



Date

Re: 2017 Nursing Academic Exhibitor 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.

In support of the IOM report, *The Future of Nursing: Leading Change, Advancing Health*, ONL NJ is excited to provide an exceptional opportunity for nursing academic leaders to showcase programs for RN to BSN degrees as well as graduate programs of study.

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

Held every spring, the ONL NJ Annual Meeting and Conference 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 renowned 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 on April 20. You will be meeting 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.
- ***Networking Breakfast and Lunch*** - Networking opportunities with conference participants for two representatives at the breakfast and luncheon on April 20.
- ***Conference attendees list*** – including participant's name, title and employer.
- ***Education Session attendance April 20-*** Complimentary attendance for one school representative at the education session on April 20.
- ***Prominent listing as sponsor in Annual Meeting program book and signage.***
- ***Acknowledgement as a sponsor on the ONL NJ Web site*** for one year.
- ***Introduce Key Speaker*** - The sponsor representative will introduce a key speaker at one of the education sessions.
- ***Exhibit at three other 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.
- ***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.
- ***Additional complimentary attendance*** for one school representative at the three additional ONL NJ education programs during the calendar year 2017.

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 | | | | | ✓ | ✓ |
| Full page advertisement in the Annual Meeting program book | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Additional Complimentary Attendance | | | | | ✓ | ✓ |

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

Other Sponsorship Opportunities:

\$3,000 Host the networking reception with conference attendees in the Treehouse Lounge Thursday, April 20, 4:00 p.m. – 5:30 p.m. *This sponsorship is based on an approximate attendance of 75 guests.*

\$2,000 Networking luncheon sponsorship includes a ten minute presentation or comments related to what your school can do for ONL NJ members and how your institution 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. *The sponsor school provides the 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 support in the Program Book and signage.

\$350 Full-page advertisement in the Program Book

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

School Information:

| | | | |
|----------------------|--|--------|--|
| School 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 school 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 school's programs:

| | | | |
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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
Academic Sponsorship 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