



Fact

*Exhibitions are the #1 source for attendees who make the final purchasing decisions. *
Research Results – Exhibition sales account for about 90% of exhibiting company sales.*

*(*based on Center for Exhibition Industry Research [CEIR].)*

Symposium Guide Advertising See costs below

PCNA will produce a dedicated symposium guide. This guide will highlight exhibitor listings, floor plans, programs-at-a-glance, and much more. The PCNA symposium guide will be distributed to all PCNA attendees at the Annual Symposium April 4-7, 2018.

- Full-page color, back cover \$3,000**
- Full-page color, inside front cover \$2,500**
- Full-page color \$1,500**
- Full-page black & white \$1,000**

Free Standing Meter Boards \$750 per meter board

Free Standing meter board signs are an effective affordable way to communicate with PCNA attendees. These two-sided meter boards display your artwork in high traffic areas within the exhibit hall and PCNA convention space which can carry your corporate logo and booth number.

Insert in Attendee Tote Bags \$1,000 per piece

Bring your message home to more than 300 attendees with inserts in their attendee tote bags. Exhibitors must use the official Attendee Insert Program coordinated by PCNA.

Advertising in At-Show Attendee Email \$1,000

Reach over 300 symposium attendees by advertising in daily symposium emails. *Ad specs — 160 pixels x 400 pixels (static)

Advertising on Annual Symposium Website \$1,000/Month

Access over 4,000 cardiovascular nurses by advertising your business on the Annual Symposium website. *Ad specs — 160 pixels x 400 pixels (static or animated)

Floor Decals \$1,000 for (5) Decals (limited to 3 supporters)

Floor decals are a great way to drive traffic to your exhibit booth providing recognition, and distinguishing your company from your competitors. Decals will be placed throughout the convention space (approved areas). Decals are approximately 24" H x 24" W (live area for artwork is approximately 18"x18"). Approval of artwork required.

Table Tent Advertising \$1,750 for (5) table tents (front & back)

Table tent advertising in the PCNA Networking Areas within the meeting space and exhibit hall provides great exposure in busy gathering areas seen by hundreds of attendees each day.

Photo Booth Sponsorship \$3,000

Your company name will be featured on the photo strips that are printed at the PCNA photo booth in the exhibit hall. In addition to going home with each attendee as a keepsake, photo strips are posted to the PCNA Events Mobile App and Facebook page.

OPPORTUNITIES

Logo on Lanyard/Badge Holder (Exclusive Sponsorship) \$3,000

What better way to get recognized than to have 300 attendees wearing your name around their necks throughout the conference. Your company logo will appear on all attendees' lanyards and on main sponsorship signage.

Customized Focus Groups \$5,000

PCNA has a long-standing reputation for providing high-quality research on cardiovascular trends and best practices. Put this expertise to work for your organization to achieve your business goals! Let PCNA help you get the feedback you need. Customized focus groups with specific areas of expertise can be arranged to help you meet the needs of your organization. Corporate Supporters only.

Charging Station (Exclusive Sponsorship) \$5,000

Smartphone losing power? Plug right into the PCNA charging station. All eyes will be on the sponsor of this unique charging station. Your logo will be visible to everyone who needs a little extra charge.

Hotel Key Cards (Exclusive Sponsorship) \$5,000

Be the first company introduced to over 300 attendees by sponsoring the hotel key cards! Hotel guests look at their guestroom key cards approximately 12 times a day, making key cards the number one advertising instrument for many companies.

Logo on Attendee Tote Bags (Exclusive Sponsorship) \$5,000

Always a conference favorite, these bags are in demand every year as attendees will use them to hold their conference materials on site and will continue to use them at home and work for years to come. Logo will appear along with PCNA on all attendee registration bags and on additional sponsorship signage.

PCNA Events Mobile App Sponsorship \$5,000

Access attendees anytime, anywhere – with real-time updates, promoted posts, push notifications and sponsored app sections.

Refreshment Breaks starting at \$5,000

Take advantage of one of our themed breaks to spotlight your company's name and logo. Enhancements can be added for an additional charge. Allow us to customize something to fit your budget needs!

WiFi Hot Spots (Exclusive Sponsorship) \$9,500

A symposium cornerstone, the WiFi sponsor receives floor decals and onsite recognition signage.

Exhibition Facts

84% of decision makers who attend exhibitions come to prepare for the future.

64% of professional attendees rely on exhibitions to keep pace with industry trends.

71% of exhibition attendees will share the information they obtain at an exhibition with 1 to 6 people upon returning to the office.

69% of attendees go to exhibitions to see, touch, and experience new technology.