



NATIONAL
FORUM
OF STATE NURSING
WORKFORCE
CENTERS

SWING FOR THE FENCES: CHANGING THE NURSING WORKFORCE GAME

JUNE 20 – 22, 2022
BELLAGIO HOTEL, LAS VEGAS

Sponsor/Exhibitor Prospectus

The National Forum of State Nursing Workforce Center (National Forum) is excited to host our 2022 Annual Conference, “Swing For The Fences: Changing the Nursing Workforce Game” on June 20-22, 2022 at the Bellagio Hotel in Las Vegas, NV.

Nurses and healthcare leaders will come together to share cutting edge models of practice, data analytics and innovations in nursing education to change the nursing workforce game and address the critical workforce development issues facing our nation. This interactive conference will bring together audiences in-person and virtually from across the country.

Visit <https://nursingworkforcecenters.org/annual-conference/>



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The National Forum of State Nursing Workforce Centers is a national network of 37 nursing workforce entities reaching more than 2 million registered nurses across the nation. The centers focus on addressing the nursing shortage, support the advancement of nurse workforce initiatives, and share best practices in nursing workforce research, planning, development and formulation of policy.

Visit www.nursingworkforcecenters.org to find out more about the amazing work being done.

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PROMOTIONAL OPPORTUNITIES

Take advantage of this opportunity to promote your company's products and/or services to up to 400 in-person and virtual attendees. There are many high visibility sponsorship options along with digital media opportunities offering exposure through the conference website, pre & post-conference marketing, digital program and conference mobile app.

View all the sponsorship, advertising and exhibiting options on page 3. Space is limited, reserve your spot today! First come, first serve.

AUDIENCE

Attendees are nursing and healthcare leaders from across the country including:

- National and state healthcare and nursing workforce researchers and data professionals
- Federal and state regulators in labor, public health and workforce strategy
- Administrators, leaders, and direct care workers from practice facilities
- Deans and faculty from educational institutions

SCHEDULE OF EVENTS

- JUNE 20 - DAY ONE Welcome Reception
- JUNE 21 - DAY TWO Exhibitors, Breakfast, Lunch, and Social Event
- JUNE 22 - DAY THREE Exhibitors, Breakfast

QUESTIONS & INQUIRIES

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If you have any questions or would like to inquire further on a sponsorship or exhibitor opportunities, please contact our Sponsorship & Exhibitor Co-chairs

- Marcia Proto at Marcia@CTCenterForNursingWorkforce.com
- Laura Chandler at Laura@ColoradoNursingCenter.org

For more information about the conference, visit <https://nursingworkforcecenters.org/annual-conference/>.

IMPORTANT DATES

Registration Deadline
April 10, 2022

Marketing Materials Due
April 15, 2022

Pre-Marketing Campaign
April 16-June 21

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Sponsor Levels	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$3,500	Mobile App \$5,000
# of Sponsorships Available	Exclusive	Exclusive	Exclusive	1 SOLD /1 LEFT	SOLD
Exclusive sponsored event	Welcome Reception & 2nd Day Lunch	2nd Day Evening Social Event	Welcome Reception	Breakfast (Day 1 or Day 2)	Conference Mobile App
Event Recognition, Present/Speak, Table Signage: sponsor company information, logo and/or QRCode	Speak at Lunch up to 20 minutes & Present at Welcome Reception	Address Audience at Evening Social	Address Audience at Welcome Reception	Marketing Slides Displayed	Company Banner on App
Registration/Tickets	3 Full-Conference Registrations	2 Full-Conference Registrations & 5 Social Tickets	5 Reception Tickets	1 Breakfast Ticket	
Marketing Benefits					
Organization logo on all marketing materials including conference website, mobile app, registration materials, promotional emails & conference signage	Prominent	Prominent	x	x	x
Full-color advertisement in conference program	Full Page Inside Cover	Full Page Near Front	Half Page	Half Page	Half Page
Custom social media posts with graphics	4	3	2	1	1
Mobile app push notifications	4	3	2	1	1
Custom emails to conference attendees	2	1			
Mobile App Banner	1	1	1	1	1
Exhibiting Benefits					
Complimentary exhibitor table during the conference	1	1	1	1	1
Exhibitor Badges*	5	4	3	2	3
Post-Event Benefits					
Listing as sponsor in post-event email Newsletter.	Logo	Logo	Logo	Name	Logo
One year listing on event website with organization/business description.	Logo & Description	Logo & Description	Logo & Description	Logo	Logo

Marketing Opportunities	Cost	Description
Conference Bag Sponsor	\$2,500	Name on the Conference bag and ability to place marketing materials in the bag
Lanyard Sponsor	SOLD	Name or Logo printed on Lanyard
Conference Program Advertisements	\$500 & \$250	Full Color Half Page & Quarter Page Advertisements
Mobile App Banner	\$500	Full Color Logo on Mobile App
Exhibitor Table (2 Day Event)	\$1,200	Six-foot linen draped exhibitor table, 2 chairs, 2 exhibitor badges*, and listing on mobile app

*Exhibitor badges give access to conference education sessions and any events in which the exhibitor is hosting. Exhibitors are not eligible for contact hours and cannot attend conference sessions and events. Exhibitor badges do not include meals. Meals can be purchased for an additional fee.