

AONL 2021 INSPIRING LEADERS VIRTUAL CONFERENCE JULY 13-14

AONL.ORG/VIRTUALSPONSORSHIP

Connect with over 3,000 expected attendees

Nurse leaders and their teams are meeting today's unparalleled challenges with ingenuity and innovation.

The AONL 2021 Virtual Conference is where these extraordinary leaders gain essential knowledge, connect with distinguished industry partners to find new solutions and fuel synergies to help them lead with resilience and re-imagine the delivery of care.

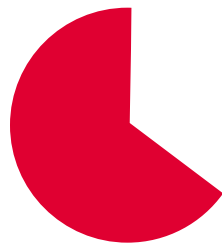


Contact the AONL 2021 Sales Team

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

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

Audience Profile



EXECUTIVES

35%



DIRECTORS

30%



MANAGERS

20%

50%

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

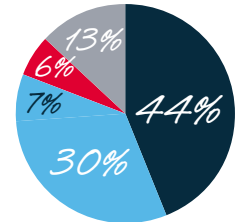
23%

of AONL members control budgets over \$500 million

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

EMPLOYMENT SETTING

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



2020 Virtual Event Highlights

AVERAGE 197 UNIQUE VISITORS IN SPONSORS' BOOTH

80% SPENT AN AVERAGE OF 6-10 HOURS
ENGAGING IN THE CONFERENCE

80% ATTENDED AT LEAST TWO EDUCATIONAL
SESSIONS LED BY INDUSTRY PARTNERS

ON AVERAGE, 250 ATTENDEES PARTICIPATED IN
EACH VENDOR-LED EDUCATIONAL SESSION

Virtual Sponsorship Tiers

Elite Package: \$15,000 INVESTMENT

SPONSOR HUB LISTING

Each sponsor has its own Hub within the Partner Pavilion. An Elite sponsor's hub features:

- Company logo, description and URL
- 3 video uploads
- 20 collateral uploads
- 4 company representatives
- Active for 3-months post-event

COMPANY INTERACTION, NETWORKING, LEAD COLLECTION

- Group text chat, private 1:1 chat and video chat within the platform
- Access to private sponsor to attendee appointment scheduling
- Real-time lead information and performance analytics
- Four (4) complimentary event registrations

BRANDING/ PROMOTION

- Rotating banner ad to direct attendees to your hub
- Elite designation in Partner Pavilion
- Gamification opportunities to increase traffic to Partner Pavilion and sponsor-led educational sessions
- Sponsorship will be highlighted in an AONL stand-alone promotional email highlighting elite sponsor session topics and logos
- Complimentary pre and post-conference attendee list. (Street addresses only.)

RETARGETING ADVERTISING

Each tier affords your company the opportunity to engage with the nurse leader community, become a thought leader, build new relationships and enhance your brand presence.

Complimentary access to an intuitive ad retargeting tool.

The package includes:

- 3-month campaign
- Up to eight ad units
- Up to 10,000 impressions per month

PRE-EVENT MARKETING

Increase engagement by promoting incentives to drive traffic to your sponsor Hub. Elite sponsors will upload prospect lists, choose from three AONL branded templates, and distribute electronic invitations directly to your customers. Receive personalized landing page plus links for social media sharing. Access to dashboard metrics included.

THOUGHT LEADERSHIP

Design and present your own **45-minute**, prerecorded, simulive presentation through the virtual platform (live text chat Q&A inc. in 45-min). Elite sessions will run unopposed from any other educational content. Sessions include promotion on the agenda and include company name and logo. Sessions will be active on the virtual platform for 3-months post-event. Session participation analytics included.

VIRTUAL ASSESSMENT & PRESENTATION ADVISOR

Receive a professional, customized analysis of your presentation materials by a Certified Visual Presenter. Consultation services include two one-hour Zoom sessions.

Premier Package: \$10,000 INVESTMENT

SPONSOR HUB LISTING

Each sponsor has its own Hub within the Partner Pavilion. A Premier sponsor's hub features:

- Company logo, description and URL
- 2 video uploads
- 15 collateral uploads
- 4 company representatives
- Active for 3-months post-event

COMPANY INTERACTION, NETWORKING, LEAD COLLECTION

- Group text chat, private 1:1 chat and video chat within the platform
- Access to private sponsor to attendee appointment scheduling
- Real-time lead information and performance analytics
- Two (2) complimentary event registrations

BRANDING/ PROMOTION

- Premier designation in Partner Pavilion
- Gamification opportunities to increase traffic to Partner Pavilion and sponsor-led educational sessions
- Sponsorship will be highlighted in an AONL stand-alone promotional email highlighting premier sponsor session topics and logos
- Complimentary pre-conference attendee list. (Street addresses only.)

PRE-EVENT MARKETING

Increase engagement by promoting incentives to drive traffic to your sponsor Hub. Premier sponsors will upload prospect lists, choose from three AONL branded templates, and distribute electronic invitations directly to your customers. Receive personalized landing page plus links for social media sharing. Access to dashboard metrics included.

THOUGHT LEADERSHIP

Design and present your own **30-minute**, prerecorded, simulative presentation through the virtual platform (live text chat Q&A inc. in 30-min). Sessions include promotion on the agenda and include company name and logo. Sessions will be active on the virtual platform for 3-months post-event. Session participation analytics included.



Gold Package: \$7,500 INVESTMENT

SPONSOR HUB LISTING

Each sponsor has its own Hub within the Partner Pavilion. A Gold sponsor's hub features:

- Company logo, description and URL
- 1 video upload
- 10 collateral uploads
- 4 company representatives
- Active for 3-months post-event

COMPANY INTERACTION, NETWORKING, LEAD COLLECTION

- Group text chat, private 1:1 chat and video chat within the platform
- Access to private sponsor to attendee appointment scheduling
- Real-time lead information and performance analytics
- One (1) complimentary event registration

BRANDING/ PROMOTION

- Gold designation on Sponsor Hub listing
- Gamification opportunities to increase traffic to Sponsor Hub and sponsor-led educational sessions

THOUGHT LEADERSHIP

Design and present your own **15-minute**, prerecorded, simulive presentation through the virtual platform with (live text chat Q&A inc. in 15-min). Sessions include promotion on the agenda and include company name and logo. Sessions will be active on the virtual platform for 3-months post-event. Session participation analytics included.

EFFECTIVE TACTICS DRIVE ATTENDEE ENGAGEMENT TO SPONSOR HUB

✱ DAILY NOTIFICATIONS ✱ SCHEDULED BREAKS ✱ EXHIBITOR PRIZES

GAMIFICATION AND PRIZE DRAWING

AONL will award prizes based on analytics showing levels of engagement. Credits will be based on engagement time captured through analytics with sponsors, sessions, chat features, and attending sponsor-led education sessions. A leaderboard will track participants.



A la Carte Offerings

PASSPORT TO PRIZES: \$1,800

Guaranteed leads! This opportunity will drive attendees to your Hub for a chance to win a prize. Attendees must engage within your Sponsor Hub in order to earn points. Sponsor participation is on a limited first-come, first-served basis. Prizes are purchased and provided by AONL. Your company logo will be promoted as a Passport participant.

VIRTUAL REGISTRATION BAG: \$1,000

The must-read “Know Before You Go” message will be sent to all preregistered attendees. Submit your PDF materials for upload (limited to an eight-page PDF). The deadline for submission is June 15. Limited opportunities available.

REGISTRATION CONFIRMATION BANNER AD: \$7,000

Exclusive, high-visibility branding opportunity for conference registration confirmation.

Logo on registration confirmation email sent to all registrants — estimated at 3 messages.

Art work due as soon as possible.

(Please note these do not include pre-registration promotional e-mails.)

E-BLAST SPONSORSHIP: \$7,000

Send a custom eBlast message to registered attendees. Lists are not distributed to sponsors directly and campaigns are sent by AONL. Your campaign requires you to select date and time and upload your HTML. After AONL has reviewed and approved your content, detailed reporting will be provided.

AVAILABLE DATES: MAY 19, JUNE 16, JUNE 30, JULY 7, JULY 19

ART WORK DUE ONE-WEEK PRIOR TO DISTRIBUTION



A la Carte Offerings

PROMOTIONAL EMAIL BANNER AD SPONSORSHIP: \$2,500

Reach nurse leaders by placing your advertisement around featured content in conference promotional e-mails sent to 14,000+ members and prospects in the months leading up to the conference. Limited to one (1) advertiser per email.

AVAILABLE DATES: APRIL 29, MAY 13, MAY 27, JUNE 10, JUNE 25, JULY 8

ART WORK DUE ONE-WEEK PRIOR TO DISTRIBUTION

ATTENDEE MAILING LISTS

Reach prospects and leads by purchasing the attendee list (.xls format).

The pre-conference attendee mailing list costs \$300 for exhibitors and \$1,250 for non-exhibitors. The pre-list is available after June 2 and is for a one-time use only. Additional requests are subject to an additional cost. The post-conference attendee list costs \$350 for exhibitors and \$1,750 for non-exhibitors. The post list is available after July 16, 2021 and is for a one-time use only.

Note: Materials must be approved by AONL before mailing. Attendee email addresses and phone will NOT be provided per AONL policy.

WELLNESS LOUNGE: \$5,000

** Exclusive opportunity*

Encourage attendees to stay healthy in mind and body throughout the event.

Includes:

COMPANY BRANDING IN RECOGNITION OF YOUR SPONSORSHIP ON THE VIRTUAL PLATFORM

RECOGNIZED SPONSOR OF THE UNLIMITED HEALTH AND WELLNESS VIDEOS

COMPANY LOGO IN THE CONFERENCE AGENDA

SPONSOR MAY PROVIDE A PROMOTIONAL OR WELCOME VIDEO THAT WILL BE UPLOADED TO THE VIRTUAL WELLNESS LOUNGE





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

