

'14

OPPORTUNITIES
FOR SUPPORT

2014 CONFERENCE ON PEDIATRIC HEALTH CARE

EVENT SPONSORSHIPS

Opening Reception

\$20,000 (Partial sponsorship, Non-exclusive)

Attendees look forward to the Opening Reception each year where they enjoy a festive atmosphere, hors d'oeuvres and drinks while talking with exhibitors, meeting old friends and making new acquaintances. This reception always proves to be an exciting way to kick-off the conference and also provides a great opportunity for attendees to network with company representatives.

Benefits:

- Complimentary 10'x10' booth space (\$3,000 value)
- Two complimentary conference registrations (\$1,010 value)
- Complimentary pre-show attendee mailing list (\$750 value)
- Opportunity to have a prize drawing from your booth (microphone provided)
- Logo on signage at entrance to Exhibit Hall, food & beverage stations, and on napkins and table tents
- PA announcements by show management throughout the reception acknowledging your sponsorship of the evening
- Food and beverage stations near your booth (if space allows)
- Five (5) additional exhibitor badges (\$500 value)
- First listing on large sponsor signage displayed near the entrance

Awards Breakfast

\$15,000 (Partial sponsorship, Non-exclusive)

The Awards Breakfast is NAPNAP's annual showcase of Industry Sponsors, Award Winners and Grant/Scholarship recipients. This event celebrates NAPNAP's achievements of the preceding year and attracts over 400 attendees.

Benefits:

- Opportunity for your company representative to speak about your relationship with NAPNAP (2-3 minutes maximum, content must be pre-approved by NAPNAP)
- Verbal acknowledgement from podium
- One Complimentary Passport to Prize entry (\$500 value)
- Sponsor recognition on signage at the event, including table tents
- Logo included in Power Point presentation prior to event

General Session Keynote Luncheon

\$12,000 (Partial sponsorship, Non-exclusive)

Held on Wednesday, March 12th, the General Session Keynote is an important event for all conference attendees. Your logo will be displayed prominently throughout the room as our pediatric nurse practitioners learn from a nationally recognized Keynote speaker and enjoy lunch.

Benefits:

- Opportunity for your company representative to introduce the NAPNAP President (scripted remarks provided by NAPNAP)
- Logo included in the Power Point presentation shown during event walk-in
- Logo on signage at entrance to keynote
- Verbal acknowledgement of sponsorship from the podium
- Opportunity to place one piece of literature at event

Chapter Officer Reception

\$7,500 (Partial sponsorship, Non-exclusive)

An annual must-attend event, this opportunity places your Company at the table with NAPNAP's key leaders at the national, regional and local levels.

Benefits:

- Sponsor recognition on signage at the event
- Logo and booth number on cocktail napkins and table tents throughout the event
- Verbal acknowledgement of sponsorship at the event

Continental Breakfast

\$5,000 (Partial sponsorship, Non-exclusive)

Held in the exhibit hall on Thursday morning, your logo will be prominently displayed as attendees enjoy breakfast before visiting the exhibits.

Benefits:

- Sponsor recognition on signage at the event
- Logo and booth number on cocktail napkins and table tents throughout the event
- Verbal acknowledgement of your sponsorship during the event

Conference Beverage Breaks

\$5,000 per break

(or sponsor three breaks for \$12,500)

Promote your product and reinforce your presence at the Conference as attendees relax between sessions and in the exhibit hall.

Benefits:

- Logo and booth number on cocktail napkins and table tents throughout the event
- Your company's logo and one sentence message will be displayed on signage at the event.
- Break schedule is as follows:
Tuesday, March 11 – Afternoon
Wednesday, March 12 – Afternoon
Thursday, March 13 – Late afternoon

PROMOTIONAL SPONSORSHIPS

Tote Bags \$12,000

Have your company logo placed prominently in front of each attendee. The tote bags are filled with registration materials and are used throughout the conference to gather information from the exhibit floor.

Benefits:

- Exclusive sponsor of the NAPNAP 2014 Tote Bag
- Logo imprinted on each bag (one-color), along with the NAPNAP 2014 conference logo

Badge Holders w/Lanyard \$10,000

Badge holders provide highly visible recognition. Place your company logo on a wallet style badge holder that includes a pouch to store money, credit cards and a room key. These are distributed to all conference attendees who are required to wear them throughout the conference.

Benefits:

- Exclusive sponsor of the NAPNAP 2014 Badge Holder
- Company logo imprinted on each badge holder (one-color), along with the NAPNAP 2014 conference logo

Program Book \$10,000

(Partial sponsorship, Non-exclusive)

The program book is an easy-to-use reference of all the conference events and exhibits, including educational sessions, special events and floor plans.

Benefits:

- Your company name and logo positioned on the bottom of the Program Book cover
- Complimentary full page, 4-color ad in the Program Book (\$2,000 value)
- Belly band option available for an additional \$5,000

Hotel Key Cards \$10,000

Be the last name attendees see as they leave their rooms for the conference and the first name they see when they return for the evening. Your logo, along with the conference logo, will be imprinted on each hotel key card, providing thousands of impressions.

Benefit: Your company logo appears with the conference logo on each key card

Relaxation Station \$10,000

This feel-good opportunity builds brand value and good will among attendees while driving traffic to your booth. Professional massage therapists will be on hand in the Exhibit Hall or in your booth to provide 10-minute, seated, upper body massages.

Benefits:

- Your company logo on signage promoting the Relaxation Station
- Opportunity for your company to provide massage tickets for attendees to redeem for massages (one per person)



PROMOTIONAL SPONSORSHIPS CONT'D

Recharge Kiosks \$10,000

Enable attendees to power-up their smart phones, laptops and other wireless devices without leaving the Exhibit Hall.

Benefits:

- Your company's video message is on a continuous loop at each recharging station
- Your company's print message is displayed on each station
- Sponsorship includes two (2) recharging stations

Aisle Sign Floor Decals \$7,500

Increase awareness of your company as the exclusive sponsor of the Exhibit Hall aisle signs. Attendees will walk across your logo as they stroll the NAPNAP Exhibit Hall.

Benefit: Your company logo and booth number will be displayed on all aisle sign floor decals at the beginning of each aisle.

Twitter Wall \$7,500

The NAPNAP digital social wall will be located in the registration area of the Conference. The social wall will show a running Twitter feed of comments from the conference attendees, faculty and other stakeholders.

Benefit: Your company logo and booth number will be incorporated into the Twitter Wall

Registration Kick Panels \$7,500 (2 sponsorships available)

First impressions are lasting and your company name and logo will be the one attendees see as they register in this high traffic area. The registration area becomes your opportunity to showcase your company's logo to all.

Benefit: Your company name and logo on four (4) of the on-site registration kick panels

Water Stations with Floor Mats \$6,000

Attendees appreciate the simple availability of water. Place your eye-catching company-designed message on floor mats directly in front of each water station in the Exhibit Hall and Session areas.

Benefits:

- Your company-designed artwork on floor mats in front of each water station
- Sponsorship includes four (4) water stations

Conference Water Bottles \$6,000

Distributed to all conference attendees, the water bottles are a refreshing way to get your name out to attendees. The water bottles are imprinted with the conference information and the sponsoring company's name and logo at the top of each bottle.

Benefit: Company logo imprinted on all conference water bottles. *Combine the water bottles and water stations for \$10,000.*

Hand Sanitizer on a Clip \$6,000

With the many hands that attendees shake, everyone will appreciate antibacterial hand sanitizer at the Convention and when they return home. The sanitizer has a handy clip to hook to any convenient item and will be handed out to all attendees at registration.

Benefits:

- Company logo (1-color) imprinted on each hand sanitizer "jacket"
- Up to 10 hand sanitizers for your company's use

Recycle Bins \$5,000

Get your message across in a unique, environmentally friendly way! Increasing your presence on the show floor and near the conference sessions is made easy with Recycle Bins. Your logo and product information will be visible from almost any conference location. The bins are lightweight, recyclable, reusable and printable on all four sides. This sponsorship offers thousands of impressions as attendees repeatedly walk by and use the Recycle Bins throughout the conference.

Benefit: Your company-designed artwork on twenty (20), 40-gallon, 4-sided corrugated bins

Lavatory Sponsorship \$5,000

Reach your customers in one of the most unusual places! Put your company message in the men's and women's lavatories around the exhibit hall and session rooms.

Benefits:

- Your custom designed artwork will be on 8" x 14" signs in the men's and women's lavatories above the urinals and on the back of the restroom stall doors
- Includes signs in 40 restroom lavatories
- Recognition on on-site sponsorship signage

Conference Notepad \$5,000

The conference notepad provides an easy and effective way to get your message into the hands of all conference registrants. This notepad is a valuable tool used by attendees during the conference sessions. Each notepad will be placed in the tote bag received by all registrants.

Benefits:

- Your company will design the cover and inside pages of the notepad (artwork approval required by NAPNAP)
- 10 notepads provided for company's use

Conference Highlighter Pen \$4,000

Place your logo on a high quality highlighter pen that will be distributed to all conference attendees at registration. This is a great opportunity for exposure both during and well after the conference. As attendees reach for your pen, your company logo will be on it!

Benefits:

- Your company logo on the conference highlighter pen
- 10 highlighter pens provided for company's use

Double Sided Standing Signs \$2,500 (only 5 sponsorships available)

Your advertisement is prominently included on freestanding, double-sided signboards that measure 8' high and 3' wide, and are placed in high traffic areas throughout the convention center. One sign per sponsor.

Floor Decals \$2,000

Get your company information across in an unusual way as attendees walk to and from the exhibit hall and session rooms. Attendees will be traveling on your company's personalized message over and over. This sponsorship will give you thousands of impressions as NAPNAP attendees walk the Conference. Price includes five (5) 3' x 3' decals.

Become a NAPNAP Conference Partner and enjoy these additional benefits of NAPNAP support (Corporate Circle members receive discounts on Conference Partnerships):

General NAPNAP Conference Partner \$25,000

Benefits include:

- Complimentary 10'x 10' booth (\$3,000 value)
- One time use of NAPNAP Pre-Show attendee list (\$750 value)*
- Logo recognition with hyperlink to your website from exhibitor listing webpage (\$250 value)
- Full page, 4-color ad in Program Book (\$2,000 value)
- Opportunity to have a prize drawing from your booth on the last day of exhibits
- Two (2) complimentary conference registrations for designated liaisons (\$1,100 value)
- Five (5) additional exhibitor badges (\$500 value)
- 75 word description in Program Book
- Inclusion of company logo on one blast e-mail sent from NAPNAP to conference registrants

Enhanced NAPNAP Conference Partner \$15,000

Benefits include:

- One time use of NAPNAP Pre-Show attendee list (\$750 value)*
- One 8'x 3' single sided meter board (\$2,500 value)
- Half page, 4-color ad in Program Book (\$1,200 value)
- One (1) complimentary conference registration for designated liaison (\$550 value)
- Three (3) additional exhibitor badges (\$300 value)
- 75 word description in Program Book
- Inclusion of company logo on one blast e-mail sent from NAPNAP to conference registrants

Deluxe NAPNAP Conference Partner \$7,500

Benefits include:

- One-time use of NAPNAP Pre-Show attendee list (\$750 value)*
- Half page, 4-color ad in Program Book (\$1,200 value)
- One (1) complimentary conference registration for designated liaison (\$550 value)

Premium NAPNAP Conference Partner \$2,500

Benefits include:

- One time use of NAPNAP Pre-Show attendee list (\$750 value)*

* The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the Conference. All mailings must be approved by NAPNAP.

In addition, all sponsoring companies and conference partners will receive the following benefits:

- Corporate logo on general sponsor acknowledgment sign by Exhibit Hall entrance
- Sponsor recognition on printed conference materials
- Hyperlink to your website from Exhibitor listing webpage
- Sponsor plaque for your booth
- Sponsor ribbons for booth staff
- Priority Points for 2014 booth renewal. Points will be awarded based on level of investment:
\$20,000+ = 5 pts, \$15,000 – \$19,999 = 4 pts,
\$10,000 – \$14,999 = 3 pts, \$5,000 – \$9,999 = 2 pts,
\$1,000 – \$4,999 = 1 pt