



September 19, 2016

Re: 2017 Exhibitor and Vendor Prospectus

To Whom It May Concern:

The Organization of Nurse Leaders of New Jersey (ONL NJ) is seeking support for its Annual Meeting and Conference to be held April 20-21, 2017, at the Princeton Marriott at Forrestal in Princeton, N.J.

This annual event brings together nearly 200 nurse executives and leaders from across the state including direct care providers, managers and administrators from all practice settings and encompassing acute care, post-acute care and long term care.

ONL NJ is pleased to offer the opportunity to participate through various levels of sponsorship. The attached prospectus provides detailed information on exhibit, meetings with ONL NJ members and other sponsorship opportunities. Exhibit space is limited to 16 vendors.

This is an exceptional opportunity to showcase new services, technologies and equipment. A listing of all exhibit and sponsor companies will be included on event signage, provided exhibit/sponsor reservations are received by March 10.

As you review the various opportunities, please note that the *Platinum* and *Diamond* sponsorship levels provide additional visibility and exposure to ONL NJ members throughout the year.

Thank you for your consideration as a potential exhibitor or sponsor. If you have any questions, please contact Susan Cholewka, executive director at scholewka@njha.com or 609- 275-4110.

Sincerely,

The ONL NJ Finance Committee

General Information

The ONL NJ Annual Meeting and Conference
April 20-21, 2017

Event Location

Princeton Marriott at Forrestal
100 College Road East
Princeton, NJ 08540

Hotel Reservations

ONL NJ Room Block Rate \$159, plus taxes and fees
Cutoff date – March 30, 2017
Contact Marriott reservations 800-228-9290 or 609-452-7800

Purpose

The ONL NJ Annual Meeting and Conference is held every spring and provides education and networking opportunities for members. Approximately 200 nurse leaders representing all patient care delivery settings, academia and healthcare business representatives are expected to attend. The program includes nationally known speakers and presentations on current issues that are important to healthcare and have an impact on the nursing profession.

Definitions

- ***Three face-to-face meetings*** - three 30 minute face-to-face meetings at the Annual Meeting with one or two ONL NJ members at each session. Meetings will be held in a separate room at a 36-inch cocktail table with cloth and four chairs. Meetings will take place April 20. Vendors may have a laptop computer only at the face-to-face meetings; products, equipment and samples are not permitted. Vendors will meet with ONL NJ members who are decision makers in their facilities. Limited to eight vendors.
- ***Exhibit table at Annual Meeting*** - one six-foot draped and skirted table with electrical outlet and two chairs in the exhibit area located outside of the general session meeting room on April 20. Products, equipment and samples will be permitted pending approval by the committee. Exhibit space is limited.
- ***Networking breakfast and lunch*** - networking opportunities with conference attendees for two representatives at the breakfast and luncheon on April 20.
- ***Conference attendee list*** – vendors will receive a list of all conference attendees, including name, title and employer.
- ***Prominent listing as sponsor*** in Annual Meeting Program Book and signage.
- ***Acknowledgement as a sponsor*** on ONL NJ's website for one year.
- ***Introduction of key speaker*** - sponsor representative will introduce a key speaker at one of the education sessions.

- ***Exhibit at three additional ONL NJ education programs:***
 - a) Research Day Conference in June with approximately 80 attendees
 - b) Nurse Leader and Emerging Nurse Leadership Development Program in October/November with approximately 100 attendees.
 - c) Legislative/Advocacy Program in October/November with approximately 100 attendees.

Package Sponsorship Opportunities:

Package	Bronze \$1,500	Key Speaker Sponsor \$2,500	Silver \$3,000	Gold* \$4,000	Diamond* \$5,000	Platinum \$6,000
Three face-to-face meetings at Annual Meeting			✓	✓		✓
Exhibit table at Annual Meeting	✓	✓		✓	✓	✓
Networking breakfast and lunch April 20	✓	✓	✓	✓	✓	✓
Conference attendee list	✓	✓	✓	✓	✓	✓
Education Session Attendance April 20		✓				
Prominent listing as sponsor in Annual Meeting book & signage	✓	✓	✓	✓	✓	✓
Acknowledgement as sponsor on ONL NJ web site	✓	✓	✓	✓	✓	✓
Introduce Key speaker		✓				
Exhibit at Three Other Education Programs					✓	✓

***Note** – The face-to-face meeting times overlap with the exhibit times during the Annual Meeting. At least two company representatives must attend this day to cover both activities.

Other Sponsorship Opportunities:

\$3,000 – Host networking reception with conference attendees in the Treehouse Lounge on Thursday, April 20, from 4 p.m. – 5:30 p.m.

This sponsorship is based on an approximate attendance of 75 guests.

\$2,000 – Networking luncheon sponsorship includes a 10 minute presentation or comments related to what the company can do for ONL NJ members and how the company aligns with the ONL NJ Mission and Vision.

A template for comments to be completed by the sponsor in advance will be provided.

\$1,000 – Badge strap with sponsor logo distributed to all attendees.

Sponsor provides logo; ONL NJ provides the badge strap.

\$550 – Exclusive back cover advertisement in the Program Book

Specifications: Ad Size 7.5” wide x 10” tall, full-page bleeds cannot be accommodated. Final Trim Size: 8.5” wide by 11” tall, black and white, ad pages printed by Xerox Docutech. Black and white ads will be accepted as Adobe Acrobat PDFs, saved as print-optimized (high resolution, minimum 300, dpi), no image compression and/or embedded fonts; or Adobe, Photoshop 6.0 – CS (.tif, .eps, .psd, .jpg) saved at a minimum of 300 dpi, sized at 100 percent.

\$500 – Conference Wi-Fi for all attendees includes acknowledgement of sponsorship in the Program Book and signage.

\$350 – Full-page advertisement in the Program Book

Specifications: Ad Size 7.5” wide x 10” tall, full-page bleeds cannot be accommodated. Final Trim Size: 8.5” wide by 11” tall, black and white, ad pages printed by Xerox Docutech. Black and white ads will be accepted as Adobe Acrobat PDFs, saved as print-optimized (high resolution, minimum 300, dpi), no image compression and/or embedded fonts; or Adobe, Photoshop 6.0 – CS (.tif, .eps, .psd, .jpg) saved at a minimum of 300 dpi, sized at 100 percent.

**2017 ONL NJ Annual Meeting and Conference
Exhibit and Sponsor Application (1 of 2)**

Company Information:

Company Name		
Contact Person Name		
Contact Person Title		
Address		
City/State/Zip		
Phone:		Email:

Please indicate sponsorship level:

- \$6,000 Platinum
- \$5,000 Diamond
- \$4,000 Gold
- \$3,000 Silver
- \$1,500 Bronze

- \$3,000 Host Networking Reception
- \$2,500 Key Speaker Sponsor
- \$2,000 Networking Luncheon Sponsor & Presentation
- \$1,000 Badge straps for with company logo
- \$550 Exclusive Advertisement on Back Cover of Program Book
- \$500 Wi-Fi for conference attendees
- \$350 Full page advertisement in Program Book

Exhibit and/or Meetings Two Representatives Attending:

1. Name:	
Title:	
Email:	
Cell phone:	

2. Name:	
Title:	
Email:	
Cell phone:	

Description of your company's products/services:

Application must be received by Feb. 17.

Email this application to Susan Cholewka, executive director, ONL NJ at scholewka@njha.com.

Payment must be received by March 10.

**2017 ONL NJ Annual Meeting and Conference
Exhibit and Sponsor Application (2 of 2)**

Payment Information:

Send completed application with payment.

Make checks payable to ONL NJ and mail to:

ONL NJ
P. O. Box 6066
Bellmawr, NJ 08099

Company Name: _____

Credit Card Payment send via fax to 609-275-8158:

Method of Payment: Check MasterCard Visa American Express

Card Number: _____ **Expiration:** _____

Name as it appears on card: _____

Signature (required): _____ **Date:** _____

Form W-9 is available upon request.

TAX ID# 22-2540486