The voice of the CNS is significant in many ways. A CNS...

... **PRESCRIBES** medication, orders durable medical equipment, diagnoses, and treats patients with a wide array of primary and specialty care needs in the inpatient, ambulatory care, and home settings.

... **LEADS** value analysis efforts, vetting requests for large budget procurement items related patient care.

... **MENTORS** direct care clinical staff at the staff nurse and advanced practice provider level, providing guidance on professional development opportunities, continuing education products, and academic programs that meet the needs of the clinician mentee.

... leads many of the nation’s top professional nursing organizations and therefore **DETERMINES** nursing standards of care through the creation of guidelines, education offerings, and certification standards.

**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 89,000 clinical nurse specialists working across the country.

The NACNS 2024 Annual Conference, will welcome nearly 500 attendees to the New Orleans Marriott Hotel in New Orleans, Louisiana, from March 10, to March 13, 2024.

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

Becoming an Annual Sponsor and supporting NACNS provides:

- Intimate access to CNSs, who are executive-level hospital, who have significant purchasing power, and university staff and nursing students throughout the US.;
- Unique recognition on the NACNS website and on mobile app banner ad;
- Opportunities to network with and address conference attendees.

<table>
<thead>
<tr>
<th>ANNUAL PACKAGES</th>
<th>PINNACLE PARTNER</th>
<th>VISIONARY PARTNER</th>
<th>AMBASSADOR PARTNER</th>
<th>FRIEND</th>
<th>SUPPORTER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**YEAR-ROUND BENEFITS**

| Recognition on the NACNS homepage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo Recognition in NACNS Conference emails | ✓ | ✓ | ✓ | ✓ | ✓ |
| Host a webinar (topic approved by NACNS) | 4 | 3 | 2 | 1 | 1 |
| Social post | 4 | 3 | 2 | 1 | 1 |
| Banner ad on NACNS homepage | ✓ | ✓ | ✓ |
| Ad on edge platform | ✓ | ✓ |
| Quarterly Sponsor Logo* in the CNS Communiqué (NACNS’ quarterly electronic newsletter) | 4 | 3 | 2 | 1 |

*Content provided by sponsor based on requirements given by NACNS.*

**ANNUAL CONFERENCE BENEFITS**

| Recognition in the NACNS conference webpage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary exhibit space | ✓ | ✓ | ✓ | ✓ |
| Complimentary registrations | 8 | 6 | 4 | 3 | 2 |
| Welcome bag insert | 4 | 3 | 2 | 1 |
| Recognition as Partner from the podium | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition as Partner on signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition as Partner on conference page on NACNS website | ✓ | ✓ | ✓ | ✓ |
| Upon request, a post-event list of NACNS 2024 Annual Conference registrants (opt-ins only) | ✓ | ✓ | ✓ | ✓ | ✓ |
# Annual Conference Sponsorships

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>SATELLITE SYMPOSIUM</th>
<th>WELCOME RECEPTION</th>
<th>INSULATED WATER BOTTLE</th>
<th>LEADERSHIP RECEPTION</th>
<th>SOCIAL EVENT/NETWORKING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Space</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>Available at a discounted rate</td>
</tr>
<tr>
<td>Complimentary registrations</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Recognition on sponsor signage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on NACNS homepage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on NACNS conference page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on email to attendees</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in social posts</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Upon request, a post event list of NACNS 2024 Annual Conference registrants</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Dedicated email blast to pre-registered attendees</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to give a welcome speech to attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition by NACNS President</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on signage at reception</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on email to attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Provide sponsored item to attendees (provided by NACNS, with sponsor and NACNS logo co-branded)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Water Bottles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>NETWORKING BREAKFAST OR CHARGING STATION</th>
<th>MOBILE APP, NOTEBOOK, STUDENT LUNCH, OR WELLNESS</th>
<th>LANYARD SPONSOR OR WELCOME BAG</th>
<th>WELCOME BAG INSERT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Space</td>
<td>Available at a discounted rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Recognition on sponsor signage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on email to attendees</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on NACNS homepage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition on NACNS conference page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in social posts</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide one specialty giveaway product or piece of collateral for attendees at designated area</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Provide sponsored item to attendees (provided by NACNS, with sponsor and NACNS logo co-branded)</td>
<td>Charging Station (if applicable)</td>
<td>Notebook (if applicable)</td>
<td>Hand Sanitizers (if applicable)</td>
<td>Welcome bag (if applicable)</td>
</tr>
</tbody>
</table>
EXHIBIT OPPORTUNITIES

NEW this year, LeadCapture is included with the booth rate!

**Corporate Exhibit Booth $3,000**
- 4 conference passes
- 10’ x 10’ inline booth space with the following:
  - Back wall & Side Rail Drape
  - 7” x 44” Standard Booth ID Sign
  - (1) 6’ x 30” Skirted Table
  - (2) Side Chairs
  - (1) Recyclable Wastebasket
  - Installation & Dismantle Labor
- Recognition on NACNS conference website
- Recognition on Mobile App
- Additional registration passes can be purchased at a reduced rate. Please contact us for more information on rates.

**Academic Exhibit Booth $1,800**
- 3 conference passes
- 10’ x 10’ inline booth space with the following:
  - Back wall & Side Rail Drape
  - 7” x 44” Standard Booth ID Sign
  - (1) 6’ x 30” Skirted Table
  - (2) Side Chairs
  - (1) Recyclable Wastebasket
  - Installation & Dismantle Labor
- Recognition on NACNS conference webpage
- Recognition on Mobile App
- Additional registration passes can be purchased at a reduced rate. Please contact us for more information on rates.

**Nonprofit Exhibit Booth $1,250**
- 2 conference passes
- 10’ x 10’ inline booth space with the following:
  - Back wall & Side Rail Drape
  - 7” x 44” Standard Booth ID Sign
  - (1) 6’ x 30” Skirted Table
  - (2) Side Chairs
  - (1) Recyclable Wastebasket
  - Installation & Dismantle Labor
- Recognition on NACNS conference website
- Recognition on Mobile App
- Additional registration passes can be purchased at a reduced rate. Please contact us for more information on rates.
ADDITIONAL OPPORTUNITIES

Focus Group $6,500

- 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, we recommend securing 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. We will provide an opt-in attendee list that can be used for recruitment.
- Please note, if you select this sponsorship, it is the sponsor’s responsibility to secure attendees for their focus group.

Communique Ad $750

- Quarterly Sponsor Feature* in one issue of the CNS Communiqué (NACNS’ quarterly electronic newsletter)

Social Ad $500

- Three social posts on the channel of choice (Facebook, Twitter, LinkedIn)
  - Sponsor provides materials (content, URL, and social graphic)
  - Schedule will be provided upon request

Sign-up here to exhibit and/or sponsor!

For more information or questions, please contact Mika Sonis, salesgrowth@virtualinc.com.
2024 Partnership Application Form

Main Contact: ___________________________________________ Title: __________________________

Institution/Company: _________________________________________________________________

Address: City, State, Zip: ____________________________________________________________

______________________________________________________________

Email: _________________________________________ Phone: ________________________________

Website URL: ________________________________________________________________

ANNUAL PACKAGES

☐ Pinnacle Partner $20,000
☐ Visionary Partner $15,000
☐ Ambassador Partner $10,000

☐ Friend $7,500
☐ Supporter $5,000

PREMIER PARTNERS

☐ Satellite Symposium $15,000 (Exclusive)

Desired Topic: ________________________________________________________________

☐ Leadership Reception $10,000 (Exclusive)
☐ Welcome Reception $12,000 (Exclusive)

CONFERENCE PARTNERS

☐ Social Event/Networking Sponsor $8,500
☐ Networking Breakfast $7,500
☐ Afternoon Break $7,000
☐ Morning Break $7,000

☐ Full Day AM and PM Break $12,000
☐ Focus Group $6,500
☐ Student Lunch $5,000 (Exclusive)

MEETING MATERIALS / EXPERIENCE ENHANCEMENT

☐ Insulated Bottle Sponsor $12,000 (Exclusive)
☐ Charging Station $7,500 (Exclusive)
☐ Mobile App Sponsor $5,000 (Exclusive)
☐ Notebook Sponsor $5,000 (Exclusive)

☐ Lanyard Sponsor $4,500 (Exclusive)
☐ Welcome Bag Sponsor $4,500 (Exclusive)
☐ Welcome Bag Insert Sponsor $1,000

EXHIBITING OPPORTUNITIES

☐ Corporate Exhibit Booth $3,000
☐ Academic Exhibit Booth $1,800

☐ Nonprofit Exhibit Booth $1,250

MARKETING OPPORTUNITIES

☐ Quarterly Sponsor Feature in NACNS Communiqué $750

☐ Social Ad $500

PAYMENT INFORMATION

TOTAL: __________________________

☐ Check (Please make payable to NACNS)
☐ Credit Card

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