The AONL Annual Conference is the largest and most influential event for nurse leaders. Connect with more than 3,000 decision makers, including nurse managers, directors and executives from across the health care spectrum and beyond in popular Music City.

EXHIBIT, ADVERTISING & SPONSORSHIP OPPORTUNITIES
WHAT’S IN IT FOR YOU AND YOUR ORGANIZATION?

Gain access to an elite group of decision makers and influencers across the continuum of care.

MORE THAN 3,000 NURSE LEADERS ATTENDED THE 2019 CONFERENCE. ENGAGE WITH THE GROWING AONL COMMUNITY.

“This was the best conference I’ve attended yet. The attendees were engaging, there was a lot of foot traffic and the events were impactful. I will definitely be going back next year. — 2019 Exhibitor
AONL is the voice of nursing leadership with 9,800 members nation-wide.

Audience Profile

Exhibit in Nashville and reach 3,000+ top decision makers and direct influencers in nursing leadership.

- **Executives**: 35%
- **Directors**: 30%
- **Managers**: 20%

50% of AONL members control budgets between $1 million and $500 million, and 23% controlling budgets over $500 million.

Loyal Thought Leaders

- 99% Recommend the AONL conference to their peer network
- Plan to attend a future AONL conference

Employment Setting

- 44% health system
- 30% acute care hospital
- 7% academia
- 6% vendor & consulting
- 13% other
MEET FACE-TO-FACE in Music City with AONL attendees representing leading hospitals and systems from across the country.

ADVENTIST HEALTH
ADVOCATE AURORA HEALTH
ASCENSION
ATRIUM HEALTH
BANNER HEALTH
CATHOLIC HEALTH INITIATIVES
CHRISTUS HEALTH
COMMUNITY HEALTH SYSTEMS, INC.
DIGNITY HEALTH
DUKE UNIVERSITY HEALTH SYSTEM
ENCOMPASS HEALTH CORPORATION
HCA HEALTHCARE
KAISER PERMANENT
LIFEPATH HEALTH
MERCY
NEW YORK–PRESBYTERIAN
NORTHWELL HEALTH
PRIME HEALTHCARE
PROVIDENCE ST. JOSEPH HEALTH
SUTTER HEALTH
TENET HEALTHCARE CORPORATION
TRINITY HEALTH
RWJ BARNABAS HEALTH
UNITYPOINT HEALTH

Information gathered from 2018 and 2019 attendee lists.
EXHIBITING AT AONL 2020

The exhibit hall floor plan is designed to optimize opportunities for attendees to interact with exhibitors. To get the best selection of booth locations, reserve your exhibit space today!

Booth Package

$3,500 10 x 10 ft. exhibit space (100 sq. ft.)
Additional $200 charge for each open corner

BOOTH INCLUDES:

• 8 ft. high back wall, 3 ft. high side rails, identification sign, 24-hour perimeter security guard service and daily cleaning of exhibit hall aisles and common areas

All furniture, booth carpet and accessories, technical and electrical requirements, storage and booth cleaning are the responsibility of the exhibitor. The complete service kit with pricing will be available approximately 6 weeks prior to move-in.

• Four exhibitor badges per 100 sq. ft. of booth space granting your team members access to the exhibit hall and networking events

Additional full-conference exhibitor badges can be purchased separately at the time of exhibitor registration. Registration opens in November. Booth staff badges include lunch vouchers.

• One full-conference badge per 100 sq. ft. of booth space to immerse in the conference experience at breakout sessions, lunches and social events

• Two exhibit hall guest passes per 100 sq. ft. of booth space to gift to your valued customers

• A company listing with website link in the official 2020 mobile app

• Comprehensive marketing kit

EXHIBIT HALL SCHEDULE

EXHIBIT SET-UP:
Wednesday, March 18 | 8:00 a.m. – 5:00 p.m.

EXHIBIT TEAR-DOWN:
Friday, March 20 | 2:00 – 5:00 p.m.

SHOW HOURS:
Thursday, March 19 | 9:30 a.m. – 1:30 p.m.
Friday, March 20 | 9:30 a.m. – 1:30 p.m.
*Show hours subject to change.

Contact

THE AONL 2020 SALES TEAM

Hilary Manning
(770) 432-8410 ext. 152
hmanning@tradeshowlogic.com
Companies A-K

Kathy Maguire
(770) 432-8410 ext. 153
kmaguire@tradeshowlogic.com
Companies L-Z

For questions about booth space, payment and show logistics, contact: Brendan Johnson, AONL Exhibits Coordinator, (770) 432-8410 ext. 158 or bjohnson@tradeshowlogic.com.
The ability for attendees and exhibitors to connect, engage and collaborate is a fundamental feature of this event. Take advantage of exclusive opportunities to enhance attendee and exhibitor engagement before, during and after the conference.

Qualifying sponsors will receive prominent brand recognition in the onsite program guide, the AONL website and select onsite common areas in the convention center. Diamond, Platinum and Gold level sponsors may receive additional benefits, such as complimentary conference registrations, a Passport to Prizes entry, promotional posts on AONL social media and/or ticket(s) to the AONL President’s Dinner.

2020 SPONSORSHIP LEVELS

- **BRONZE** $4,000 – $7,499
- **SILVER** $7,500 – $10,999
- **GOLD** $11,000 – $24,999
- **PLATINUM** $25,000 – $49,999
- **DIAMOND** $50,000+

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Companies L-Z
You’ve got key staff at your AONL exhibit booth showcasing your brand and sharing your value proposition. Now it’s time to amp up your presence with a customized sponsorship that will complement your unique audience engagement strategy.

**EXPAND YOUR IMPACT**

**MAXIMIZE YOUR BRAND**
- Charging Station
- Head Shot Studio
- Lanyards
- Massage Station
- Mobile App
- Plenary Sessions
- Tote Bags
  - **NEW!** Tech Bar
- Wellness Lounge

**DRIVE BOOTH TRAFFIC**
- Clings, Wraps and Floor Graphics
- Coffee Break
- Exhibit Hall Giveaway
- Passport to Prizes
- Snack and Beverage Stations
- Tote Bag Inserts

**NETWORK & SOCIALIZE**
- Affiliate Leaders Breakfast
- Affiliate Leaders Luncheon
- First-Time Attendee Reception
- Welcome Event
  - **NEW!** TGIF Breakfast

**EDUCATE & ENGAGE**
- AONL Live!
- Bits ‘n’ Bytes
- Education Expo
- Executive Dialogue
- Focus Groups
- Vendor Sunrise Sessions

**Contact**

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**ADDITIONAL INFORMATION AND PRICING CAN BE FOUND AT AONL.ORG/ANNUALCONFERENCE**
REACH YOUR AUDIENCE

**EVENT MARKETING**

Pre-arrange onsite appointments and/or connect with AONL contacts in advance to ensure nurse leaders are aware of the services, solutions, expertise and innovations that make your company a leader in the industry.

- eBlasts
- Banner Ads
- Pre-Conference Mailing List of All Registrants
- Enhanced Online Company Listing

**EVENT MARKETING**

Post-event follow-up is a critical component of any face-to-face sales initiative. Don’t miss the opportunity to deepen your connections with special offers, an invitation to re-connect, a summary of relevant educational content you disseminated or simply a ‘thank you’ for their attendance and support.

Share your message by purchasing an eBlast or the Post-Conference Mailing List, including all registrants.

**PRINT ADVERTISING**

Drive traffic to your booth and expand your brand awareness by profiling your company in the Onsite Program Guide. By advertising in this go-to resource, your ad will be in the hands of all 3,000+ attendees from the start. Limited space available.

**Contact**

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NASHVILLE

ABOUT AONL

As the national professional organization of more than 9,800 nurse leaders, the American Organization for Nursing Leadership (AONL) is the voice of nursing leadership in health care. Our membership encompasses nurse leaders working in hospitals, health systems, academia and other care settings across the care continuum. Since 1967, the organization has led the field of nursing leadership through professional development, advocacy and research that advances nursing leadership practice and patient care. AONL is a subsidiary of the American Hospital Association. For more information, visit AONL.org.

More than 300 EXHIBITING COMPANIES IN 2019.