

SPONSORSHIP INFORMATION

NURSE-LED CARE CONFERENCE 2019
DESIGNING THE FUTURE OF HEALTHCARE



Event Information

Event:

Nurse-Led Care Conference 2019

Theme:

Designing the Future of Healthcare

Date:

October 1-3, 2019

Location:

Nashville, Tennessee (Inn at Opryland)

Audience:

Nurses and healthcare advocates

Estimated Attendees:

150 - 200 nursing and healthcare professionals

Event Description:

The Nurse-Led Care Conference will convene national leaders to discuss the transformative role that nurses play in designing the future of healthcare. The event will include a keynote address, plenary and breakout sessions, in-depth pre-conference workshops, and a networking reception.

Learning Objectives:

- Identify opportunities to promote and implement value based care strategies.
- Demonstrate how to build and support a resilient nurse-led workforce.
- Increase awareness of the policy landscape advancing a nurse-led workforce.
- Create a data-driven culture to demonstrate the impact and value of nurse-led care.



About Our Attendees:

50% of the attendees to our 2018 conference were healthcare directors and executives

Contact Us

Contact: **Justin Gero, Senior Manager, Public Affairs**

Phone: **215-731-7142**

Email: jgero@nncc.us

Website: nurseledcare.org

Our 2018 Conference



Sponsorship Levels

PLATINUM (\$10,000)

- Registration fee waived and badges for three (3) representatives
- Logo in the conference program book, conference app, and NurseLedCare.org conference event
- Two-page spread ad in conference program book
- Logo on signage during the event
- Logo on conference promotional emails
- Opportunity to greet guests before the Keynote Address
- Social media accounts tagged in conference promotional posts
- Exhibitor table at the Networking Reception

GOLD (\$7,500)

- Registration fee waived and badges for three (3) representatives
- Logo in the conference program book, conference app, and NurseLedCare.org conference event
- Full-page ad in conference program book
- Acknowledgment of your organization during opening session
- Exhibitor table at the Networking Reception

SILVER (\$5,000)

- Registration fee waived and badges for two (2) representatives
- Logo in the conference program book, conference app, and NurseLedCare.org conference event
- Half-page ad in conference program book
- Exhibitor table at the Networking Reception

BRONZE (\$2,000)

- Registration fee waived and badges for one (1) representatives
- Logo in the conference program book, conference app, and NurseLedCare.org conference event
- Exhibitor table at the Networking Reception

More Sponsorship Opportunities

All sponsorship opportunities below get the benefits of **BRONZE** sponsorship in addition to:

KEYNOTE ADDRESS SPONSOR (\$5,000) Availability: 1

Opportunity to give a 5-minute speech before the Keynote Address

Sponsor will receive an acknowledgment before the Keynote Address

Logo included on a signage during the event as the Keynote Address Sponsor

Recognized in the conference program book and webpage as the Keynote Address Sponsor

LUNCH PLENARY SPONSOR (\$5,000) Availability: 1

Opportunity to give a 5-minute speech before the Lunch Plenary

Sponsor will receive an acknowledgment before the Lunch Plenary

Logo included on a signage during the event as the Lunch Plenary Sponsor

Recognized in the conference program book and webpage as the Lunch Plenary Sponsor

REFRESHMENT SPONSOR (\$3,000) Availability: 2

Logo included on a signage during the event as the Refreshment Sponsor

Sponsor will receive an acknowledgment at the evening reception

Recognized in the conference program book and webpage as the Refreshment Sponsor

GIFT BAG SPONSOR (\$3,000) Availability: 2

Logo will be included on the gift bag with event giveaways

Sponsor will receive an acknowledgment at the evening reception

Recognized in the conference program book and webpage as the Gift Bag Sponsor

TECHNOLOGY SPONSOR (\$3,000) Availability: 2

Reception area will have a sign thanking the Technology Sponsor

Sponsor will receive an acknowledgment at the evening reception

Recognized in the conference program book and webpage as the Technology Sponsor

Reach Your Audience

Reach Your Audience Through Nurse-Led Care Emails

219,384 emails delivered in 2018

68,390 emails opened in 2018 (31.17% of delivered; industry average = 21.28%)

7,497 emails clicked in 2018 (10.96% of opened; industry average = 2.57%)

14,201 email subscribers (as of January 2019)

Reach Your Audience on NurseLedCare.org

25,748 users visited NurseLedCare.org in 2018

Visitors from **every U.S. state, territory, and the District of Columbia** in 2018

84,685 pageviews in 2018

Our 2018 conference webpage was the **3rd most-visited webpage** in 2018

Reach Your Audience Through Nurse-Led Care Social Media

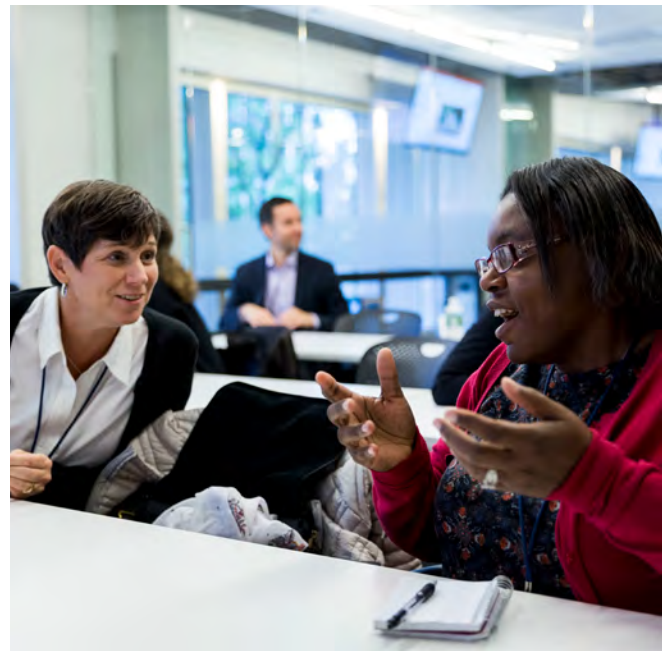
8,174 social media followers

804 posts in 2018

364,469 impressions in 2018

4,503 engagements in 2018

Average **10.4% growth** on Nurse-Led Care social media platforms



Follow us:

@NurseLedCare

About Us

The National Nurse-Led Care Consortium was founded in 1998 as a regional nursing consortium focused on nurse-managed health centers. Since that time, the organization has grown nationally. Our organization manages nursing education and training programs, as well as public health programs.



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a **PHMC** affiliate

Nurse-led care exists at the intersection of multidisciplinary, healthcare where nurses have a transformative role as holistic caregivers, advocates, and leaders. Nurses have unique skills and insight to treat the whole person, serving as a critical connection between compassionate and evidence-based healthcare.

Contact Us

Contact: **Justin Gero, Senior Manager, Public Affairs**

Phone: **215-731-7142**

Email: jgero@nncc.us

Website: nurseledcare.org

Deadline

All sponsorships due: **August 30, 2019**

Sponsorship Pledge Form

Nurse-Led Care Conference 2019



**NATIONAL
NURSE-LED CARE
CONSORTIUM**
a PHMC affiliate

Thank you for your interest in becoming a sponsor of the 2019 Nurse-Led Care Conference on October 1-3, 2019 in Nashville, Tennessee. Please review the detailed sponsorship guide and select the sponsorship level and associated benefits package that aligns with your goals as an organization. Sponsorships due: **August 30, 2019**

Becoming a Sponsor: Please complete this form and submit it via email to communications@nncc.us.

After Submitting the Form: Please provide us with a high resolution, vector version of the company logo via email to the address listed above. This will allow us to acknowledge your support for our conference on the appropriate marketing materials.

<input type="checkbox"/>	Platinum \$10,000	<input type="checkbox"/>	Keynote Address Sponsor \$5,000
<input type="checkbox"/>	Gold \$7,500	<input type="checkbox"/>	Lunch Plenary Sponsor \$5,000
<input type="checkbox"/>	Silver \$5,000	<input type="checkbox"/>	Refreshment Sponsor \$3,000
<input type="checkbox"/>	Bronze \$2,000	<input type="checkbox"/>	Gift Bag Sponsor \$3,000
		<input type="checkbox"/>	Technology Sponsor \$3,000

Total Pledge Amount: \$ _____

Contact Name	Title	
Phone	Email	
Company	Address	
City	State	Zip Code
Twitter	Website	

Payment can be completed via credit card through PayPal (membership@nncc.us) or by check payable to the National Nurse-Led Care Consortium. Mail to: Justin Gero, National Nurse-Led Care Consortium at:

**1500 Market Street
Center Square - LM500
Philadelphia, PA 19102**



University of Pittsburgh School of Nursing Sponsorship Agreement

Sponsorship is financial or in-kind contributions from an organization that does not fit the category of a commercial interest and that are used to pay for all or part of the costs of a CNE activity.

A commercial interest, as defined by the American Nurse's Credentialing Center (ANCC), is any entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients. Nonprofit or government organizations, non-healthcare-related companies, and healthcare facilities are not considered commercial interests.

Note: Organizations providing sponsorship may not provide or co-provide an educational activity.

Title of Educational Activity:	
Activity Location (if live):	Activity Date (if live):
Organization providing sponsorship:	
Accredited Provider: The University of Pittsburgh School of Nursing	
Total amount of sponsorship:	
Area(s) of activity organization providing sponsorship would like to support: <input type="checkbox"/> Unrestricted <input type="checkbox"/> Restricted* <ul style="list-style-type: none"><input type="checkbox"/> Speaker honoraria<input type="checkbox"/> Speaker expenses<input type="checkbox"/> Meal<input type="checkbox"/> Other (please list):	

** The organization providing sponsorship may request that funds be used to support a specific part of an educational activity. The Accredited Provider may choose to accept the restriction or not accept the sponsorship. The Accredited Provider maintains responsibility for all decisions related to the activity as described below.*

Terms and Conditions	
1.	This activity is for educational purposes only and will not promote any proprietary interest of an organization providing sponsorship.
2.	The Accredited Provider/ the University of Pittsburgh School of Nursing is responsible for all decisions related to the educational activity. The organization providing sponsorship may not participate in any component of the planning process of an educational activity, including: <ul style="list-style-type: none">Assessment of learning needsDetermination of objectivesSelection or development of contentSelection of planners, presenters, faculty, authors and/or content reviewersSelection of teaching/learning strategies

	<ul style="list-style-type: none"> ▪ Evaluation methods
3.	The Accredited Provider / the University of Pittsburgh School of Nursing will make all decisions regarding the disposition and disbursement of sponsorship in accordance with ANCC criteria, and the University of Pittsburgh's Industry Relationships Policy, which is attached.
4.	All sponsorship associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to any individuals involved with the supported educational activity.
5.	Sponsorship will be disclosed to the participants of the educational activity.
6.	The organization providing sponsorship may not exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place or at the conclusion of an educational activity, regardless of the format of the educational activity.

Statement of Understanding

An "X" in the boxes below serves as the electronic signatures of the representatives duly authorized to enter into agreements on behalf of the organizations listed and indicates agreement of the terms and conditions listed in the Sponsorship Agreement above.

Accredited Provider Name:	University of Pittsburgh School of Nursing
Address:	3500 Victoria Street, 225 Victoria Building Pittsburgh, PA 15261
Name of Representative:	Mary Rodgers Schubert
Email Address:	mschuber@pitt.edu
Phone Number:	412-624-9079
Fax Number:	412-624-1215
<div> <div>_____ Electronic Signature (Required)</div> <div>Date:</div> </div>	
Completed By: (Name and Credentials)	Mary Rodgers Schubert, DNP, MPM, RN Director Continuing Education

Organization providing sponsorship:	
Address:	
Name of Representative:	
Email Address:	
Phone Number:	
Fax Number:	
<div> <div>_____ Electronic Signature (Required)</div> <div>Date:</div> </div>	
Completed By: (Name and Credentials)	