

Inspiring Leaders JULY 11-14

AONL 2021

NATIONAL HARBOR • DC WATERFRONT

Education Dates: July 11-14, 2021

Exhibit Dates: July 12-13, 2021

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

Exhibit, Advertising & Sponsorship Opportunities

The AONL Annual Conference is the largest and most influential event for nurse leaders. Connect with thousands of decision makers, including nurse managers, directors and executives from across the health care spectrum and beyond.

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 REGISTERED FOR AONL 2020. CONNECT WITH THE AONL COMMUNITY.



Audience Profile

Exhibit at DC's National Harbor and reach top decision makers and direct influencers in nursing leadership.

AONL IS THE VOICE OF NURSING LEADERSHIP WITH **10,000** MEMBERS NATION-WIDE



EXECUTIVES

35%



DIRECTORS

30%



MANAGERS

20%

50%

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

23%

controlling budgets over \$500 million

LOYAL THOUGHT LEADERS

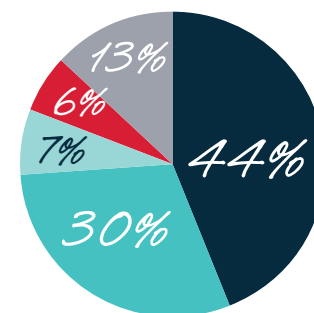
99%

RECOMMEND THE AONL CONFERENCE TO THEIR PEER NETWORK

PLAN TO ATTEND A FUTURE AONL CONFERENCE

EMPLOYMENT SETTING

- HEALTH SYSTEM
- ACUTE CARE HOSPITAL
- ACADEMIA
- VENDOR & CONSULTING
- OTHER



Meet face-to-face

at DC's National Harbor 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

Information gathered from past AONL Annual Conference attendee lists.



AONL RECEIVED TRADE SHOW EXECUTIVE'S FASTEST 50 AWARD, RECOGNIZING GROWTH IN ATTENDANCE FOR ITS 2019 ANNUAL MEETING HELD IN SAN DIEGO.

Exhibiting at AONL 2021

AONL.ORG/ANNUALCONFERENCE

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: \$3,600 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 March. 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 2021 mobile app

Comprehensive marketing kit

EXHIBIT HALL SCHEDULE

EXHIBIT SET-UP:

Sunday, July 11

8:00 a.m. – 5:00 p.m.

EXHIBIT TEAR-DOWN:

Tuesday, July 13

2:00 – 5:00 p.m.

SHOW HOURS:

Monday, July 12

9:30 a.m. – 1:30 p.m.

Tuesday, July 13

9:30 a.m. – 1:30 p.m.

**Show hours subject to change.*

Contact the AONL 2021 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 AONL Exhibits Coordinator at aonlexhibits@tradeshowlogic.com.

Expand Your Impact

You've got key staff at your AONL exhibit booth showcasing your brand and sharing your value proposition. Now it's time to maximize your presence with a customized sponsorship that will complement your unique audience engagement strategy.

MAXIMIZE YOUR BRAND

Charging Station

Hand Sanitizer Station

Head Shot Studio

Lanyards

Mobile App

Plenary Sessions

Tote Bags

NEW! Tech Bar

Wellness Lounge

DRIVE BOOTH TRAFFIC

Clings, Wraps and
Floor Graphics

Coffee and Snack Breaks

Exhibit Hall Giveaway

Passport to Prizes

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

Sunrise Sessions

ADDITIONAL INFORMATION AND PRICING CAN
BE FOUND AT [AONL.ORG/ANNUALCONFERENCE](https://aonl.org/annualconference)

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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.

2021 SPONSORSHIP LEVELS

AONL offers a variety of sponsorship opportunities with various levels of recognition and benefits.

Qualified sponsors receive prominent brand recognition in print and digital communications as well as onsite signage. Diamond, Platinum and Gold level sponsors may receive additional benefits, such as complimentary registrations, a Passport to Prizes entry, promotional posts on AONL social media and/or ticket(s) to the AONL President's Dinner. Contact your sales representative to learn more.

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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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

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.

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

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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2020 Sponsors

Platinum Level



Gold Level



Silver Level



Bronze Level



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National Harbor • DC Waterfront

More than **300** EXHIBITING
COMPANIES

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](https://aonl.org).