



# AMERICAN ACADEMY OF NURSING

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## Request for Proposal 39th Annual Meeting & Conference *Transforming Health Care: Driving Policy*

### Company Background:

The American Academy of Nursing is a 501(c)(3) non-profit that through its Fellowship creates and executes knowledge-driven and policy related initiatives to drive reform of America's health care system. The Academy is comprised of 1,800 Fellows representing nursing's most accomplished leaders in education, management, practice, and research. In addition to its policy agenda, the Academy serves as the coordinating center for the Building Academic Geriatric Nursing Program (BAGNC) and the Council for the Advancement of Nursing Science (CANS).

### Project Description:

Each year, the Academy hosts an Annual Meeting and Conference that serves as an opportunity for Fellows and other health care leaders to network and develop new strategies for nurses to drive the transformation of America's health care system. The 2012 Annual Meeting and Conference will be held at the Hyatt Regency on Capitol Hill, Washington, DC from October 11-13th and consists of a half-day Pre-Conference hosted by two Expert Panels and then 2.5 days of plenary sessions, break out sessions, networking lunches, and two large evening recognition ceremonies. Final attendance in 2011 neared 1000, with 80% of conference attendees Academy Fellows.

### Design Requirements:

In the past, vendors contracted have been solely responsible for the over-arching communication strategy, including the conference branding. Creative pieces developed for 2011 included:

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| (2) Double sided 8.5x5.5 conference ads                 | (1) Sponsor/Exhibit/Advertising Prospectus (12 pages) (750 pieces) |
| (1) Call for abstracts (4 page) (PDF only)              | (1) Small recognition program (8 pages) (750 pieces)               |
| (1) Static web banner                                   | (1) Large stage background   |
| (1) Preliminary program (16+ pages) (PDF only)          | (20+) Directional & Informational signage for the hotel            |
| (1) Onsite program (36+ pages) (1000 pieces)            | (1) Name badge template  |
| (1) Large recognition program (48+ pages) (2000 pieces) | (1) PowerPoint template  |

The above list represents the baseline expectation, but the Academy encourages the proposal to include forward thinking, green, creative solutions. We welcome change!

### Estimated Timeline:

- February 27th: Agency is contracted
- March 30th (or earlier): Agency presents final 2-3 options for the look/feel of the conference
- April 30th: Web component ready to launch
- August 1st: Agency presents print, signage, and stage mock ups for final approval to Academy
- By September 15th: Agency hands off final files; "drop in text ready"

### Submission Information:

The deadline for submission is **February 15, 2012**. Mid January, notice of two conference calls will be posted on our website under the conference corner tab to allow interested agencies the opportunity to ask additional questions. Proposals should include anticipated creative development fees and an estimated print budget. Final proposals can be sent via mail or email to:

Cheryl Sullivan, CEO  
American Academy of Nursing  
1000 Vermont Ave NW, Suite 910  
Washington, DC 20005

[Cheryl\\_Sullivan@AANnet.org](mailto:Cheryl_Sullivan@AANnet.org)

The necessity of collaboration will be required for vendors interested in bidding on the project. The upfront creative and over-arching communication strategy will be the primary responsibility of the agency with the knowledge that final execution will be a collaborative effort with the Academy's communications office.