

# Educate and Engage on September 24 at the **AONL 2020 Virtual Conference**

**Sponsorship Opportunities Are Limited!**

**Thank you for your support as AONL 2020—the largest and most influential event for leaders in nursing—transformed into a dynamic online experience: the AONL 2020 Virtual Conference.**

This one-day virtual event with extended on-demand access will deliver high-impact keynote and breakout sessions, engaging networking events and a variety of opportunities for nurse leaders to explore premier products, solutions and thought leadership from trusted industry leaders.

Nurse leaders and their teams are meeting today's unparalleled challenges with ingenuity and innovation with support from industry partners. The AONL 2020 Virtual Conference is where these leaders will share and gain essential knowledge, find new solutions and fuel synergies to help them lead with resilience and reimagine the delivery of care.

*And they're counting on you to be there.*

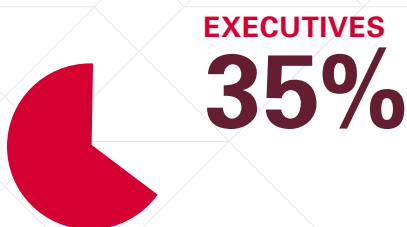
**Don't miss this exciting opportunity to connect with key nursing decision makers and reinforce your commitment to shaping the future of health care together.**



## **EVENT HIGHLIGHTS**

- Thursday, September 24
- 100% virtual
- 30+ presentations and posters
- Variety of networking opportunities
- Live and on-demand lead generation
- Vendor participation limited to 30 sponsoring organizations

[AONL.ORG/VIRTUALSPONSORSHIP](https://aonl.org/virtualsponsorship)

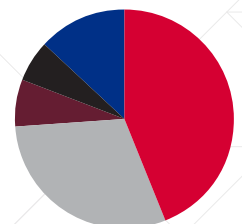


## **AUDIENCE PROFILE**

- 10,000+ AONL members nation-wide
- 50% control budgets between \$1 million and \$500 million
- 23% control budgets over \$500 million

## **EMPLOYMENT SETTING**

- **44%** health system
- **30%** acute care hospital
- **7%** academia
- **6%** vendor & consulting
- **13%** other



# EXPAND YOUR IMPACT AT THE AONL 2020 VIRTUAL CONFERENCE

## EDUCATE & ENGAGE

Craft and deliver content to a vast audience with live and on-demand capabilities:

- Speaking opportunities
- Videos introducing featured products or services
- Informational resources
- Post-event metrics

## CONNECT

Develop community through vibrant connections that drive mutually beneficial outcomes:

- Live individual and group chats
- Advance meeting scheduling
- Polling
- Gamification
- Enhanced product search capabilities

## MAXIMIZE YOUR BRAND

Be recognized as a partner with the nursing leadership community in the AONL 2020 Virtual Conference:

- Event page logos
- Social media recognition
- Branding on the virtual platform
- Recognition in pre- and post-event marketing



### CONTACT THE AONL 2020 VIRTUAL SALES TEAM

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 **AONL** | American Organization  
for Nursing Leadership™

# REACH YOUR TARGET AUDIENCE Limited spots available within each sponsorship tier.

	PLATINUM	GOLD	SILVER	BRONZE
Exhibit Booth	●	●	●	●
Free Access for Four Sponsor Reps	●	●	●	●
Social Media Recognition	●	●	●	●
Post-Event Metrics	●	●	●	●
Recognition on Attendee Emails	●	●	●	
Rotating Ad in Exhibit Hall	●	●	●	
Custom Trivia Question	●	●	●	
Rotating Ad in Lobby	●	●		
Rotating Banner Before Content Blocks	●	●		
Marquee Message	●	●		
15-30 Minute Speaking Opportunity		●		
30-45 Minute Speaking Opportunity	●			
Rotating Ad in Lounge	●			
Pop-Up Announcement	●			
Custom Badge	●			
Complimentary Registration(s) for Client or Customer	2	2	1	

MANAGING YOUR ACTIVATIONS AT AONL 2020 VIRTUAL  
 WILL BE STRAIGHTFORWARD. TO MAXIMIZE YOUR VIRTUAL  
 SPONSORSHIP EXPERIENCE, YOU'LL BE PROVIDED WITH  
 HELPFUL BEST PRACTICES AND SUPPORT.

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## /// Exhibit Booth

Custom-built exhibit booth with the following features:

- » Welcome video introducing your featured products or services
- » Informational resources to share with attendees visiting your booth
- » One-on-one chat capabilities to create engagement for your booth visitors

Your booth will be graphically dominant in the exhibit hall

## /// Branding & Visibility

One ad rotating in the lobby, lounge and exhibit hall

Branding in theatre

Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block

One marquee message directing attendees to your booth in the exhibit hall

One pop-up announcement message directing attendees to your booth

Sponsorship recognition on all attendee emails

## /// Gamification

Company specific badge: attendees must visit your booth and complete certain actions in order to earn it (includes opportunity to host a drawing for those who earned badge)

Ability to create one thought leadership trivia question that includes promotional messaging "to find out more visit us in the exhibit hall"

## /// Content

30-45 minute speaking opportunity

Two polling questions

Ability to have 1-3 links or handouts available during your session

3-5 question survey at the end of your presentation

## /// Post-Event Data

Full list of all participants that visited your booth and downloaded assets and record of all booth chats

Full list of all participants that attended your speaking session, all survey and polling responses and record of all chats and Q&A



## /// Exhibit Booth

Custom-built exhibit booth with the following features:

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Your booth will be graphically dominant in the exhibit hall

## /// Branding & Visibility

One ad rotating in the lobby, lounge and exhibit hall

Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block

One marquee message directing attendees to your booth in the exhibit hall

Sponsorship recognition on all attendee emails

## /// Gamification

Ability to create one thought leadership trivia question that includes promotional messaging “to find out more visit us in the exhibit hall”

## /// Content

15-30 minute speaking opportunity

Two polling questions

Ability to have 1-3 links or handouts available during your session

3-5 question survey at the end of your presentation

## /// Post-Event Data

Full list of all participants that visited your booth and downloaded assets and record of all booth chats

Full list of all participants that attended your speaking session, all survey and polling responses and record of all chats and Q&A



## SILVER TIER: \$5,000 INVESTMENT

### /// Exhibit Booth

Custom-built exhibit booth with the following features:

- » Welcome video introducing your featured products or services
- » Informational resources to share with attendees visiting your booth
- » One-on-one chat capabilities to create engagement for your booth visitors

### /// Branding & Visibility

One ad rotating on the main page of the exhibit hall

Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block

Sponsorship recognition on all attendee emails

### /// Gamification

Ability to create one thought leadership trivia question that includes promotional messaging “to find out more visit us in the exhibit hall”

### /// Post-Event Data

Full list of all participants that visited your booth and downloaded assets and record of all booth chats



## BRONZE TIER: \$2,500 INVESTMENT

### /// Exhibit Booth

Custom-built exhibit booth with the following features:

- » Welcome video introducing your featured products or services
- » Informational resources to share with attendees visiting your booth
- » One-on-one chat capabilities to create engagement for your booth visitors

### /// Branding & Visibility

Ability to have a single, rotating banner ad visible for up to 15 minutes before the beginning of a content block

### /// Post-Event Data

Full list of all participants that visited your booth and downloaded assets and record of all booth chats



## ABOUT AONL

As the national professional organization of more than 10,000 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](http://AONL.org).



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