

# SPONSORSHIP PROSPECTUS

Network and Gain Exposure to  
1,600 National and International  
Nursing Healthcare Experts



THE AMERICAN ACADEMY OF NURSING



THE COUNCIL FOR THE ADVANCEMENT  
OF NURSING SCIENCE

BAGNC

Building Academic Geriatric Nursing Capacity

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## Dear Potential Sponsors & Academy Friends:

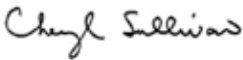
The American Academy of Nursing and its affiliates, the Council for the Advancement of Nursing Science (CANS) and Building Academic Geriatric Nursing Capacity (BAGNC), are excited about how our 2011 conference year will contribute to the health policy agenda. The Academy serves the public and the nursing profession by advancing health policy and practice through the generation, synthesis, and dissemination of nursing knowledge. Every day across America, the Academy and affiliates create and execute knowledge-driven and policy-related initiatives and research to improve the nation's health. Through our work, we have attracted a wide range of audiences, which makes all of our conferences excellent venues for networking and sponsorship.

The Council for the Advancement of Nursing Science will kick off the conference season on October 12 with a Special Topics Meeting and Poster session, **Comparative Effectiveness and Patient-Centered Outcomes Research: The Intersection of Nursing Science and Health Care Delivery**, which is directly followed by the Academy's 38th Annual Meeting on October 13-15, **Health Promotion Across the Lifespan: Focus on Evidence**. This informative week of conferences being held at the Hyatt Regency on Capitol Hill in Washington, DC is expected to attract around 2,000 dynamic individuals from nursing, research and health care fields. Building Academic Geriatric Nursing Capacity (BAGNC) will conclude the conference season in Boston with its **Annual Leadership Conference** promoting the development of the next generation of leaders in the geriatric nursing field on November 16-18 at the downtown Boston Sheraton.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of the Academy. You will enjoy excellent exposure to this important sector of your target audience.

Please let us know if you have any questions about the sponsorship opportunities or would like to sponsor a product not currently listed in our program. We will be glad to work with you to achieve your ideal sponsorship opportunity or provide you with additional information about any of our current offerings. Thank you in advance for your support for nursing and the health care field.

Respectfully,



Cheryl G. Sullivan, MSES  
CEO, American Academy of Nursing



## AAN Mission

To serve the public and nursing profession by advancing health policy and practice through the generation, synthesis and dissemination of nursing knowledge.

### PROFILE OF ACADEMY FELLOWS:

Leadership positions held by Academy Fellows include, but are not limited to, association executives; university presidents, chancellors and deans; political appointees at state and federal levels; hospital chief executives and vice presidents of nursing; nurses in private practice and home health care; and researchers and entrepreneurs.

The ages of Academy Fellows range from the late 30's to the late 90's with 82% holding doctorates and 18% masters degrees.

### WHERE WE WORK:

- 64% are employed by a school of nursing
- 13% are employed in a hospital/ambulatory outpatient clinics, home health care, hospice, HMOs/ free standing clinics and nursing homes
- 13% are involved in community home and public health
- 7% are involved in others areas of practice, business for corporate, voluntary associations, clinical research schools of nursing
- 3% are employed by a state or federal government agency

### WHO WE ARE:

The American Academy of Nursing is comprised of approximately 1600 nursing leaders in education, management, practice and research. Founded in 1973 under the auspices of the American Nurses Association (ANA), its mission is to serve the public by advancing health policy and practice through the generation, synthesis and dissemination of nursing knowledge.

Purposefully, strategic goals are facilitated through expert panels and commissions, the 'Raise the Voice' campaign, the John A. Hartford Foundation Building Academic Geriatric Nursing Capacity (BAGNC) and Council for the Advancement of Nursing Science (CANS) initiatives, the Institute of Medicine/American Nursing Foundation/AAN Nurse Scholar-in-Residence program, and the journal Nursing Outlook.

Each year, the Academy recognizes significant contributions to health care and to the nursing profession by recognizing Honorary Fellows and Living Legends at its Annual Conference and Meeting.



## NEW FELLOW SPONSORSHIP

\$3,000

One (1) distinguishing crystal vase with Inductee name, credentials and year of Induction  
Grand flower arrangement in vase with appropriate acknowledgement

*(Can be sent to Inductee's room or placed on Inductee's table at Soiree)*

Shipping of vase to Inductees requested address

One (1) full page, 4-color ad, in the Commemorative Program congratulating the named Inductee/s

One (1) table for 10 at the Soiree

Recognition in all print documents and signage of your sponsorship



## SOIREE SPONSORSHIP

\$75,000

Sole sponsorship of Induction Ceremony and Soiree  
 Sole sponsorship of printed Commemorative Program  
 One (1) per month op-in information emails to Academy members

*(Academy reserves right for final approval)*

One-to-one meeting with Academy Board President-Elect or Academy CEO

Three (3) presentation opportunities to three (3) Expert Panels Co-Chairs

Recognition in all print documents and signage of your sponsorship

Designated meeting/networking area within break locale *(replacing the traditional exhibit booth)*

\*Five (5) attendee amenities for branding opportunities

\*Choose from: Five (5) early registrations; cyber café (4 kiosks); New Fellow networking reception; 1 gig USB bracelet; conference badge holder; conference tote bag; Induction Ceremony/Soiree florals; Living Legends Ceremony/Reception florals; branding of attendee hotel room keys; One (1) literature/product sample in conference tote bag *(Academy reserves the right for final approval)*; One (1) full page, 4-color, advertisement in each printed program (On-site, Living Legends, and Commemorative); or amenity of your choosing *(subject to Academy agreement)*

## LIVING LEGENDS SPONSORSHIP

\$50,000

Sole sponsorship of Living Legends Ceremony and Reception

Sole sponsorship of printed Living Legends Program

One (1) every two (2) months op-in information emails to Academy members

*(Academy reserves right for final approval)*

One-to-one meeting with Academy Board President-Elect or Academy CEO

Two (2) presentation opportunities to two (2) Expert Panels Co-Chairs

Recognition in all print documents and signage of your sponsorship

Designated meeting/networking area within break locale *(replacing the traditional exhibit booth)*

\*Four (4) attendee amenities for branding opportunities

\*Choose from: Four (4) early registrations; 1 gig USB bracelet; conference badge holder; conference tote bag; Induction Ceremony/Soiree florals; Living Legends Ceremony/Reception florals; One (1) literature/product sample in conference tote bag *(Academy reserves the right for final approval)*; One (1) full page, 4-color, advertisement in each printed program (On-site, Living Legends, and Commemorative); or amenity of your choosing *(subject to Academy agreement)*

## TRAILBLAZERS SPONSORSHIP

\$25,000

Sponsorship of Poster Sessions

Sponsorship of Onsite Program

One (1) email to Annual Meeting & Conference attendees before the Annual Meeting & Conference

*(Academy reserves right for final approval)*

Recognition in all print documents and signage at all breaks

Designated meeting/networking area within break locale *(replacing the traditional exhibit booth)*

\*Three (3) attendee amenities for branding opportunities

\*Choose from: Three (3) early registrations; conference badge holder; conference tote bag; Induction Ceremony/Soiree florals; Living Legends Ceremony/Reception florals; One (1) literature/product sample in conference tote bag *(Academy reserves the right for final approval)*; One (1) full page, 4-color, advertisement in one (1) printed program (On-site, Living Legends, or Commemorative); or amenity of your choosing *(subject to Academy agreement)*



## FUTURE LEADERS SPONSORSHIP

\$15,000

Sole sponsorship of Annual Meeting & Conference Mobile App Platform

One (1) email each to Annual Meeting & Conference attendees before and after the Annual Meeting  
*(Academy reserves right for final approval)*

Recognition in all print documents and signage of your sponsorship (including Mobile App)

Designated meeting/networking area within break locale *(replacing the traditional exhibit booth)*

## ACADEMY WELL-BEING SPONSORSHIP

\$7,500

One (1) email each to Annual Meeting & Conference attendees before and after the Annual Meeting  
*(Academy reserves right for final approval)*

Recognition in all print documents and signage of your sponsorship

Designated meeting/networking area within break locale *(replacing the traditional exhibit booth)*

\*One (1) attendee amenity for branding opportunity

*\*Choose from: One (1) early registration; conference badge holder; conference pedometer; One (1) literature/product sample in conference tote bag (Academy reserves the right for final approval); One (1) full page, 4-color, advertisement in one (1) printed program (On-site, Living Legends, or Commemorative); or amenity of your choosing (subject to Academy agreement)*

## HEALTHY BREAK SPONSORSHIP

\$5,000

Sponsorship of each morning's healthy breakfast

Sponsorship of healthy break foods throughout meeting's breaks

Sponsorship of stretch break instructors throughout the meeting's breaks

One (1) email to Annual Meeting & Conference attendees before the Annual Meeting & Conference  
*(Academy reserves right for final approval)*

Recognition in all print documents and signage at all breaks

## ALLY SPONSORSHIP

\$2,500

One (1) half page ad in 1 program (On-site, Commemorative, or Living Legends)

One (1) set of mailing labels of Annual Meeting & Conference attendees

*(Academy reserves right for final approval)*

Recognition in all print documents and signage of your sponsorship



**1. SPONSOR INFORMATION**

*PLEASE ATTACH A 50-WORD DESCRIPTION OF YOUR ORGANIZATION SO WE MAY INCLUDE THAT IN OUR PRINT MATERIALS.*

ORGANIZATION NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE & ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

PLEASE INDICATE YOUR SPONSORSHIP LEVEL.

**2. SPONSORSHIP SPECIFICATION**

- \$3,000 New Fellow Sponsorship  
 Name of New Fellow \_\_\_\_\_
- \$75,000 Soiree Sponsorship
- \$50,000 Living Legends Sponsorship
- \$25,000 Trailblazer Sponsorship
- \$15,000 Future Leaders Sponsorship
- \$7,500 Academy Well-Being Sponsorship
- \$5,000 Healthy Break Sponsorship
- \$2,500 Ally Sponsorship
- Create Your Own Sponsorship \_\_\_\_\_

BRANDING OPPORTUNITY SELECTION/S

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**3. PAYMENT INFORMATION**

Due to the high cost of processing credit cards, a payment made by check allows for the full amount of your sponsorship to be used for the conference.

CHECK ENCLOSED (Please make payable to the American Academy of Nursing.)

CREDIT CARD

- VISA
- MasterCard

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**4. MAIL COMPLETED FORM TO:**

Sponsorship, American Academy of Nursing  
 1000 Vermont Avenue, NW, Suite 910  
 Washington, DC, 20005



### MISSION STATEMENT

After the American Nurses Association restructured and disbanded the Council of Nurse Research, American Academy of Nursing (AAN) Board members in the late 1990s recognized the need to create a national nursing research organization. Thus, the Council for the Advancement of Nursing Science (CANS), an open membership entity of the AAN, was established in 2000 to foster better health through nursing science. The goals of the Council are to be a strong voice for nursing science at national and international levels by developing, conducting, and utilizing nursing science to disseminate research findings across individuals and groups in scientific and lay communities, and to facilitate life-long learning opportunities for nurse scientists.

Prior to and coincidental with the formation of the Council, national biennial State of the Science Congresses in Nursing Research were held, originally through university sponsorships but ultimately with the support of the National Nursing Research Roundtable and through a consortium of nursing organizations with rotating leadership. In 2002, the meeting was chaired by American Association of Colleges of Nursing (AACN) and Sigma Theta Tau International. In order to ensure and build consistency and planning by active nursing scientists, and to further its mission, the Council received support to spearhead and sustain ongoing State of the Science Nursing Research Congresses, starting with the 2004 meeting. The State of the Science meeting along with Special Research Topics Conferences on the alternate (odd number) years forms the main Council agenda platform, along with funding a seed money grant through the American Nurses Foundation, participating in the National Nursing Research Roundtable, and analyzing and speaking out on research development and policy issues on behalf of and in concert with the AAN.

The Council, ANA, ANF and AAN leadership are grateful to the organizations that helped initiate and sustain the State of the Science Congress and acknowledge them as founding partners. These include the Agency for Healthcare Research and Quality; American Association of Colleges of Nursing; American Association of Critical Care Nurses; American Nephrology Nurses Association; American Organization of Nurse Executives; American Psychiatric Nurses Association; Association of Academic Health Centers; Association of Rehabilitation Nursing; Association of Women's Health, Obstetric, and Neonatal Nursing; Eastern Nursing Research Society; Emergency Nurses Association; Friends of the National Institute of Nursing Research; Midwest Nursing Research Society; National Council for State Boards of Nursing; National Institute of Nursing Research; National League for Nursing; Oncology Nursing Society; Rehabilitation Nursing Foundation; Sigma Theta Tau International; Southern Nursing Research Society; and Western Institute of Nursing.

The Council welcomes all nursing or health care researchers or organizations committed to furthering health care research to participate as members of the Council for the Advancement of Nursing Science!

**The Biennial Special Topics Conference and Poster Session**  
**Comparative Effectiveness and Patient-Centered Outcomes Research: The Intersection of Nursing Science and Health Care Delivery**  
**October 12, 2011, Conference 8am-4pm, Poster Session 4-6pm**

### THE GOAL OF THE CONFERENCE

The goal for the Special Topics conferences is to provide an update on the most innovative research methods available to supply you with the skills needed to move your programs of research forward.

### WHY BE A SPONSOR?

Over the last couple of years, the Council has more fully realized our mission due in large part to our supporters, beginning with the American Academy of Nursing and the National Institute of Nursing Research, as well as many other nursing organizations. We plan to continue this forward movement by increasing our membership and influence. Help us do this by supporting the Council through sponsorship opportunities (see page xx), exhibiting (see page xx) or by joining the Council to become part of the Council's important mission and participate in the generation and dissemination of new science. By supporting the mission of CANS, you are helping to provide the best educational and training resources available in the industry. Additionally, sponsorship is a way to impact the field and raise the awareness of your brand and product. Plus we do marketing for you! Target marketing, pre-show mailings, advertising, and email marketing campaign to members, non-members, and partners.

Sponsorship acknowledgement includes company name and logo displayed on the CANS Web site, signage, introductory slides as appropriate and recognition within Onsite Program.



### Luncheon Sponsor \$12,500

Extend the reach of your company's visibility by supporting a luncheon whose audience include the decision makers of numerous private, state and federal institutions, associations and universities.

### Padfolio Sponsor \$8,500

Secure "portable" and enduring advertising as you help attendees carry their materials. Your company name and logo will be featured prominently, along with the CANS name and logo.

### Continental Breakfast Sponsor \$7,500

Gain exposure to the attendees as they gather to network, share stories, and collectively address challenges facing the industry.

### Onsite Program Sponsor \$5,000

The Onsite Program acts as a complete reference guide that attendees will use throughout the meeting. Attendees will see your company name and logo many times as they reference this program during their time onsite.

### Badge Sponsor \$3,500

Let the attendees do your advertising for you! With your company name and logo prominent on the name badge, attendees are a walking billboard!

### Opening or Closing Keynote Sponsor \$2,500

Always an attendee favorite, your sponsorship of a Keynote Speaker will either help kick off the exciting day of learning and networking, or end the day on a high note.

### Poster Center Sponsor \$2,500

Attendees will value the learning experience that your sponsorship would provide.

### Reusable Water Bottle Sponsor \$2,500

This sponsorship, which is part of our GOES GREEN initiative, offers an environmentally-friendly way to reach attendees. As the sponsor of the bottle, your company's name and logo will be featured.

### Conference Pen Sponsor \$2,500

Have your name and logo in the hands of all attendees. As the sponsor of the pen, your company's name and logo will be featured.

### Cyber Stop Sponsor \$1,500/kiosk

Provide a valuable resource to attendees by sponsoring this high-traffic area. The Cyber Stop will feature your company's name, logo and URL as a desktop wallpaper, and overhead signage with sponsor recognition for each kiosk you sponsor.

### Collateral Material Insert \$1,500

Put your brochure, flyer or newsletter directly in the hands of each attendee. CANS will include your supplied item/s (material must be pre-approved by CANS) into each padfolio. Each sponsoring company is responsible for duplicating and shipping materials in time to be inserted.

### Coffee and Cola Cart Sponsor \$1,500

Connect with attendees over coffee or cola for a quick break. The coffee and cola carts will feature coffee, accompaniments, and colas as well as signage featuring your company name and logo.

## EXHIBIT AT CANS

Make connections, engage in conversation, exchange knowledge with key decision-makers, and learn how your organization can help attendees. When you exhibit at our event, you get the opportunity to network face-to-face with prospects and clients, including deans, program directors, department chairs, and faculty.

Exhibiting at our conference is an effective way to gain leads, introduce new products and services, expand sales, and build relationships. Be known as a leading resource for our members and exhibit at an AACSB event.

### Exhibit Sponsorship \$1,000

This sponsorship level includes one complimentary registration and recognition in the conference program.

Each booth is equipped with a 6' draped table, 2 chairs, wastebasket and electrical power.

Exhibitor Service Kits will be sent upon receipt of sponsorship application.

Booth assignments will be on a first come, first serve basis.

### Exhibit Schedule

Wednesday, October 12, 7:30am – 6:30pm



## 1. SPONSOR INFORMATION

PLEASE ATTACH A 50-WORD DESCRIPTION OF YOUR ORGANIZATION SO WE MAY INCLUDE THAT IN OUR PRINT MATERIALS.

ORGANIZATION NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE & ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## 2. SPONSORSHIP SELECTION

- |   |  |
|---|--|
| <input type="checkbox"/> \$12,500 Luncheon Sponsor          | <input type="checkbox"/> \$3,500 Name Badge Sponsor            |
| <input type="checkbox"/> \$1,500/kiosk Cyber Stop Sponsor   | <input type="checkbox"/> \$2,500 Conference Pen Sponsor        |
| <input type="checkbox"/> \$8,500 Padfolio Sponsor           | <input type="checkbox"/> \$2,500 Opening Keynote Speaker       |
| <input type="checkbox"/> \$1,500 Collateral Material Insert | <input type="checkbox"/> \$2,500 Reusable Water Bottle Sponsor |
| <input type="checkbox"/> \$7,500 Continental Breakfast      | <input type="checkbox"/> \$2,500 Closing Keynote Speaker       |
| <input type="checkbox"/> \$1,500 Coffee & Cola Cart Sponsor | <input type="checkbox"/> Create Your Own Sponsorship           |
| <input type="checkbox"/> \$5,000 Onsite Program Sponsor     | -----  |
| <input type="checkbox"/> \$2,500 Poster Center Sponsor      |  |

## 3. ADS ONLY SPONSORSHIP

- (for CANS Onsite Conference Program)  
Final Ad copy due September 2, 2011
- |   |
|---|
| <input type="checkbox"/> \$1,500 Full Page  |
| <input type="checkbox"/> \$1,000 Half page  |
| <input type="checkbox"/> \$650 Quarter page |
- ## 4. EXHIBIT BOOTH SPONSORSHIP
- \$1,000 8' x 10' BOOTH

## 5. PAYMENT INFORMATION

Due to the high cost of processing credit cards, a payment made by check allows for the full amount of your sponsorship to be used for the conference.

- CHECK ENCLOSED (Please make payable to the American Academy of Nursing.)  
 CREDIT CARD

- VISA                       MasterCard

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## 6. MAIL COMPLETED FORM TO:

Sponsorship, American Academy of Nursing  
1000 Vermont Avenue, NW, Suite 910  
Washington, DC, 20005

**ABOUT BAGNC**

Nurses represent the largest segment of the health care workforce and have the potential to implement needed and wide scale changes in the health care system (IOM Report "The Future of Nursing: Leading Change, Advancing Health, 2010). However, while improvements have been made over the past two decades, the nursing workforce is not fully prepared to care for older persons in the society—the segment of the population growing most rapidly. One barrier to a workforce competent in care for older persons is the inadequate number of well-prepared gerontological nursing faculty in schools of nursing throughout the country.

Building Academic Geriatric Nursing Capacity (BAGNC), a partnership between the John A. Hartford Foundation and the American Academy of Nursing, is designed to address the shortage of expert gerontological nursing faculty. Funded in 2001, BAGNC is highly successful in meeting this goal. In its first ten years, BAGNC awarded 216 scholarship and fellowship awards. A recent report from BAGNC's external evaluator showed that a large percentage of the BAGNC alumni hold faculty positions and are successful on all indicators of academic performance. Since their BAGNC Award, alumni have published over 1,100 papers relevant to the care of older persons, received over \$72 million in grants related to the care of older persons, and taught over 11,000 undergraduate students in courses with a gerontological focus.

**BAGNC'S GOALS**

- 1) increase the number of expert gerontological nursing faculty
- 2) Build leadership capacity in geriatric nurses
- 3) Facilitate collaboration among the 10 Centers of Geriatric Nursing Excellence
- 4) Disseminate BAGNC outcomes

**ANNUAL LEADERSHIP CONFERENCE**

The Annual Leadership Conference is a core element of the BAGNC program, providing important opportunities for:

- the development of skills fundamental to leadership,
- the linking of research in gerontology to practice and policy changes and
- the growth of a national network of geriatric nurse leaders.

Sponsorships are needed to sustain the BAGNC program. The following list summarizes sponsorship opportunities.

## BAGNC SCHOLARSHIP SPONSORSHIP

### **\$125,000 Full BAGNC 2-year Scholarship**

Scholarship will be named for donor and will receive recognition in all publications regarding the scholarship.

### **\$10,000 - \$125,000 Partial BAGNC 2-year Scholarship**

Sponsor will receive recognition in all publications regarding sponsorship of scholarship

### **\$2,000 Sponsorship of a BAGNC Alum in the GSA Policy Leadership Institute**

Sponsor will receive recognition in all publications about GSA Policy Leadership Institute regarding the sponsorship of scholarship

## BAGNC LEADERSHIP CONFERENCE SPONSORSHIP PACKAGES

### **\$10,000 Reception Sponsorship**

- Recognition in the Onsite Program
- Recognition on BAGNC Web site
- Recognition onsite with signage

### **\$4,000 Luncheon Sponsorship**

- Recognition in the Onsite Program
- Recognition onsite with signage

### **\$3,000 Breakfast Sponsorship**

- Recognition in the Onsite Program
- Recognition onsite with signage

### **\$2,000 Break Sponsorship**

- Recognition onsite with signage

### **\$500/table Table Sponsorship during Nurse Leader in Aging Award Ceremony**

- Recognition onsite with signage
- Reserved table

**1. SPONSOR INFORMATION**

*PLEASE ATTACH A 50-WORD DESCRIPTION OF YOUR ORGANIZATION SO WE MAY INCLUDE THAT IN OUR PRINT MATERIALS.*

ORGANIZATION NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE & ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**2. SPONSORSHIP SELECTION**

- \$125,000 Full BAGNC Scholarship  
Partial BAGNC Scholarship
- \$10,000 - \$125,000 (write in amount) \_\_\_\_\_
- \$2,000 GSA Policy Institute Scholarship
- \$10,000 Leadership Conference Reception
- \$4,000 Luncheon Sponsorship
- \$3,000 Breakfast Sponsorship
- \$2,000 Break Sponsorship
- \$500 Table Sponsorship (during Nurse Leader in Aging Award Ceremony)

**3. ADVERTISEMENT OPTIONS**

Final Ad copy due October 1, 2011

\_\_\_\_\_ \$1,500: Full Page      \_\_\_\_\_ \$1,000: Half Page      \_\_\_\_\_ \$650: Quarter Page

**4. PAYMENT INFORMATION**

Due to the high cost of processing credit cards, a payment made by check allows for the full amount of your sponsorship to be used.

- CHECK ENCLOSED (Please make payable to BAGNC)
- CREDIT CARD

- VISA                       MasterCard

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**5. MAIL COMPLETED FORM TO:**

Sponsorship, American Academy of Nursing  
 1000 Vermont Avenue, NW, Suite 910  
 Washington, DC, 20005

**ADVERTISING**

Deliver your message to a captive audience through powerful, targeted print and online advertising. Choose from multiple advertising channels to reach targeted prospects in specific areas of interest.

**PRINT ADVERTISING**

Print advertising is an important component to any marketing plan. During CANS and BAGNC's Leadership Conference, an official conference program is produced and distributed to conference attendees. During the Academy's Annual Meeting & Conference, three (3) publications are open to advertisers – the Onsite Program, the Living Legends Program, and the Commemorative Program.

**OPEN POSITIONS**

Find the right candidates when you advertise open positions through print, online, and electronic communications provided by CANS or the Academy.

**ADs SIZES and RATES**

**BAGNC or CANS Onsite Conference Program**

- \$1,500 Full page 7.5 x 10
- \$1,000 Half page 7.5 x 4.75
- \$650 Quarter page 3.75 x 4.75

**Academy Annual Meeting & Conference Onsite, Living Legends or Commemorative Program**

- \$2,500 Full page 7.5 x 10
- \$1,500 Half page 7.5 x 4.75
- \$1,000 Quarter page 3.75 x 4.75

**AD INSTRUCTIONS**

**FINAL AD COPY FOR AAN OR CANS DUE SEPTEMBER 2, 2011.**

**FINAL AD COPY FOR BAGNC DUE OCTOBER 1, 2011**

Ads must be high resolution PDF, EPS, TIF or JPEG files. Embed all fonts and images used in the ad. Include a 100% hard copy proof that matches the electronic file.

Bleeds: build full page ads to trim size ad extend bleed beyond page edge

Any ad is subject to rejection for any reason, or to require revisions at its discretion. If payment has been made for an ad which is subsequently rejected, a full refund will be provided. No advertising may, without prior written consent, contain use of logo or state or imply the recommendation, endorsement or approval of any product or service of the advertiser.

AMERICAN ACADEMY OF NURSING  
1000 VERMONT AVENUE, NW, SUITE 910  
WASHINGTON, DC 20005

**IMPORTANT 2011 Conference and Sponsorship Opportunities Inside!**