The Academy of Neonatal Nursing (ANN) extends a cordial invitation for your company to review our Corporate Support Program. We encourage you to review the opportunities and benefits of our five levels of recognition and ask that you consider becoming a leader in the neonatal specialty and partner with us.

2015 Corporate Support Program

Website/Online

2015 Conferences

Recognition Levels

www.academyonline.org
## 2015 Corporate Support Program

### Corporate Support Program Benefit Tiers

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Red Heart</th>
<th>Gold Heart</th>
<th>Silver Heart</th>
<th>Bronze Heart</th>
<th>Corporate Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your support will be recognized as follows:</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Academy of Neonatal Nursing Website (linking or non-linking logo)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Banner Ad ANN Website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>The Academy Connection (ANN's E-Newsletter)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Complimentary Subscription to Neonatal Network®</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>ANN Registration Brochures</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Onsite Conference Recognition Graphics</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Support Graphic for Display in Exhibit Booth</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Program Books at ANN Conferences</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>National Conference Opening Session</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Recognition in Post Conference Materials</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Your company will be profiled in one of our E-newsletters</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
<td>✔</td>
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</tbody>
</table>

**Additional Benefits Include:**

- One Complimentary use of ANN Membership list
- Priority Exhibit Booth Assignments at National Conferences
- Exhibitor Ribbons for Booth Personnel at National Conferences
- One Complimentary use of NNC Attendees list
- One Complimentary use of AP Attendees list
- (2) Complimentary full registrations to NNC (corp. employee only)
- Complimentary full registration to NNC (corp. employee only)
- Complimentary Registration Delivery (NNC) *National Neonatal Nurses Conference (NNC)*
- Complimentary Registration Delivery (AP) *Advanced Practice Neonatal Nurses Conference (AP)*

### More Choices

The Academy of Neonatal Nursing Corporate Support Program now allows you to customize your participation by designing the right mix of promotional activities.

Select promotional opportunities that will enhance your company’s visibility and build brand awareness to the thousands of neonatal nurses who look to the Academy of Neonatal Nursing each year for their educational needs. Your level of designation will be determined by your company’s overall support of the Academy of Neonatal Nursing.

### Support Opportunities

**ANN Corporate Partner**

$1,100 Annually

Your support of the Academy of Neonatal Nursing will provide valuable recognition and build brand awareness to all ANN members while supporting the organization’s commitment to the neonatal specialty.

**E-Newsletter, The Academy Connection**

$1,500 per issue

Receive outstanding visibility and recognition (linking or non-linking) as the supporter of ANN's E-Newsletter electronically delivered to more than 7,000 members every other month.

**Academy Blast eMail**

eBlast cost $2,000 per issue (3) issues for $5,000

The Academy sends out blast emails to members approximately twice a month. Total number of subscribers is presently 8,260. These eBlasts can be sponsored. Please supply banner ad no longer than 600 px in length in jpg format.

**Online Advertising**

Please call for banner placement options and affordable pricing quotes.

ANN accepts advertisements for its website and electronic newsletter. Size options and placements are listed below. Acceptable file formats are jpg or gif, maximum file size is 30MB. Requests for additional sizes and placements will be considered. Banner placement options include the ANN homepage.
Conference Support Opportunities

Floor Decals, Window Clings, Elevator Graphics
(National Conference and Advanced Practice Conference)
$1,500 - for (5) floor decals, approximate size 18"x24"
$1,500 - for (5) window clings, approximate size 18"x24"
* Call for a quote for elevator graphics
A great support opportunity these options are extremely effective in driving traffic to your booth, providing recognition and distinguishing companies from their competitors. Graphic options and placement of graphics will vary at each conference location.

Conference Tote Bags
$11,500 - National Conference
$5,000 - Advanced Practice Conference
Provided to each registered attendee, the “official” tote bag contains important registration materials, program books, show information, and much more. Your name and logo will be seen and recognized by all attendees at the conference. Bonus distribution to Mother Baby Conference attendees at the National Conference.

Internet Cafe’
$7,500 - National Conference
$4,500 - Advanced Practice Conference
Internet access and E-mail kiosks are provided and located in a high traffic area at our conferences. Your support will be recognized on all computer screens as well with graphics on the kiosks that display the computers. Bonus visibility to Mother Baby Conference attendees at the National Conference.

Freestanding Meter Board Advertising - double sided
(National Conference and Advanced Practice Conference)
$1,500 per board
Meter Boards positioned in high traffic areas for all attendees to view. This is a great way to promote booth traffic, products, and services while building your company’s brand awareness. Meter boards are approximately 3 feet wide and 8 feet tall.

Refreshment Breaks
$6,000 - National Conference
$3,500 - Advanced Practice Conference
Attendees will remember who bought that cup of coffee or refreshing drink as our refreshment stations will be appointed with signage that acknowledges your company name as the supporter. You will also receive recognition in the program book.

Lanyards/Badge Holders
$7,500 - National Conference
$3,500 - Advanced Practice Conference
Receive outstanding visibility and recognition with your company’s logo or name on the ANN badge holder or lanyard. Bonus distribution to Mother Baby Conference attendees at the National Conference.

Table Tent Advertising in Networking Areas
(National Conference and Advanced Practice Conference)
$1,750 for (10) table tents
Table tent (double sided) advertising in the ANN Exhibit Hall provides supporters an opportunity to advertise or promote their booth location in busy gathering places within the exhibit hall and be seen by hundreds of attendees each day.

Hotel Room Keys
(National Conference and Advanced Practice Conference)
Please call for pricing quotes.
Attendees will see your show of support every time they enter their hotel rooms during the conference. This is a great way to showcase your logo, company name, and booth number – driving traffic to your exhibit booth. Bonus distribution to Mother Baby Conference attendees at the National Conference.

Charging Stations
(National Conference and Advanced Practice Conference)
$4,000 per charging station
Charging stations offer branding capabilities for the supporter as well as a variety of charging options for phones and other hand-held electronic devices. Placed strategically throughout the Conference in high traffic locations support of the charging stations is a great way to promote your brand to our conference attendees.

Presentation Theaters
$3,000 per time slot - National Conference
Presentation theaters are permitted within the exhibit hall but no continuing nursing education (CNE) credits can be given or earned. We are excited to offer an opportunity for exhibitors looking for a way to educate attendees about their latest products and services in a classroom setting. Reserve a time slot in our presentation theaters on the show floor and conduct non-accredited educational programs, product demonstrations, workshops, product training sessions, focus groups, and more! The presentation theaters in the exhibit hall will come complete with a small stage, standard A/V equipment, and seating for approximately 50 attendees. Each sponsor will receive a 45-minute time slot during which to conduct their session. These sessions are a great way to demonstrate proper use of your product to a live audience, generate interest in your new product, and build traffic to your booth.

Other Options
Any other support ideas and suggestions are welcome and will be considered!
ANN approves all product, copy, logo placement (ANN logo must appear at least the same size as the sponsor logo), quantity, and shipping/delivery dates and locations.
Support exceeding $15,000 will receive additional benefits commensurate with amount of support provided.