

Education Dates: March 18–21, 2020

Exhibit Dates: March 19–20, 2020

NASH VILLE

AONL
2020

MARCH
18 - 21

Inspiring Leaders

[AONL.ORG/ANNUALCONFERENCE](https://www.aonl.org/annualconference)

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.

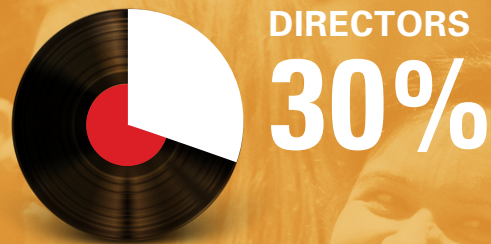
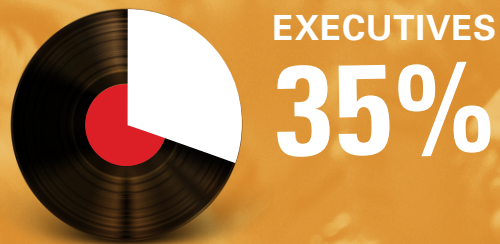


This was the best conference I've attended yet. The attendees were engaging, there was a lot of foot traffic and the events were impactful. I will definitely be going back next year. — 2019 Exhibitor

**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.



50% of AONL members control budgets between \$1 million and \$500 million

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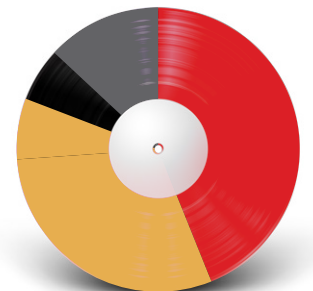
23% controlling budgets over \$500 million

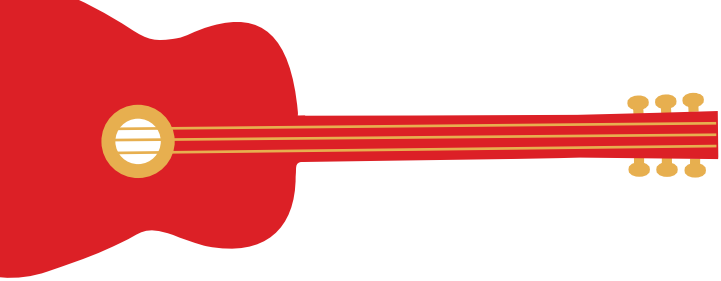
LOYAL THOUGHT LEADERS

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 PERMANENTE

LIFEPOINT HEALTH

MERCY

NEWYORK-PRESBYTERIAN

NORTHWELL HEALTH

PRIME HEALTHCARE

PROVIDENCE ST. JOSEPH HEALTH

SUTTER HEALTH

TENET HEALTHCARE CORPORATION

TRINITY HEALTH

RWJ BARNABAS HEALTH

UNITYPOINT HEALTH



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

AONL.ORG/ANNUALCONFERENCE

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

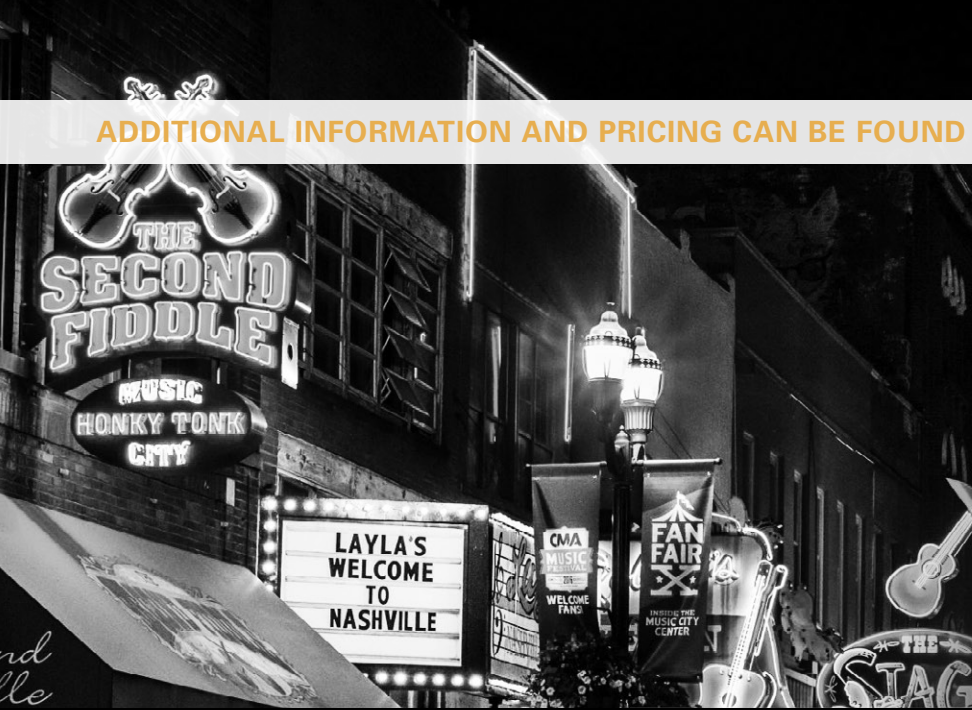
THE AONL 2020 SALES TEAM

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

Kathy Maguire
Tradeshow Logic
(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.

ADDITIONAL INFORMATION AND PRICING CAN BE FOUND AT AONL.ORG/ANNUALCONFERENCE.



SPONSORSHIP OPPORTUNITIES

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.

2020 SPONSORSHIP LEVELS

Qualified 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.

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

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REACH YOUR AUDIENCE

Pre- 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

Post- 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.

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2019 Sponsors

Diamond Level



Platinum Level



Gold Level



Silver Level



Bronze Level



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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.**
