The American Academy of Nursing’s 2020 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 makers to ultimately improve our nation’s health.

WHO WE ARE

The American Academy of Nursing is composed of more than 2,800 top nursing leaders and decision-makers in education, practice, management, and research. Founded in 1973, under the auspices of the American Nurses Association (ANA), the mission of the Academy is to serve the public and nursing profession by advancing health policy, practice, and science through organizational excellence and effective nursing leadership. Not only does selection 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, Task Forces, and the Academy’s signature initiatives: Edge Runners, the Council for the Advancement of Nursing Science, the National Academy of Medicine Distinguished Scholar-in-Residence program, and publication in the official journal of the Academy, Nursing Outlook.

About Our Virtual Conference

Past Academy Supporters Include:

Sponsorship Investment Opportunities

Policy Conference Title Sponsor

**TITLE SPONSOR OF POLICY CONFERENCE**

- 5 conference registrations
- 1 half page, four-color ad in both programs (Virtual Conference Program and Commemorative)
- 1 virtual exhibitor booth
- 2 customizable email blasts sent to the full virtual conference attendee list
- Prominent logo placement on the virtual conference platform, accessible to all attendees, linking to company website, brochures, social media, videos, and more
- Recognition of your sponsorship throughout the virtual conference platform and website

**$40,000**

Virtual Conference Platform Sponsor

**SPONSORSHIP OF THE VIRTUAL CONFERENCE**

**PRIMARY:**
- 2 conference registrations
- 1 half page, four-color ad in both programs (Virtual Conference Program and Commemorative)
- 1 virtual exhibitor booth
- Prominent logo placement on the virtual conference platform, accessible to all attendees, linking to company website, brochures, social media, videos, and more
- Recognition of your sponsorship throughout the virtual conference platform and website

**SECONDARY:**
- 1 conference registration
- 1 half page, four-color ad in one program (Virtual Conference Program or Commemorative)
- Prominent logo placement on the virtual conference platform, accessible to all attendees, linking to company website, brochures, social media, videos, and more

**PRIMARY**

- $20,000

**SECONDARY**

- $10,000

Living Legends Ceremony

**PARTIAL SPONSORSHIP OF LIVING LEGENDS VIRTUAL CEREMONY**

**PRIMARY:**
- 2 conference registrations
- 1 half page, four-color ad in both programs (Virtual Conference Program and Commemorative)
- Logo in the Living Legends printed program that will be sent to the Living Legends recipients
- Recognition of your sponsorship and gift during the public Living Legends virtual ceremony, virtual conference auditorium, and website

**SECONDARY:**
- 1 conference registration
- 1 half page, four-color ad in one program (Virtual Conference Program or Commemorative)
- Logo in the Living Legends printed program that will be sent to the Living Legends recipients
- Recognition of your sponsorship and gift during the public Living Legends virtual ceremony, virtual conference auditorium, and website

**PRIMARY**

- $20,000

**SECONDARY**

- $10,000
New Fellow OnBoarding Session

SPONSORSHIP OF THE NEW FELLOW ONBOARDING SESSION

• Recognition of your sponsorship in the New Fellow OnBoarding Session, virtual conference platform, and website

$5,000

3 opportunities available

Poster Presentation Room

PARTIAL SPONSORSHIP OF THE VIRTUAL POSTER PRESENTATION ROOM

• Recognition of your sponsorship in virtual poster session, virtual conference platform, and website

$5,000

3 opportunities available

General Session Sponsorship

SPONSORSHIP OF THE KEYNOTE SESSIONS

PRIMARY:

• 2 conference registrations
• 1 half page, four-color ad in both programs (Virtual Conference Program and Commemorative)
• Recognition of your sponsorship in the sponsored keynote session, virtual conference auditorium, and website

SECONDARY:

• 1 conference registration
• 1 half page, four-color ad in one program (Virtual Conference Program or Commemorative)
• Recognition of your sponsorship in the sponsored keynote session, virtual conference auditorium, and website

PRIMARY

$15,000

SECONDARY

$7,500

Welcome Video

SPONSORSHIP OF THE VIRTUAL PLATFORM WELCOME VIDEO

• The Welcome Video is available to play upon login to the platform with prominent placing
• Recognition of your sponsorship in the virtual platform welcome video, virtual conference platform, and website

$7,500

3 opportunities available
Virtual Networking Lounge
SPONSORSHIP OF THE VIRTUAL NETWORKING LOUNGE
• Recognition of your sponsorship in virtual networking lounge, virtual conference platform, and website

Concurrent Policy Dialogues Sponsorship
SPONSORSHIP OF THE VIRTUAL CONCURRENT POLICY DIALOGUES SESSIONS
• Recognition of your sponsorship in the Concurrent Policy Dialogue sessions, virtual conference platform, and website

General Conference Sponsorship
PARTIAL SPONSORSHIP OF THE VIRTUAL POLICY CONFERENCE
• Recognition of your sponsorship in the virtual conference platform, and website
• Links to website included on virtual platform

$5,000
3 opportunities available

$5,000

$2,500 or below
Sponsorship Commitment Form

Organization ____________________________
Address ________________________________
Email ____________________________

Contact ____________________________
City, State, Zip ____________________________
Phone ____________________________

PLEASE SEE PREVIOUS PAGES FOR SPONSORSHIP DETAILS

☐ Policy Conference Title Sponsor $50,000
☐ Virtual Conference Platform Sponsor
  ☐ Primary $25,000
  ☐ Secondary $12,500
☐ General Session Sponsorship
  ☐ Primary $20,000
  ☐ Secondary $10,000
☐ Living Legends Ceremony
  ☐ Primary $20,000
  ☐ Secondary $10,000
☐ Welcome Video $7,500
☐ New Fellow OnBoarding Session $5,000
☐ Poster Presentation Room $5,000
☐ Virtual Networking Lounge $5,000
☐ Concurrent Policy Dialogues $5,000
☐ General Conference Sponsorship

Total Amount of Sponsorship $____________________

*Name & Credentials 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

  ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS

Credit Card Number ____________________________________________
Expiration Date ________________________________________________
Name on Card _________________________________________________
Security Code _________________________________________________
Signature ________________________________________________

Submit completed form by September 4, 2020

SUBMIT TO:
Elena Romick, Senior Events Manager
E-mail: eromick@aannet.org
American Academy of Nursing
1000 Vermont Ave NW, Suite 910
Washington, DC 20005
An Invitation to Advertise

Advertising is available in both the Virtual Conference Program and Commemorative Program.

The **Virtual Conference Program** is a comprehensive guide to all of the Policy Conference educational and social activities and is virtually distributed to all registered attendees. The Program contains the final agenda, speaker biographies, as well as the exhibitor directory.

The **Commemorative Program** is a keepsake of the Induction Ceremony. This Program contains all New Fellow Inductees and Honorary Fellows, along with congratulatory messages, and is distributed to all New Fellows. It will also be available for the public to view virtually.

If you are interested in advertising in either program, please complete the commitment form located on page 8 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 ¼” 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)

### FOUR COLOR ADVERTISING

<table>
<thead>
<tr>
<th>AD (W X H)</th>
<th>ONE PROGRAM</th>
<th>BOTH PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page</td>
<td>$1,200</td>
<td>$2,200</td>
</tr>
<tr>
<td>(3.75” x 5”)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,000</td>
<td>$3,800</td>
</tr>
<tr>
<td>(7.75” x 5”)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.

**Ad Delivery Deadline:**

September 4, 2020

Submit graphics to:

Elena Romick, Senior Events Manager
E-mail: eromick@aannet.org
Tel: 202.777.1168
Advertising
Commitment Form

Organization ________________________________
Contact _________________________________
Address _________________________________
City, State, Zip ___________________________
Email _________________________________
Phone _________________________________

PROGRAM BOOK
☐ Virtual Conference Program
  Virtually distributed to all registered attendees.
☐ Commemorative Program
  Distributed to New Fellows and available to the public to view virtually.

AUTHORIZED
The American Academy of Nursing is hereby authorized to insert our advertisement(s) in the publications indicated above, in accordance to the Virtual Conference Program 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
  ☐ VISA  ☐ MasterCard  ☐ American Express  ☐ DISCOVER  ☐ American Express

Credit Card Number _________________________________
Name on Card _________________________________
Expiration Date _______________ Security Code _______________
Signature _________________________________

Submit completed form by September 4, 2020

SUBMIT TO:
Elena Romick, Senior Events Manager
E-mail: eromick@aannet.org
American Academy of Nursing
1000 Vermont Ave NW, Suite 910
Washington, DC 20005
An Invitation to Exhibit

CONFERENCE DATES
October 29-31, 2020

VIRTUAL EXHIBITOR FEATURES AND BENEFITS
• Fully customized booth
• Downloadable materials
• Embedded videos
• Call-to-action website and social links
• Text, audio and video chat capability
• Banner on landing page(s)

CONFERENCE REGISTRATION
The exhibitor registration fee includes 1 conference registration.

VIRTUAL EXHIBIT HOURS & DAYS
Thursday, October 29
11:00am - 5:30pm
Friday, October 30
11:00am - 4:00pm
Saturday, October 31
11:00am - 2:00pm

DATES & DEADLINES
Deadline for Exhibitor Registration & Payment
September 4, 2020

Questions?

Elena Romick, Senior Events Manager
E-mail: eromick@aannet.org
Tel: 202.777.1168
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 and the Conference App.

PAYMENT
□ Virtual Exhibit Booth - $1,500
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.

TERMS
Said organization agrees to pay 100% of all fees, no later than September 4, 2020.

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

Credit Card Number _________________________________________

Name on Card _____________________________________________

Expiration Date _____________ Security Code ______________

Signature ________________________________________________

Elena Romick, Senior Events Manager
E-mail: eromick@aannet.org
American Academy of Nursing
1000 Vermont Ave NW, Suite 910, Washington, DC 20005

SUBMIT FORM BY SEPTEMBER 4, 2020: