship
- Branding opportunity
- Recognition of your sponsorship and gift on the Academy webpage, all print documents, and conference signage
- 110-seat reserved table at the Living Legends Celebration & Dinner (guest tickets included)
- 110-seat reserved table at the Induction Ceremony & Soiree (guest tickets included)



INSTITUTE FOR NURSING LEADERSHIP LUNCHEON

Title Sponsor of the INL Leadership Luncheon

- 1 Full page, four-color ad in one program (On-Site or Commemorative)
- Branding Opportunity
- Recognition of your sponsorship and gift on the Academy webpage, all print documents, and conference signage
- 110-seat reserved table at the Leadership Luncheon (guest tickets included)
- 1 "Sponsored Message" email to the full Academy Fellowship



LIVING LEGENDS CELEBRATION

Sponsorship of Living Legends Celebration & Dinner (Partial Sponsorship)

- 1 Half page, four-color ad in one program (On-site or Commemorative)
- Branding opportunity
- Recognition of your sponsorship and gift on the Academy webpage, all print documents (Including Living Legends Program), and conference signage
- 110-seat reserved table at the Living Legends Celebration & Dinner (guest tickets not included)
- 1 "Sponsored Message" email to the full Academy Fellowship



CONFERENCE APP

Title Sponsor of Conference App

- 1 Half page, four-color ad in one program (On-site or Commemorative)
- Recognition of your sponsorship and gift on the app, Academy webpage, all print documents, and conference signage
- Sponsor name and logo displayed on Conference App, including banner ads that link directly to sponsor website



E-POSTERS

Sponsorship of E-Posters Display

- 1 Half page, four-color ad in one program (On-site or Commemorative)
- Recognition of your sponsorship and gift on the E-Poster Signage, Academy webpage, and all print documents



PRE-INDUCTION RECEPTION

Sponsorship of Pre-Induction Champagne Reception

- 1 Half page, four-color ad in one program (On-site or Commemorative)
- 110-seat reserved table at the Induction Ceremony & Soiree (guest tickets not included)
- Recognition of your sponsorship and gift on the E-Poster Signage, Academy webpage, and all print documents



CONTINENTAL BREAKFAST

Sponsorship of one Continental Breakfast (2 opportunities available)

- 1 Quarter page, four-color ad in one program (On-site or Commemorative)
- Recognition of your sponsorship and gift on the Academy webpage, all print documents, and conference signage



EXPERT PANEL CO-CHAIR MEETING

Sponsorship of Expert Panel Co-Chair Meeting

- 1 Quarter page, four-color ad in one program (On-site or Commemorative)
- Recognition of your sponsorship and gift on the Academy webpage, all print documents, and conference signage



NEW FELLOW ORIENTATION BREAKFAST

Sponsorship of New Fellow Orientation Breakfast

- 1 Quarter page, four-color ad in one program (On-site or Commemorative)
- Recognition of your sponsorship and gift on the Academy webpage, all print documents, and conference signage



WELCOME HEALTHY BREAK Sponsorship of E-Posters Display

- Sponsorship of Welcome Healthy Break held prior to Opening Keynote Presentation
- Recognition of your sponsorship and gift on the Academy webpage, all print documents, and conference signage



NEW FELLOW RECOGNITION

- 1 Tiffany & Co.® crystal vase engraved with Inductee name, credentials and year of Induction with flower arrangement in vase presented at reserved table at Induction Soiree
- 1 10-seat reserved table at the Induction Ceremony & Soiree (guest tickets not included)
- Recognition in all print documents of your sponsorship
- 1 Quarter page, four-color ad, in the Commemorative Program congratulating the Inductee



GENERAL CONFERENCE SPONSORSHIP

- Partial Sponsorship of the Policy Conference
- Recognition of your sponsorship and gift on the Academy website and all print documents



SOIREE TABLE

- Table sponsorship includes a reserved table with seating for 10 at the Soiree (guest tickets not included)

A GIFT IN HONOR OF A NEW FELLOW

We ask that you consider a gift to the Rheba de Tornyay Development Fund in lieu of flowers, so that your donation may have a greater impact on Fellows and the advancement of the Academy's mission.

Sponsorship Commitment Form

Organization _____

Contact _____

Address _____

City _____

State _____

Zip _____

Email _____

Phone _____

Please see previous pages for sponsorship details

- Policy Conference Title Sponsorship _____ \$50,000
- INL Leadership Luncheon _____ \$30,000
- Living Legends Celebration _____ \$25,000
- Conference App _____ \$20,000
- E-Posters _____ \$15,000
- Pre-Induction Reception _____ \$15,000
- Continental Breakfast _____ \$10,000
- Expert Panel Co-Chair Meeting _____ \$10,000
- New Fellow Orientation Breakfast _____ \$10,000
- Welcome Healthy Break _____ \$7,500
- New Fellow Recognition* _____ \$6,000

General Conference Sponsorship

- Tier 1 _____ \$5,000
- Tier 2 _____ \$2,500
- Tier 3 _____ \$1,500
- Soiree Table _____ \$1,500
- Rheba De Tornyay Development Fund
Gift in Honor of a New Fellow* _____ \$ _____

TOTAL AMOUNT OF SPONSORSHIP _____ \$ _____

*Name of New Fellow: _____

PAYMENT METHOD

- Please Invoice Me (net due 30 days from invoice date)
- Check Enclosed - made payable to the American Academy of Nursing
- Pay via Credit Card - complete the form below



Check is the Academy's preferred method of payment. Payment by other means is assessed a \$6.95 fee.

Credit Card Number _____

Expiration Date _____

Name on Card _____

Security Code _____

Signature _____

EMAIL OR MAIL COMPLETED FORM BY AUGUST 15, 2017:

Karen Vasilak, Event Coordinator

American Academy of Nursing
1000 Vermont Ave NW, Suite 910,
Washington, DC, 20005

Tel: 202.777.1165

E-mail: conferences@aannet.org

An Invitation to Advertise

Advertising is available in both the On-site and Commemorative Programs.

The **On-site Program** is a comprehensive guide to all Policy Conference educational and social activities and is distributed to all attendees. The Program contains the final agenda, speaker biographies, as well as the exhibitor directory and E-Poster presentation schedule.

The **Commemorative Program** is a keepsake of the Induction Ceremony. This Program contains biographies of all New Fellow Inductees and Honorary Fellows, along with congratulatory messages.

If you are interested in advertising in either program, please complete the commitment form located on page 10 of this booklet.



MECHANICAL REQUIREMENTS

Publication Trim Size

8.5" x 11"

Full Page Bleed Size

8.625" x 11.25"

Bleeds on covers only

Keep live copy 1/4" from trim.

Acceptable file formats include:

- InDesign file with all supporting files and fonts, color proof and/or PDF
- Photoshop TIFF or EPS file, 300 dpi
- High Resolution PDF, 300 dpi
- Embed all fonts and images used in the ad
- Ads should be four-color process (CMYK)

AD ACCEPTANCE

The Academy reserves the right to reject, for any reason, any advertising submission or to require revisions at its discretion. The Academy may make reasonable requests of the advertiser for clarification within the content of the advertisement. If payment has been made for an advertisement which is subsequently rejected, the Academy will refund such payment to the advertiser and the Academy shall have no further responsibility to the advertiser. No advertising may, without the prior written consent of the Academy, (a) contain or otherwise use the logo of the Academy or (b) state or imply the recommendation, endorsement, or approval of any product or service of the advertiser by the Academy or any of their Directors, Officers, or Fellows. All ad submissions must be in final form. Advertising inserts will not be accepted. All advertising materials submitted to the Academy will become the property of Academy and, at its discretion, will be discarded.

FOUR COLOR ADVERTISING

AD (W X H)	ONE PROGRAM	BOTH PROGRAMS
Quarter Page (3.75" x 5")	\$1,800	\$3,000
Half Page (7.75" x 5")	\$2,500	\$4,000
Full Page (7.75" x 10.25")	\$3,500	\$6,000

SPECIAL ADVERTISING PLACEMENT

Four-Color – Full-Page Only

AD (W X H)	COMMEMORATIVE PROGRAM
Back Inside Cover (3.75" x 4.75")	\$5,000

GENERAL SESSION SCREEN SCROLLING ADVERTISEMENTS

AD (W X H)	ONE DAY
AD	\$3,500

DELIVERY AND QUESTIONS

Ad Delivery Deadline: August 15, 2017

Please title all graphics with the name of the organization

For questions regarding advertising, please contact Karen Vasilak, Event Coordinator, by e-mail

Send all graphics and instructions to:

Karen Vasilak, Event Coordinator

Tel: 202.777.1165

E-mail: conferences@aannet.org

Advertising Commitment Form

Organization _____ Contact _____
 Address _____ City _____
 State _____ Zip _____
 Email _____ Phone _____

PROGRAM BOOK

- Onsite Program**
 Distributed to over 1000 conference attendees at the Registration Desk.
- Commemorative Program**
 Distributed to over 1500 attendees and guests at Saturday evening's Induction Ceremony.




AD (W X H)	ONE PROGRAM	BOTH PROGRAMS
Quarter Page (3.75" x 5")	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$3,000
Half Page (7.75" x 5")	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000
Full Page (7.75" x 10.25")	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000
Back Inside Cover (3.75" x 4.75")	<input type="checkbox"/> \$5,000	
General Session Screen Ad	<input type="checkbox"/> ONE DAY: \$3,500	
TOTAL AMOUNT OF ADVERTISING	\$ _____	

AUTHORIZATION

The American Academy of Nursing is hereby authorized to insert our advertisement(s) in the publications indicated above, in accordance to the Onsite and Commemorative Program advertising schedules. This contract cannot be canceled after the ad copy deadline. The Academy is not responsible for any loss or damage sustained due to any misprint in an advertisement or the failure of an advertisement to appear in Academy publications; in such event, the advertiser's remedy is limited to recovery of the amount paid for the publication of the ad.

Authorized Signature _____ Date _____
 Print Name _____ Title _____

PAYMENT METHOD

- Please Invoice Me (net due 30 days from invoice date)
 - Check Enclosed - made payable to the American Academy of Nursing
 - Pay via Credit Card - complete the form below   
- Check is the Academy's preferred method of payment. Payment by other means is assessed a \$6.95 fee.*

Credit Card Number _____ Expiration Date _____
 Name on Card _____ Security Code _____
 Signature _____

EMAIL OR MAIL COMPLETED FORM BY AUGUST 15, 2017:

Karen Vasilak, Event Coordinator
 American Academy of Nursing 1000 Vermont Ave NW, Suite 910, Washington, DC, 20005
 Tel: 202.777.1165 • E-mail: conferences@aannet.org

An Invitation to Exhibit

MEETING DATES

October 5-7, 2017

EXHIBIT FACILITY

Marriott Marquis

901 Massachusetts Ave NW
Washington, DC 20001

EXHIBIT HOURS/DAYS

Thursday, October 5th

4:30pm – 6:30pm

Friday, October 6th

7:00am – 6:30pm

Saturday, October 7th

7:00am – 1:30pm

DATES TO REMEMBER & DEADLINES

Deadline for Exhibitor Registration & Payment

August 15, 2017

Exhibitor Kit & Booth Assignments Distributed

September 15, 2017

This kit will include information on labor regulations, furniture rental, freight shipping and handling, as well as audio visual and computer rentals.

EXHIBITOR SETUP

Thursday, October 5th 2:30pm – 4:30pm

Exhibit installation must be completed by 4:30pm on Thursday, October 5, 2017. Installation hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

EXHIBIT DISMANTLING

Saturday, October 7th 1:30pm – 3:00pm

Exhibit dismantle and move-out must be completed by 3:00pm on Saturday, October 7, 2017. The Academy and the official service contractor may, without incurring any liability for damage or loss, dismantle any property of any exhibitor who has failed to move out at the sole expense of the exhibitor. Dismantle hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

BOOTH SIZE & SUPPLIES

6' deep by 6' wide, (1) 6' x 30" table, 2 chairs, (1) identification sign, electrical power (if requested).

CONFERENCE REGISTRATION

The Exhibitor Registration Fee includes 2 exhibitor registrations (which do not include admission to Living Legends and Induction Ceremony). Additional exhibitor booth personnel badges may be purchased at \$150/person.

EXHIBITOR HOUSING

Please visit: www.AANnet.org/2017 to book your hotel room.

The reservation cutoff date is September 14, 2017.

QUESTIONS?

Email conferences@AANnet.org

AN INVITATION TO EXHIBIT

Exhibitor Commitment Form

Organization _____ Contact _____

Address _____ City _____

State _____ Zip _____

Email _____ Phone _____

EXHIBITOR INFORMATION

Company Name (as it will appear in the conference program)

Company Description (Please limit description to 50 words or less.)

The Academy reserves the right to edit all copy submitted. This information is used as a part of the application review process and must be completed at the time of submission. This description will be included in the Onsite Program.

Names of Persons Staffing Exhibit Booth (Two complimentary Exhibitor registrations. Living Legends and Induction Ceremony tickets are NOT included.)

1. _____ 2. _____

Additional Booth Staff Personnel (\$150 each additional person — badge only. Conference registration NOT included.)

3. _____ 4. _____

AN INVITATION TO EXHIBIT *Payment***EXHIBITOR PAYMENT**

- Standard Booth - \$2,000 _____ \$ _____
- Additional Booth Personnel @ \$150 each _____ \$ _____
- Living Legends Ceremony & Reception Tickets @ \$125 each _____ \$ _____
- Induction Ceremony and Soiree Dinner Tickets @ \$150 each _____ \$ _____

TOTAL AMOUNT _____ \$ _____

RULES AND REGULATIONS

The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this prospectus or as may be specially designated by the American Academy of Nursing, hotel or city.




TERMS

Said organization agrees to pay 100% of all fees, no later than August 15, 2017.

Authorized Signature _____ Date _____

Print Name _____ Title _____

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Check is the Academy's preferred method of payment. Payment by other means is assessed a \$6.95 fee.

Credit Card Number _____ Expiration Date _____

Name on Card _____ Security Code _____

Signature _____

In order to ensure appropriate recognition, please complete and return this form with payment no later than August 15, 2017.

EMAIL OR MAIL COMPLETED FORM BY AUGUST 15, 2017:

Karen Vasilak, Event Coordinator

American Academy of Nursing 1000 Vermont Ave NW, Suite 910, Washington, DC, 20005

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