



SPONSOR & EXHIBITOR PROSPECTUS

113th Annual Convention | Virtual
September 17—18, 2020

NCNA is excited to announce innovative virtual opportunities for exhibitors and sponsors at our 2020 Annual Convention. This event continues to be the best nursing event of the year in the state, offering opportunities for networking, professional growth, and critical association business for our attendees.

Annual Convention is your opportunity this year to connect with nurses from all areas of healthcare in North Carolina. This audience is eager to learn about new and effective products, services and opportunities.

Join us in supporting and celebrating NC Nurses during the Year of the Nurse, 2020!

SPONSOR OPPORTUNITIES

Product/Informational Theater Sponsor | \$6,000

(Only 2 Spots Available)

- 1-Hour LIVE Presentation via virtual Zoom platform. All convention registrants will be invited. *Assigned dates and times will be based on availability - will not take place on September 17 or 18.*
- Acknowledgement in digital convention program (logo + brief statement)
- Notable recognition in convention attendee e-newsletter listing all exhibitors and sponsors with link to webpage of choice listed in order of sponsor level
- List of Convention registrants and email addresses
- Social Media Post with link of your choice and brief description
- Preferred spot on our online portal Exhibit Hall with your **logo, link, contact information and up to 10 handouts** to be posted in PDF format for attendees to download. Online exhibit hall is accessible for attendees through Dec. 31, 2020

Morning Break Sponsor | Thursday September 17th | \$4,000

- 15 Minutes to speak/present at designated time within our live virtual event on September 17th during the morning break. (Can give remarks live, or pre-record video and have recording played during designated time)
- Acknowledgement in Tar Heel Nurse Publication
- Acknowledgement in digital convention program (logo + brief statement)
- Notable recognition in convention attendee e-newsletter listing all exhibitors and sponsors with link to webpage of choice listed in order of sponsor level
- List of Convention attendees and email addresses
- Logo & Link in Inside NCNA (in one issue) ** Inside NCNA — Electronic newsletter distributed to NCNA membership of over 7,000 nurses.
- Preferred spot on our online portal Exhibit Hall with your **logo, link, contact information and up to 5 handouts** to be posted in PDF format for attendees to download. Online exhibit hall is accessible for attendees through Dec. 31, 2020

Connect with North
Carolina Nurses
through NCNA's
**Brand New Online
Experience!**

Three months of
brand/company
exposure!

Generate new leads
and raise awareness
of your product or
service

The only event
exclusive to Nurses
in the state of NC!



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SPONSOR OPPORTUNITIES CONTINUED

Morning Break Sponsor | Friday, September 18th | \$4,000

- 15 Minutes to speak/present at designated time within our live virtual event on September 18th during the morning break. (Can give remarks live, or pre-record video and have recording played during designated time)
- Acknowledgement in Tar Heel Nurse Publication
- Acknowledgement in digital convention program (logo + brief statement)
- Notable recognition in convention attendee e-newsletter listing all exhibitors and sponsors with link to webpage of choice listed in order of sponsor level
- List of Convention attendees and email addresses
- Logo & Link in Inside NCNA (in one issue) ** Inside NCNA — Electronic newsletter distributed to NCNA membership of over 7,000 nurses.
- Preferred spot on our online portal Exhibit Hall with your **logo, link, contact information and up to 5 handouts** to be posted in PDF format for attendees to download. Online exhibit hall is accessible for attendees through Dec. 31, 2020

Live Exhibitor Showcase Sponsor | \$2,500

- Prominent Recognition as sponsor of our live Exhibitor Showcase which will take place LIVE on our virtual event platform on Friday, September 18th in the afternoon. (*Specific time is TBD.*)
- 15 minutes to speak at the start of our live virtual Exhibitor Showcase Friday, September 18th in the afternoon. (*Specific time is TBD.*) **Raffle Prize or Special Offer for NCNA members is encouraged.**
- Acknowledgement in Tar Heel Nurse Publication
- Acknowledgement in digital convention program (logo + brief statement)
- Notable recognition in attendee e-newsletter listing all exhibitors and sponsors with link to webpage of choice listed in order of sponsor level
- List of Convention attendees and email addresses
- Preferred spot on our online portal Exhibit Hall with your **logo, link, contact information and up to 3 handouts** to be posted in PDF format for attendees to download. Online exhibit hall is accessible for attendees through Dec. 31, 2020

Technology Sponsor | \$2,500

- Prominent Recognition as sponsor of technology
- 15 minutes to present during our Live Exhibitor Showcase on Friday, September 18th in the afternoon. (*Specific time is TBD.*) **Raffle Prize or Special Offer for NCNA members is encouraged.**
- Acknowledgement in Tar Heel Nurse Publication
- Acknowledgement in digital convention program (logo + brief statement)
- Notable recognition in attendee e-newsletter listing all exhibitors and sponsors with link to webpage of choice listed in order of sponsor level
- List of Convention attendees and email addresses
- Preferred spot on our online portal Exhibit Hall with your **logo, link, contact information and up to 3 handouts** to be posted in PDF format for attendees to download. Online exhibit hall is accessible for attendees through Dec. 31, 2020



SPONSOR & EXHIBITOR PROSPECTUS

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EXHIBITOR OPPORTUNITIES

Standard Exhibitor | \$600 (Early Bird Rate)

(price increases to \$780 after August 10th)

- Acknowledgement in digital convention program (Company Name)
- Company name in attendee e-newsletter listing all exhibitors and sponsors
- List of Convention attendees and email addresses
- Exhibitor Spot on our online portal Exhibit Hall with **logo, link, contact information, and 1 handout** to be posted on the online learning center portal in PDF format for attendees to download. Online exhibit hall is accessible for attendees through Dec. 31, 2020

Preferred Exhibitor with LIVE Exhibitor Showcase | \$1,000

(price increases to \$1200 after August 10th)

- Opportunity to provide 10 minute presentation during our LIVE Exhibitor Showcase presentation Friday, September 18th in the afternoon. *(Specific time is TBD.)*
- **Raffle Prize or Special Offer for NCNA members is encouraged.**
- Acknowledgement in digital convention program (Company Name)
- Company name in attendee e-newsletter listing all exhibitors and sponsors
- List of Convention attendees and email addresses
- Exhibitor Spot on our online portal Exhibit Hall with **logo, link, contact information, and 1 handout** to be posted on the online learning center portal in PDF format for attendees to download. Online exhibit hall is accessible for attendees through Dec. 31, 2020

**SPONSOR AND
EXHIBITOR
REGISTRATION
CLOSES ON
SEPTEMBER 5th.**

**Early Bird Rates
valid through August
15th.**

**For questions, please
contact
Camille Zarzar
camillezarzar@ncnurses.org**

**Complete the
registration form
on the following
page to secure your
spot today!**

NCNA Sponsor/Exhibit Hall Assignment, Cancellation, Occupation Policy Eligibility/Assignment —

NCNA reserves the right, in its sole discretion, to limit types of companies and products represented in its virtual exhibit hall, to accept or reject applications, and assign virtual space as NCNA deems appropriate. Sponsors of NCNA events and functions shall be given preference in allocation of virtual exhibit space/assignment. NCNA reserves the right to make and/or change all assignments as it deems appropriate.

NCNA CONVENTION EXHIBITOR/SPONSOR CANCELLATION POLICY: EFFECTIVE 7/15/20: No refunds will be issued.

NCNA Sponsor and Exhibitor Registration

2020 NCNA VIRTUAL Convention — September 17 and 18

REGISTRATION CLOSSES ON
SEPTEMBER 5th

SEND TO NCNA:

By Email:
RNs@ncnurses.org

By Mail:
4350 Lassiter at
North Hills Avenue,
Suite 250,
Raleigh, NC 27609

By Fax:
919.829.5807

Questions?
919.821.4250
RNs@ncnurses.org

Company Name

Important Note: Print/Type clearly exactly as the name should be used for sponsor/exhibitor signs and media.

Contact Name Provide Contact Person's Address, Email, Phone
(which may or may not be company's information)

This contact will be the person that will communicate with NCNA re: this event.

Address
Street, Box, etc. City State ZIP

Email Day Phone

We will SPONSOR... (Please select sponsorship category)

- Product/Info Theater (\$6000) Morning Break 9/17 (\$4000) Live Exhibitor Showcase (\$2500)
 Morning Break 9/18 (\$4000) Technology Sponsor (\$2500)

— There are limited number of sponsorships available; if you request a sponsorship package that has already been filled, we will work with you to secure a package of similar value.

- We understand that we must turn in the requested information associated with our sponsorship by September 5th.
 We are interested in contributing a raffle prize that NCNA can raffle off during their program

We will EXHIBIT...

- Standard Exhibitor** **Preferred Exhibitor w/ Live Exhibitor Showcase**
 Early Bird Rate (before 8/10) \$600 Early Bird Rate (before 8/10) \$1000
 Regular Rate (after 8/10) \$780 Regular Rate (after 8/10) \$1200

- We understand that we must turn in the requested information associated with our exhibitor choice by September 5th.
 We are interested in contributing a raffle prize that NCNA can raffle off during their program

LIST AND TOTAL AMOUNTS:

SPONSOR
Sponsor Level Amt

EXHIBITOR
Exhibitor Level Amt

TOTAL \$
(Total enclosed or total to be charged.)

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NCNA CONVENTION EXHIBITOR/SPONSOR CANCELLATION POLICY: EFFECTIVE 7/15/20: No refunds will be issued.

By completing and submitting this form I agree to terms and conditions of NCNA's Sponsor/Exhibit Assignment, Cancellation and Occupation Policy

Initials of Contact Person: _____ Date: _____

(Typing of initials above will be considered the same as a signature.)

PAYMENT - CHECK

Make checks payable to: North Carolina Nurses Association

Business Check Personal Check

PAYMENT - CHARGE

VISA M/C

Business Card Personal Card

CARD NUMBER:

CARD EXP DATE:

BILLING ZIP CODE:

TYPE NAME AS IT APPEARS ON CARD

CARDHOLDER'S TYPED NAME WILL SERVE AS SIGNATURE