

# 2012 Corporate Support Program

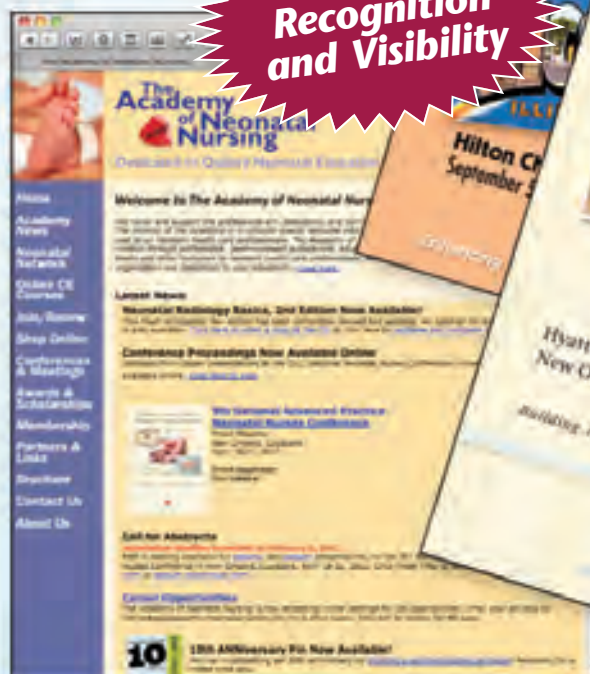


*The Academy of Neonatal Nursing (ANN)* extends a cordial invitation for your company to review our Corporate Support Program. We encourage you to review both our educational grant and sponsorship/promotional opportunities and ask that you consider becoming a leader in the neonatal specialty and partner with us.

**More Choices** – The Academy of Neonatal Nursing Corporate Support Program now allows you to customize your participation by designing the right mix of educational and promotional activities.

Select opportunities that will enhance your company's visibility and build brand awareness to the thousands of neonatal nurses who look to the Academy of Neonatal Nurses each year for their educational needs. Your level of designation will be determined by your company's overall support of the Academy of Neonatal Nursing (Combined Educational Grants, Sponsorships and Corporate Partner values only).

**Outstanding Recognition and Visibility**



Website/Online



2012 Conferences

**There are five levels at which you can be recognized as a ANN Corporate Supporter**





# 2012 Corporate Support Program

Corporate Support Program Benefit Tiers	Red Heart	Gold Heart	Silver Heart	Bronze Heart	Corporate Partner
Your support will be recognized as follows:	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Academy of Neonatal Nursing Website (linking or non-linking logo)				NON-LINKING	NON-LINKING
Banner Ad ANN Website					
The Academy Connection (ANN's E-Newsletter)					
Complimentary Subscription to Neonatal Network®					
ANN Registration Brochures					
Onsite Conference Recognition Graphics					
Support Graphic for Display in Exhibit Booth					
Program Books at ANN Conferences					
National Conference Opening Session					
Recognition in Post Conference Materials					
<b>Additional Benefits Include:</b>					
One Complimentary use of ANN Membership list					
Priority Exhibit Booth Assignments at National Conferences					
Exhibitor Ribbons for Booth Personnel at National Conferences					
One Complimentary use of NNC Attendees list					
One Complimentary use of AP Attendees list					
(2) Complimentary full registrations to NNC (corp. employee only)					
Complimentary full registration to NNC (corp. employee only)					
Complimentary Registration Delivery (NNC)					
Complimentary Registration Delivery (AP)					

\* National Neonatal Nurses Conference (NNC)  
 \* Advanced Practice Neonatal Nurses Conference (AP)

## Support Opportunities

### ANN Corporate Partner - \$1,000

Your support of the Academy of Neonatal Nursing will provide valuable recognition and build brand awareness to all ANN members while supporting the organization's commitment to the neonatal specialty.

### Online CE Library - \$13,500

Have your banner ad (linking or non-linking) seen by all ANN conference attendees as they must access the library to obtain their CE credits. Additionally you will reach ANN members throughout the year as they seek online educational opportunities.

### Online CE courses, Webinar Support - \$2,500 - \$5,000

Be recognized and reach ANN members throughout the year as they seek online educational opportunities.

### E-Newsletter, The Academy Connection - \$3,500 per issue

Receive outstanding visibility and recognition (linking or non-linking) as the supporter of ANN's E-Newsletter electronically delivered to more than 7,000 members every other month.

### Academic Scholarships - \$5,000

A scholarship bearing the name of the supporter can be developed that recognizes your support and advancement of the neonatal nursing specialty. This scholarship would be presented during the National Conference.

### Excellence in Practice Award - \$3,000

Show your support and receive recognition for the award that honors the best of the best in neonatal nursing practice. This award is presented during the National Conference.

## **ANN Educational Programs**

Demonstrate your commitment to continuing education in the neonatal nursing specialty with recognition received in our attendees' brochure, program book, and signage onsite at the conference.

### **National Neonatal Nurses Conference**

*(National Conference)*

### **Advanced Practice Neonatal Nurses Conference**

*(Advanced Practice Conference)*

### **General Sessions**

\$4,000 - National Conference

\$2,500 - Advanced Practice Conference

### **Pre-Conference Session**

\$4,000 - National Conference

\$4,000 - Advanced Practice Conference

### **Concurrent Workshops/Sessions**

\$2,000 - National Conference

\$1,500 - Advanced Practice Conference

### **Satellite Symposia &**

### **Non-CNE Educational Programs**

\$8,000 - National Conference

\$8,000 - Advanced Practice Conference

This is an opportunity for industry to plan, develop, and present a program about neonatal/related topics of their choice. These programs are offered during hours that do not compete with the official educational programming. (Cost does not include CE credits, AV, Food and Beverage or Speaker Fees)

## **Conference Support Opportunities**

### **Conference Tote Bags\***

\$10,000 - National Conference

\$4,500 - Advanced Practice Conference

Provided to each registered attendee, the "official" tote bag contains important registration materials, program books, show information, and much more. Your name and logo will be seen and recognized by all attendees at the conference. Bonus distribution to Mother Baby Conference attendees at the National Conference.

### **Electronic Syllabus & Printing Station**

\$8,000 - National Conference

\$4,500 - Advanced Practice Conference

Have your logo (linking or non-linking) seen by all ANN conference attendees, as they must access the electronic syllabus to download their session handouts. Additionally, printing stations for attendees will be provided and located in a high traffic area at our conferences so handouts can also be printed onsite. Your support will be recognized on all computer screens as well with graphics on the kiosks that display the computers. Bonus visibility to Mother Baby Conference attendees at the National Conference.

### **Internet Cafe' (E-mail messaging service)**

\$7,500 - National Conference

\$4,500 - Advanced Practice Conference

Internet access and E-mail kiosks are provided and located in a high traffic area at our conferences. Your support will be recognized on all computer screens as well with graphics on the kiosks that display the computers. Bonus visibility to Mother Baby Conference attendees at the National Conference.

### **Freestanding Meter Board Advertising - double sided**

\$1,500 per board - National Conference

\$1,500 per board - Advanced Practice Conference

Meter Boards positioned in high traffic areas for all attendees to view. This is a great way to promote booth traffic, products, and services while building your company's brand awareness. Meter boards are approximately 3 feet wide and 8 feet tall.

### **Refreshment Breaks**

\$6,000 - National Conference

\$3,500 - Advanced Practice Conference

Attendees will remember who bought that cup of coffee or refreshing drink as our refreshment stations will be appointed with signage that acknowledges your company name as the supporter. You will also receive recognition in the program book.

### **Lanyards/Badge Holders\***

\$5,000 - National Conference

\$3,500 - Advanced Practice Conference

Receive outstanding visibility and recognition with your company's logo or name on the ANN badge holder or lanyard. Bonus distribution to Mother Baby Conference attendees at the National Conference.

### **Hotel Room Keys\***

\$8,000 - National Conference

\$4,000 - Advanced Practice Conference

Attendees will see your show of support every time they enter their hotel rooms during the conference. This is a great way to showcase your logo, company name, and booth number – driving traffic to your exhibit booth. Bonus distribution to Mother Baby Conference attendees at the National Conference.

### **USB drives\***

\$7,500 - National Conference

\$3,500 - Advanced Practice Conference

The USB Drive is an enduring way to extend our attendees' memory of your support of the conference. You will be recognized with your name or logo on the USB drive.

### **Other Options**

Any other support ideas and suggestions are welcome and will be considered!

**\*ANN approves all product, copy, logo placement (ANN logo must appear at least the same size as the sponsor logo), quantity, and shipping/delivery dates and locations.**

**Support exceeding \$15,000 will receive additional benefits commensurate with amount of support provided.**