About NACNS and CNSs

The National Association of Clinical Nurse Specialists, founded in 1995, enhances and promotes the unique, high value contributions of clinical nurse specialists to the health and well-being of individuals, families and communities. NACNS is the only association representing the 70,000 clinical nurse specialists working across the country. Our members are advanced practice registered nurses and leaders in health care. They work in a variety of specialties across the health care continuum to ensure high-quality, evidence-based, patient-centered care.

Because of their graduate-level education and training, clinical nurse specialists are uniquely prepared to assess, analyze and improve the business of health care while continuing to put the patient first. Regardless of specialty or setting, CNSs provide leadership in clinical expertise, nursing practice and systems innovation.

Did you know CNSs:

- Are actively involved in technology purchasing decisions in their facilities (more than 9 in 10 CNSs based on a 2016 survey);
- Prescribe drugs, treatments and durable medical equipment;
- Engage in systems and cost benefit analysis;
- Identify the need to use new products and facilitate implementation of new products and clinical interventions;
- Conduct clinical trials;
- Teach students and staff from multiple disciplines;
- Design and implement quality improvement strategies;
- Serve as expert resources on safety, quality, and cost effectiveness in health care; and
- Publish in nationally recognized journals?


This partnership prospectus details numerous opportunities to engage this group of dynamic health care leaders.
PRACTICE

CNSs provide care in a range of specialties.

- 74.8% Adult Health/Gerontology
- 7.1% Pediatric
- 6.4% Family/Individual Across the Lifespan
- 4.1% Psychiatric/Mental Health
- 3.8% Women’s Health/Gender Specific
- 3.6% Neonatal

CNSs have a range of duties from providing direct patient care to managing care to leading research to nurse education.

- 22% Provide direct patient care
- 19.8% Teach nurses/staff
- 19.5% Consult to nurses/staff/others
- 14.6% Lead evidence-based practice (EBP) projects
- 11.5% Assist other nurses/staff with direct patient care
- 10.7% Assist with EBP projects
- 9.1% Teach patients/families
- 6.4% Precept students
- 5.8% Assist with research
- 4.9% Conduct research as the primary investigator (PI)
- 3.9% Teach in the community
- 3.2% Provide transitional care
- 31.6% Other

NOTE: Findings are from the NACNS 2016 CNS Census.
CNSs prescribe in:

- Alaska
- Arkansas
- Colorado
- Connecticut
- D.C.
- Delaware
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Michigan
- Minnesota
- Missouri
- Montana
- Nebraska
- Nevada
- New Jersey
- New Mexico
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Rhode Island
- South Carolina
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
A city known for fast cars and blockbuster events, Indianapolis has also gained acclaim for a flourishing culinary and brewing scene. Indy's energetic downtown offers over 300 diverse restaurants and 50 major attractions, including world-class arts and cultural institutions, award-winning sports facilities, miles of bike paths, a scenic Central Canal, and 250 acres of urban green space. Indy also features the nation's first LEED-certified airport, Indianapolis International Airport, only 15 minutes from downtown, which welcomes over 1,000 flights weekly from 41 nonstop destinations.

Indiana stands proudly as one of the top life science clusters in the United States and is home to a large, highly specialized, and diverse health science industry. The breadth and depth of expertise found here extends Indiana's reputation around the globe. That is why it is no surprise that NACNS was founded here in 1995.

NACNS is excited to return to its birthplace to celebrate the 25th anniversary of the organization. Come celebrate our Silver Anniversary with 600 other CNSs and enjoy Indianapolis' legendary hospitality!

HOTEL INFORMATION:
Marriott Indianapolis Downtown
350 West Maryland Street
Indianapolis, IN 46225
Partnership Opportunities

Attending the annual conference and supporting NACNS provides:

- Targeted branding and advertising opportunities to CNSs, executive-level hospital and university staff and nursing students throughout the U.S.;
- Unique recognition on the NACNS website and in printed conference materials;
- Opportunities to network with and address conference attendees; and
- Recruitment opportunities through the NACNS website and email listserv.

<table>
<thead>
<tr>
<th>PARTNER LEVEL</th>
<th>PLATINUM PARTNER</th>
<th>GOLD PARTNER</th>
<th>SILVER PARTNER</th>
<th>BRONZE PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**YEAR-ROUND BENEFITS**

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>PLATINUM PARTNER</th>
<th>GOLD PARTNER</th>
<th>SILVER PARTNER</th>
<th>BRONZE PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on the NACNS homepage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Email blasts to membership, per NACNS guidelines</td>
<td>3 blast emails to membership, per NACNS guidelines</td>
<td>2 blast emails to membership, per NACNS guidelines</td>
<td>1 blast email to membership, per NACNS guidelines</td>
<td></td>
</tr>
<tr>
<td>Upon request, informational press releases to be posted on the Nursing News section of the NACNS website.</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One advertisement of 1/4 page, 3” x 5” in up to two issues of the CNS Communiqué</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

**ANNUAL CONFERENCE BENEFITS**

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>PLATINUM PARTNER</th>
<th>GOLD PARTNER</th>
<th>SILVER PARTNER</th>
<th>BRONZE PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in the NACNS onsite conference brochure</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in the NACNS conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary exhibit space</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full conference registrations (All Access)</td>
<td>5 full conference registrations</td>
<td>4 full conference registrations</td>
<td>2 full conference registrations</td>
<td>1 full conference registration</td>
</tr>
<tr>
<td>Registration bag insert</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition as Partner from the podium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as Partner on signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Upon request, a list of NACNS 2020 Annual Conference registrants.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
Other Partnership Opportunities by Category

PRESENTATION OPPORTUNITIES

2020 Satellite Symposium • Investment: $15,000

The NACNS is pleased to present an opportunity to host a Satellite Symposium in conjunction with the 2020 Annual Conference. This is a unique marketing opportunity to meet and network with nearly 600 advanced practice registered nurses as they learn new concepts and seek out innovations in practice.

Benefits include:

• One complimentary pre-registered attendee mailing list for one-time use. Please note: NACNS cannot guarantee the mailing list prior to the early bird registration deadline, as many attendees wait until the deadline to register;
• Complimentary web posting and onsite promotion;
• Complimentary registration for two attendees, please indicate the attendee names on the application form; and
• Complimentary exhibit space, please indicate desired selection on the application form.

Demo Stage • Investment: Varies by Industry (see below for details)

New this Year! NACNS is offering an opportunity for CNS entrepreneurs, companies, and other key stakeholders to hold a 20 minute presentation followed by 10 minutes of Q&A. This uncontested time with the attendees in the exhibit hall will allow you to highlight your services in a new way.

• CNS Entrepreneur Presentation (member rate): $500
• Corporate Presentation: $5,000

Focus Groups • $3,000 (3 available)

To provide optimal access to NACNS members via different forums, NACNS can offer access to small meeting rooms for NACNS partners and vendors to meet with meeting attendees. If you elect to take advantage of this opportunity, NACNS staff will work with you to recruit 7 to 12 NACNS members for a focus group session on the topic of your choice. Audio/visual, catering costs and arrangements are the responsibility of the partner/vendor. NACNS' policy does not allow the meetings to be scheduled during core meeting times, but can make these rooms available during breakfast, at breaks or after the afternoon program is completed.

Since these meetings require personalized scheduling, interested vendors need to make a $100 deposit. It will be applied to any AV or catering charges. The deposit will be returned if a mutually agreeable time is not identified.
NETWORKING OPPORTUNITIES

Sponsorship of Leadership Reception • $8,500 (exclusive)

Sponsorship of this event will allow you to reach and cultivate relationships with key clinical and healthcare decision makers and those who are fast becoming the future of nursing and healthcare. This event targets 75-100 of NACNS’s local, state, and national leaders as well as NACNS partners attending the conference.

Benefits include:

- Recognition on signage at designated lunch and registration area;
- Recognition in the onsite conference brochure and webpage;
- Podium recognition by NACNS President.

Networking Lunch • $8,500 (3 available)

Host a networking lunch on Wednesday, Thursday, Friday or Saturday. Includes:

- Recognition on signage at designated lunch and registration area;
- Area for company literature/promotional product at designated area; and
- Recognition in the onsite conference brochure and webpage.

Networking Breakfast • $7,500 (3 available)

Host a networking breakfast on Wednesday, Thursday, Friday or Saturday. Includes:

- Recognition on signage at designated breakfast and registration area;
- Area for company literature/promotional product at designated area; and
- Recognition in the onsite conference brochure and webpage.

Networking Break • $5,000 (5 available)

Host a refreshment break on Wednesday, Thursday, Friday or Saturday. Includes:

- Recognition on signage at designated break and registration area;
- Area for company literature/promotional product at designated break area; and
- Recognition in the onsite conference brochure and webpage.
EXPERIENCE ENHANCEMENT OPPORTUNITIES

Charging Stations • $7,500 (exclusive)
Give attendees a place to charge their phones and electronics at the conference!
Includes:
• Recognition on signage at the charging stations set up in high traffic areas of the conference;
• Two charging stations;
• Recognition on signage at the registration area;
• Recognition in the onsite conference brochure and webpage

Headshot Booth • $5,000 (exclusive)
This provides the ability to place your company's logo prominently in a branded headshot booth. Price can be reduced if sponsor wishes to have the headshot booth for one or two days of the conference.
• Recognition in the onsite conference brochure and conference webpage.

Selfie Station • $3,000 (exclusive)
Attendees can enjoy this opportunity to get a picture in an NACNS conference selfie frame. This station will be branded with your company logo and feature a variety of props for attendees to use in their selfies.
• Recognition in the onsite conference brochure and conference webpage.
MEETING MATERIALS

Hotel Key Card • $2,500 (exclusive)
This provides the ability to place your company’s logo on each attendee’s room key card. Includes:

• Inclusion of sponsor material on each attendee’s room key;
• Recognition in the onsite conference brochure and conference webpage.

Leaflet Sponsor • $750 (3 available)
This provides the ability to place your company’s information in each attendee’s conference bag. (Sponsor is responsible for all costs associated with producing and shipping materials and all material must be preapproved by NACNS.)
Includes:

• Inclusion of sponsor material in each attendee’s conference bag.

Mobile Application • $5,000 (exclusive)
The mobile application allows attendees to access the online program, exhibitor information and attendee information through their mobile device. Increase your organization’s visibility with prime placement throughout advertisements within the app.
Includes:

• Your company advertisement within the app;
• Recognition on signage at the registration area; and
• Recognition in the onsite conference brochure and webpage.

Attendee Bag or Folders • $3,500 (exclusive)
Your company’s logo on every attendee’s conference bag or folder. Includes:

• Recognition on signage at the registration area; and
• Recognition in the onsite conference brochure and webpage.

Lanyard Sponsor • $3,500 (exclusive)
Your company’s logo around every attendee’s neck and registration badge.
Includes:

• Recognition on signage at the registration area; and
• Recognition in the onsite conference brochure and conference webpage.

For questions or to purchase a sponsorship, contact sponsorships@nacns.org
ADVERTISING OPPORTUNITIES

The electronic registration brochure is downloaded by more than 5,000 people including current NACNS members, past members and conference attendees and prospective members. The final program is distributed to all conference attendees.

Advertising in the registration brochure is a great way to let clinical nurse specialists and other attendees know about new or upcoming product releases, celebrate award winners from your institution and communicate your support for CNSs around the country.

To place an ad in the electronic registration brochure and/or the annual conference final program, please complete the ad order section on the application form.

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>ONLINE</th>
<th>PRINTED BROCHURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover – Full Color</td>
<td>N/A</td>
<td>$1,250</td>
</tr>
<tr>
<td>Inside Back Cover – Full Color</td>
<td>N/A</td>
<td>$1,000</td>
</tr>
<tr>
<td>Outside Back Cover – Full Color</td>
<td>N/A</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page: 6” wide x 9” tall</td>
<td>Full Color $650</td>
<td>Black and White $650</td>
</tr>
<tr>
<td>Half Page: 6” wide x 4.5 tall</td>
<td>Full Color $450</td>
<td>Black and White $450</td>
</tr>
</tbody>
</table>

Ad Specifications:

- There are no bleeds for ads. Please submit ads in the following formats: PDF, TIFF, JPG. All files must be high resolution with images at 300 dpi. For black and white ads, submit grayscale. If possible, please outline fonts before creating PDFs.
- Ads for the onsite brochures are due December 15, 2019.
- All ads should be submitted to meetings@nacns.org.
EXHIBITING OPPORTUNITIES

Submission of the exhibitor application online is not a guarantee of approval. All applicants will be reviewed by the NACNS Planning Committee before booth placement is assigned. Preferential placement will be given to NACNS Premier or Distinguished partners and sponsors.

Corporate Exhibit Space • $1,500
Six foot (6’) draped table and two chairs. Includes:
• One all access badge (allowing one to attend any of the educational sessions);
• Three exhibit floor only badges; and
• Additional badges can be purchased at $125 for all-access and $50 for exhibitor hall only.

Academic Institution Exhibit Space • $800
Six foot (6’) draped table for a tabletop display with two chairs. Includes:
• One exhibit floor only badge; and
• Additional badges can be purchased at $125 for all-access and $50 for exhibitor hall only.

*Nonprofit or Nursing Association Exhibit Space • $400
Six foot (6’) draped table for a tabletop display with two chairs. Includes:
• One exhibit floor only badge; and
• Additional badges can be purchased at $125 for all-access and $50 for exhibitor hall only.

*Depending on the size of the exhibit hall, NACNS may make a limited number of tabletop exhibits available for our association and nonprofit partners.

Questions? Contact exhibit@nacns.org
2020 Partnership Application Form

Main Contact: ___________________________________________ Title: __________________________________________

Institution/Company: __________________________________________________________________________________

Address: City, State, Zip: __________________________________________________________________________________

Email: ___________________________________________ Phone: __________________________________________

Website URL: __________________________________________________________________________________

---

**SPONSORSHIPS**

- [ ] Platinum Partner - $25,000 (and above)
- [ ] Gold Partner - $20,000
- [ ] Silver Partner - $15,000
- [ ] Bronze Partner - $5,000
- [ ] Affiliate Partner - $3,000

---

**PARTNER OPPORTUNITIES**

- [ ] Satellite Symposium - $15,000
- [ ] Demo Stage: Corporate Presentation - $5,000
- [ ] Demo Stage: CNS Entrepreneur Presentation - $500
- [ ] Focus Groups - $3,000

---

**NETWORKING OPPORTUNITIES**

- [ ] Sponsorship of Leadership Reception: $8,500
- [ ] Networking Breakfast: $7,500
- [ ] Networking Lunch: $8,500
- [ ] Networking Break: $5,000

---

**EXPERIENCE ENHANCEMENT OPPORTUNITIES**

- [ ] Charging Stations: $7,500
- [ ] Selfie Station: $3,000
- [ ] Headshot Booth: $5,000

---

**MEETING MATERIALS**

- [ ] Mobile Application: $5,000
- [ ] Hotel Key Card: $2,500
- [ ] Attendee Bag or Folders: $3,500
- [ ] Leaflet Sponsor: $750
- [ ] Lanyard Sponsor • $3,500
ADVERTISING

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>ONLINE</th>
<th>PRINTED BROCHURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover – Full Color</td>
<td>N/A</td>
<td>$1,250</td>
</tr>
<tr>
<td>Inside Back Cover – Full Color</td>
<td>N/A</td>
<td>$1,000</td>
</tr>
<tr>
<td>Outside Back Cover – Full Color</td>
<td>N/A</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page: 6” wide x 9” tall</td>
<td>Full Color $650</td>
<td>Black and White $650</td>
</tr>
<tr>
<td>Half Page: 6” wide x 4.5 tall</td>
<td>Full Color $450</td>
<td>Black and White $450</td>
</tr>
</tbody>
</table>

EXHIBITOR BADGE INFORMATION

All-Access Badge (Corporate Exhibit Space)
Name: __________________________________________ E-mail: __________________________________________

Exhibit Floor Only (Corporate & Academic Exhibit Space)
Name: __________________________________________ E-mail: __________________________________________

Additional Exhibit Badges can be purchased at $125 each.
1. Name: __________________________________________ E-mail: __________________________________________
2. Name: __________________________________________ E-mail: __________________________________________

PAYMENT INFORMATION

TOTAL: __________

To pay by check, please mail this completed form and payment to:

NACNS
11130 Sunrise Valley Drive, Suite 350
Reston, VA 20191

For your security, we do not accept credit card information electronically. To pay by credit card, please email this completed form to sponsorships@nacns.org and we will contact you by phone for credit card information.

*Please note, a 5% fee will be incurred for all credit card payments.*