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;
- 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?

The NACNS 2021 Annual Conference, The Resurgence of the CNS, will welcome more than 600 attendees from March 9 to March 11, 2021.

This partnership prospectus details numerous opportunities to engage this group of dynamic health care leaders.
Key Findings from the Clinical Nurse Specialist Census*

**PRACTICE**

CNSs provide care in a range of specialties. Based on the APRN Consensus Model’s certification for licensure based on patient population, what is the population group that you primarily care for?

<table>
<thead>
<tr>
<th>Population Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Health / Gerontology</td>
<td>75.85%</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>8.53%</td>
</tr>
<tr>
<td>Family/Individual Across the Lifespan</td>
<td>5.24%</td>
</tr>
<tr>
<td>Psychiatric / Mental Health</td>
<td>3.92%</td>
</tr>
<tr>
<td>Women’s Health / Gender Specific</td>
<td>3.62%</td>
</tr>
<tr>
<td>Neonatal</td>
<td>2.85%</td>
</tr>
</tbody>
</table>

CNSs have a range of duties, from providing direct patient care, to managing care, to leading research, to nurse, patient and family education. What is the percentage of time you estimate that you spent on the following activities last year?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide direct patient care</td>
<td>22.28%</td>
</tr>
<tr>
<td>Consult to nurses/staff/others</td>
<td>20.09%</td>
</tr>
<tr>
<td>Teach nurses/staff</td>
<td>19.50%</td>
</tr>
<tr>
<td>Lead evidence-based practice (EBP) projects</td>
<td>15.22%</td>
</tr>
<tr>
<td>Assist other nurses/staff with direct patient care</td>
<td>11.08%</td>
</tr>
<tr>
<td>Assist with EBP projects</td>
<td>10.64%</td>
</tr>
<tr>
<td>Teach patients/families</td>
<td>8.54%</td>
</tr>
<tr>
<td>Precept students</td>
<td>6.21%</td>
</tr>
<tr>
<td>Assist with research</td>
<td>5.29%</td>
</tr>
<tr>
<td>Conduct research as the primary investigator (PI)</td>
<td>4.68%</td>
</tr>
<tr>
<td>Teach in the community</td>
<td>3.65%</td>
</tr>
<tr>
<td>Provide transitional care</td>
<td>2.78%</td>
</tr>
<tr>
<td>Other</td>
<td>29.81%</td>
</tr>
</tbody>
</table>

**PRESCRIPTIVE AUTHORITY**

One in four CNSs is authorized to prescribe medications. State laws address whether or not advanced practice nurses (such as CNSs) can prescribe drugs.

Are you currently authorized to prescribe drugs?

<table>
<thead>
<tr>
<th>Authorization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>27%</td>
</tr>
<tr>
<td>No</td>
<td>73%</td>
</tr>
</tbody>
</table>

Most CNSs who are authorized to prescribe live in a state that requires a pharmacology course. What are the educational requirements to obtain prescriptive authority in the state where you practice?

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacology course required</td>
<td>90.55%</td>
</tr>
<tr>
<td>Graduate supervised clinical hours required</td>
<td>46.05%</td>
</tr>
<tr>
<td>Post graduate supervised prescribing hours required</td>
<td>20.69%</td>
</tr>
<tr>
<td>Other</td>
<td>9.18%</td>
</tr>
</tbody>
</table>

*Based on 2018 responses from 3057 CNSs
CNS Practice Authority

CNS Independent Prescriptive Authority
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 on banner ads;
- Opportunities to network with and address conference attendees; and
- Recruitment opportunities through the NACNS website and email listserv.

<table>
<thead>
<tr>
<th>PINNACLE PARTNER</th>
<th>VISIONARY PARTNER</th>
<th>AMBASSADOR PARTNER</th>
<th>FRIENDS PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<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>Recognition on the NACNS homepage</th>
<th>✔</th>
<th>✔</th>
<th>✔</th>
<th>✔</th>
</tr>
</thead>
<tbody>
<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**

| Recognition on the NACNS digital program guide | ✔ | ✔ | ✔ | ✔ |
| Recognition in the NACNS conference website | ✔ | ✔ | ✔ | ✔ |
| Complimentary exhibit space | ✔ | ✔ | ✔ | ✔ |
| Conference registrations | 7 conference registrations | 6 conference registrations | 5 conference registrations | 3 conference registration |
| Digital tote bag insert | ✔ | ✔ | |
| Provide digital background to attendees | ✔ | ✔ | ✔ | |
| Recognition as Partner on conference page on NACNS website | ✔ | ✔ | ✔ | ✔ |
| Upon request, a list of NACNS 2021 Annual Conference registrants. | ✔ | ✔ | ✔ | |
| Provided with (1) one complimentary digital banner on event homepage | ✔ | ✔ | ✔ | ✔ |

*All Premier Partners and Conference Partners come standard with recognition in the digital program guide and recognition on the conference website.*
Other Partnership Opportunities by Category

We are excited to bring you various presentation, networking, experience enhancement, and advertisement opportunities for our 2021 virtual Annual Conference. Below you will find a wide variety of ways you can engage with our community. This not only elevates the overall value of the conference, but brings much welcomed visibility and awareness to your company. NACNS and our community thank you for supporting the resurgence of the CNS and the CNS community!

PREMIER PARTNER

2021 Satellite Symposium • $10,000 (Exclusive)

The NACNS is pleased to present an opportunity to host a Satellite Symposium in conjunction with the 2021 Annual Conference. This is a unique marketing opportunity to meet and network with more than 600 advanced practice registered nurses as they learn new concepts and seek out innovations in practice.

Includes:

• 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 online promotion;
• Complimentary registration for five (5) attendees, please indicate the attendee names on the application form
• Targeted social posts (3)
• Complimentary exhibit booth space

In Real Life (IRL) Sponsor • $10,000 (Exclusive)

This unique opportunity allows attendees to have a piece of the conference sent to them and elevates the overall experience.

Includes:

• Recognition on email to attendees pre and post conference.
• Co-branded New Orleans-style handkerchief mailed to attendees
• Special thank you note from sponsor
• Complimentary registration for five (5); attendees, please indicate the attendee names on the application form
• Targeted in social posts (3)
• Complimentary exhibit booth space
Leaderboard Sponsor • $10,000 (Exclusive)

This provides the ability to place your logo on the conference leaderboard, offering great visibility. Attendees are encouraged to complete certain actions to gain points and compete with one another.

Includes:
- Recognition on leaderboard landing page
- Recognition on related push notifications to attendees
- Digital banner on related emails to attendees
- Complimentary registration for five (5) attendees; please indicate the attendee names on the application form
- Complimentary exhibit booth space
- Recognition in social posts (3)
- *Sponsor responsible for providing a daily prize to the winner (3 prizes at a value of $100 or more)*

Social Event • $8,500 (Limit to 2)

Bring some much-needed fun to the attendees by hosting one of our engaging social events.

Includes:
- One (1) minute intro to event from sponsor
- Recognition on social event landing page
- Recognition on related push notifications to attendees
- Digital banner on any related emails to attendees
- Recognition in social post (1)
- Complimentary registration for three (3) attendees; please indicate the attendee names on the application form

Meet Up Sponsor • $8,500 (Limit to 3)

Help foster meaningful connections by sponsoring one of our networking sessions.

Includes:
- One (1) minute intro to event from sponsor
- Recognition on meet up page
- Recognition on related push notifications to attendees
- Digital banner on any related emails to attendees
- Recognition in social posts (1)
- Complimentary registration for three (3) attendees; please indicate the attendee names on the application form

*All Premier Partners and Conference Partners come standard with recognition in the digital program guide and recognition on the conference website*
Digital Tote Bag Sponsor • $3,500 (Exclusive)
Your company's logo on every attendee's digital tote bag. Note:
Attendee bag will contain materials from other sponsors
Includes:
• Recognition in the online program and webpage
• Recognition on email to attendees which includes the digital tote for the event
• Complimentary registration for two (2) attendees; please indicate the attendee names on the application form

Host a Webinar • $3,500 (Limit to 5)
Includes:
• Up to one 1-hour prerecorded session on a topic of sponsors choosing with Q&A session at the end
• Collect list of attendees that opt-in
• Push notification to promote webinar
• Complimentary registration for two (2) attendees; please indicate the attendee names on the application form

Digital Tote Bag Insert • $1,000 (Limit to 5)
This provides the ability to place your company's information in each attendee's digital tote bag.
Includes:
• Inclusion of sponsor material in each attendee's digital tote bag

*All Premier Partners and Conference Partners come standard with recognition in the digital program guide and recognition on the conference website*
ADVERTISING OPPORTUNITIES

The digital program guide is downloaded by more than 5,000 people including current NACNS members, past members and conference attendees and prospective members. Advertising in the digital program guide 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 digital program guide, please complete the ad order section on the application form.

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover – Full Color</td>
<td>$1,250</td>
</tr>
<tr>
<td>Inside Back Cover – Full Color</td>
<td>$1,000</td>
</tr>
<tr>
<td>Outside Back Cover – Full Color</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$650</td>
</tr>
<tr>
<td>Half Page</td>
<td>$450</td>
</tr>
</tbody>
</table>

Ad Specifications:
- Ad specifications will be sent once application is received
ADVERTISING OPPORTUNITIES CONTINUED

Marketing Email • $1,000 (Limited to 24 a Year)

Includes:
- A promotional email sent to membership on behalf of vendor (this package is for one email)
  - Schedule will be provided upon request

Email Statistics
- Members - 1,632
- Nonmembers list - 9,880

Spotlight • $1,000

Includes:
- Push notification “Go check out XXXXXX if you are interested in learning about XXXXXX!”
- Customize notification to the audience by filtering from topics they choose

Communique Insert • $750

Includes:
- Bi-Monthly – 6 times a year
- Sent to both Members and Nonmembers

Communique Statistics
- Member Communique - 1,632 contacts
- Nonmember Communique - 9,880 contacts

Social Post • $750

Includes:
- 3 post social media campaign to help promote your webinar, conference, research, etc

Social Statistics
- Twitter - 799 followers
- Facebook - 2,850 followers
- LinkedIn - 556 followers
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**

- 4 conference passes
- Dedicated exhibitor page
- Banner ad placement
- Recognition on pre-event and during event related emails
- Ability to capture leads
- Real time meeting room during exhibit hall hours
- Additional registration passes can be purchased at a reduced rate of $175

**Academic Institution Exhibit Space • $1,000**

- 2 conference passes
- Dedicated exhibitor page
- Banner ad placement
- Recognition on pre-event and during event related emails
- Ability to capture leads
- Real time meeting rooms to interact with visitors
- Additional registration passes can be purchased at a reduced rate of $175

**Nonprofit or Nursing Association Exhibit Space • $800**

- 2 conference passes
- Dedicated exhibitor page
- Banner ad placement
- Recognition on pre-event and during event related emails
- Ability to capture leads
- Real time meeting rooms to interact with visitors
- Additional registration passes can be purchased at a reduced rate of $175
2021 Partnership Application Form

Main Contact: ___________________________ Title: ___________________________
Institution/Company: __________________________________________________________________________________
Address: _____________________________________________________________________________________________
City, State, Zip: _________________________________________________________________________________________
Email: ___________________________ Phone: ___________________________
Website URL: __________________________________________________________________________________________

ANNUAL SPONSORSHIPS

☐ Pinnacle Partner- $ 25,000 (and above) ☐ Ambassador Partner - $15,000
☐ Visionary Partner - $20,000 ☐ Friend Partner - $5,000

PREMIER PARTNERS

☐ Satellite Symposium - $10,000 ☐ IRL Sponsor - $10,000
Desired Topic: ____________ ☐ Leaderboard Sponsor - $10,000

CONFERENCE PARTNER

☐ Social Event Sponsor - $8,500 ☐ Meet Up Sponsor - $8,500

CONFERENCE SUPPORTER

☐ Digital Tote Bag Sponsor - $3,500 ☐ Host a Webinar - $3,500
☐ Digital Tote Bag Insert - $1,000

ADVERTISING

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</tr>
<tr>
<td>Social Ads</td>
<td>$750</td>
</tr>
<tr>
<td>Email Ads</td>
<td>$1,000</td>
</tr>
<tr>
<td>Communique Ads</td>
<td>$750</td>
</tr>
</tbody>
</table>
EXHIBITION SPACE

☐ Corporate Exhibitor Space - $1,500
☐ Nonprofit or Nursing Association Exhibit Space - $800
☐ Academic Institution Exhibit Space- $1,000

REGISTRATIONS

Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________

Additional Exhibit Badges can be purchased at $175 each.
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________
Name: __________________________________________ E-mail: _________________________________________

TOTAL: __________

☐ Check (Please make payable to NACNS) ☐ AMEX ☐ Visa ☐ MasterCard

Submit completed form with payment to:
NACNS
401 Edgewater Place, Suite 600
Wakefield, MA, 01880 USA
Email: salesgrowth@virtualinc.com
Fax: 781-623-0397

*Please note there is a 5% fee for credit card payments