



# SPONSORSHIP 2017 OPPORTUNITIES

Exhibitors talk to attendees. Sponsors talk to partners.



Reach over  
42,000  
emergency  
nurses and nurse  
leaders through  
the Emergency  
Nurses  
Association.



ENA Sponsorship will increase  
your company awareness,  
booth traffic, and overall sales at  
Emergency Nursing 2017.

### Partner with ENA and achieve your emergency care market goals!

- ✓ Reach 42,000 ENA members, year-round, as a Strategic Partner
- ✓ Interact with over 3500 emergency nurses as a Emergency Nursing 2017 Conference Partner.
- ✓ Increase attendee traffic and engagement at your booth in the exhibit hall.
- ✓ Be recognized as an ENA partner focussed on enhancing the profession of emergency nursing.

**HAVE NEW IDEAS? CONTACT US!**

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## Sponsorship Opportunities at a Glance

### Sponsorship Levels

Strategic Year-Round Partner .....	4
Gold .....	5
Silver .....	6
Bronze .....	6

### Branding

Charging Lockers with Signage .....	7
Conference Signage .....	7
Escalator Clings .....	7
Hand Sanitizer Stations .....	7
Hotel Key Cards .....	8
"Make My Day" Sponsorship .....	8
Mobile App .....	8
Water Stations .....	8
WiFi .....	8

### Conference Advertising

Attendee Mail List (Pre/Post) .....	9
Conference <b>Connection</b> E-Newsletter .....	9
Door Drop .....	9
Onsite Program Guide .....	9
Registration Bag Insert .....	10
VIP Membership Program .....	10

### Education & Clinical Simulation

AdvancED .....	11
ED Talks .....	13
e-Poster Sessions .....	13
Hands-On Procedural Cadaver Lab .....	13
Sponsored Educational Session .....	14
Ultrasound Lab .....	14

### Engagement & Networking

Career Development & Headshot .....	15
Closing Session & Matinée .....	15
Dessert, Smoothie or Coffee Station .....	15
Emerging Professionals Lunch .....	16
ENAopoly .....	16
Focus Group .....	16
Opening Party at Ballpark Village .....	17
Opening Session & Mass Casualty Incident .....	17
Relaxation Station .....	17

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# Sponsorship Levels



ENA places a high value on your corporate partnership. Your support helps keep emergency nurses and nurse leaders updated, informed, and passionate about emergency care.

Sponsorship participation in the Emergency Nursing 2017 opportunities apply toward the recognition levels listed below. Recognition begins with \$15,000 spending.

## Strategic Partner RECOGNITION LEVEL

### STRATEGIC Year-Round Partner—\$100,000

- ▶ Company name/logo on prime Emergency Nursing 2017 digital and print promotional material
- ▶ Strategic partner ribbons for name badges during meeting
- ▶ Pre- and post-show registrant postal/email mailing list, approved and sent via ENA
- ▶ Registration bag promotional insert opportunity
- ▶ ED Talks opportunity
- ▶ ENAopoly participant with signage
- ▶ Seat on ENA newly created Corporate Advisory Council
- ▶ License to use newly created ENA Strategic Partner logo for 2017
- ▶ Advertising in all conference publications & programs: Onsite Program Guide, Conference Connection, AdvancED program, ENA Conference Website, and mobile conference app
- ▶ Company name included in ENA press release covering Emergency Nursing 2017
- ▶ Inclusion in ENA emails to members when promoting Emergency Nursing 2017
- ▶ Company recognition as Strategic Partner on prominent conference signage: registration, information desk, and exhibit hall entrance banners
- ▶ Annual advertising in ENA Connection, and/or Newsline for a total of four ads
- ▶ Year-long recognition with company logo on ENA homepage
- ▶ Fifteen priority points, the primary factor in determining your booth placement at future Emergency Nursing conferences

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# Sponsorship Levels



## GOLD Sponsor—\$60,000

- ▶ Company name/logo on select Emergency Nursing 2017 digital and print promotional material
- ▶ Sponsor ribbons for name badges during meeting
- ▶ Pre- and post-show registrant postal/email mailing list, approved and sent via ENA
- ▶ Registration bag promotional insert opportunity
- ▶ ED Talks opportunity
- ▶ ENAopoly participant with signage
- ▶ Seat on newly created Corporate Advisory Council
- ▶ License to use newly created ENA Sponsor logo for 2017
- ▶ Company recognition as Gold Sponsor on conference signage
- ▶ Company name included in ENA press release covering Emergency Nursing 2017
- ▶ Logo recognition in the Onsite Program Guide, ENA Conference Website, and Mobile Conference App
- ▶ Ten priority points, the primary factor in determining your booth placement at future Emergency Nursing conferences

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# Sponsorship Levels



## SILVER Sponsor—\$35,000

- ▶ Company name/logo in ENA conference mobile app and on printed onsite conference guide
- ▶ Sponsor ribbons for name badges during meeting
- ▶ Pre- and post-show registrant postal/email mailing list, approved and sent via ENA
- ▶ Company recognition as Silver Sponsor on conference signage
- ▶ Seat on ENA Exhibitor Advisory Council
- ▶ License to use newly created ENA Sponsor logo for 2017
- ▶ Five priority points, the primary factor in determining your booth placement at future Emergency Nursing conferences

## BRONZE Sponsor—\$15,000

- ▶ Recognition as Bronze Sponsor on conference signage
- ▶ Company name in Emergency Nursing 2017 website, mobile app and printed onsite conference guide
- ▶ Sponsor ribbons for name badges during meeting
- ▶ Two priority points, the primary factor in determining your booth placement at future Emergency Nursing conferences

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## Charging Lockers with Signage

**\$10,000**

Attendees are constantly connected to the digital world, which creates a great need for a place to recharge their mobile devices. Promote your products and services on the highly visible and frequently used Charging Stations located in high-traffic, key locations in the Exhibit Hall. Conference attendees will plug in at the Charging Stations to recharge their cell phones, tablets, and other electronic devices. These stations will include your company graphics. Both standard and USB outlets will be available and attendees will have an option to lock up the phones so they can be left to charge without worry.



## Conference Signage

**\$6000+**

Be visible in and around the exhibit hall with your ad or logo on signage. Available opportunities:

- Column Wraps
- Door Clings
- Standing Signs
- Wall Clings
- Window Clings



## Escalator or Stair Clings

**\$20,000**

Right when attendees arrive, they travel up escalators to the main floor. The escalator cling sponsor is the first major branding emergency department nurses will see at the conference.



## Hand Sanitizer Stations

**\$2,500**

Hand sanitizer stations are conveniently distributed throughout Emergency Nursing 2017. Your company logo and name will be prominently featured on the station to help with your brand recognition at the conference.



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## Hotel Key Cards

**\$20,000**

This exclusive opportunity allows the sponsor's name and logo to be imprinted on each attendees' hotel key card, promoting your company on a daily basis. Show your support with the ENA logo on the back side of the key.



## "Make My Day" Sponsorship

**\$1,000**

Provide attendees with a \$5 Make My Day Starbucks voucher - a modest, added value benefit that directly aligns your company brand with a positive event experience. The Make My Day voucher includes your company logo.

## Mobile App

**\$25,000**

The conference attendees are encouraged to download the mobile app to assist with planning their time at the conference. The ability to create schedules, view exhibitors and exhibit floor information, along with responding to polls and provide feedback to surveys are among the many features of this app. The number of users taking notes, scheduling sessions, and checking out exhibitors has grown substantially since the addition of the mobile app to the conference experience.



## Water Stations - 4 Stations

**\$5,000**

Water stations are conveniently placed next to your booth. Your company logo and name will be prominently featured on the station to help with brand recognition at the conference.



## WiFi

**\$25,000**

New this year, Emergency Nursing 2017 will have WiFi throughout the exhibit hall. An expected 80% of our attendees will be using WiFi daily this in order to access their educational sessions, activities and events throughout the week. As the WiFi sponsor, you receive your ad on the landing page and your company name becomes the login password.



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# Conference Advertising



## Attendee Mail List (Pre/Post)

**\$2,000 Email | \$500 Mail (per list)**

Promote your booth, product, or sponsored event to attendees before Emergency Nursing 2017 and follow up with them after the conference via email or postal mail. This opportunity is managed through our registration company. Details will be provided.

## Conference Connection E-Newsletter

**\$2,100-\$4,200**

Conference Connection is the official e-Newsletter of the ENA Annual Conference. There are three issues full of must-read content about what is happening at conference. These issues are emailed to all ENA members and they are included in the ENA Conference App. Great Exposure! Great Advertising VALUE!



## Door Drop

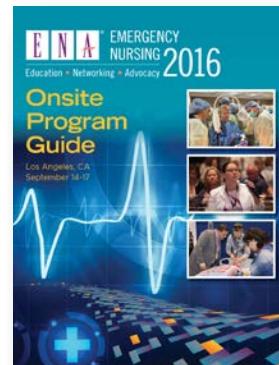
**\$5000+**

Wednesday, Thursday or Friday Evening (limit 3). Extend your marketing reach by delivering your promotional literature directly to the doors of participants at our host hotel. Subject to ENA approval.

## Onsite Program Guide

**\$1,270-\$2,240**

Get the most exposure for your time and money by advertising in the Onsite Program Guide. Attendees carry it everywhere and use it as a reference long after they return home. Be top of mind after they leave your booth and as they review the conference experience with colleagues back home.



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# Conference Advertising



## Registration Bag Insert

**\$3,500**

Sponsor bag inserts are placed inside the official conference registration bag and distributed to all conference attendees upon onsite registration. These inserts are designed and produced by the sponsor, with ENA's pre-approval prior to printing. All printing and shipping costs are additional costs to the sponsor.



## VIP Member Program

**\$7500**

Be a part of the ENA VIP experience and put your name in front of members who sign up for the VIP program. VIP Members will receive the benefits below. Be the sponsor that makes it happen!

### VIP Benefits:

- Skip the Line Registration: All reg materials, name badges and VIP Package gifts will be delivered to their room upon arrival
- MCI Behind the Scenes Access: Private Tour, Photo Session, VIP Viewing (in the arena) & chance to participate in the MCI
- Unlimited Convention Center Coffee and a special coffee mug
- Complimentary Access to additional CE post-conference via Conference On-Demand
- A Kindle Fire for using Conference On-Demand
- An exclusive reception at the Blues Museum on Friday 9/15 5:30 – 7pm
- Guaranteed reservations at the Headquarters Hotel

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## Clinical Simulations and Educational Experiences

### AdvancED Simulation —\$10,000

Attendees will step into the future of emergency nursing as they enter AdvancED, a fully equipped emergency department located in a highly visible space on the exhibit hall floor. Sponsorship includes three ways to engage attendees:

**1 Product Simulation Demos** — Show attendees exactly how your product is used in the ED by demonstrating your product within a clinical ED setting, complete with a programmable manikin. Develop scenarios to incorporate your product or show how to use your product through demonstrations. These demo rooms will be part of the ENAopoly game that will draw attendees to the AdvancED section of exhibit hall floor. Demos will run throughout the day during exhibit hall hours.

**2 ED Clinical Simulations** — Eight ED bays with two beds each will hold pre-determined clinical simulations to include pediatric, adult, and geriatric patients. Simulations are designed to mimic a real ED setting and will be focused on educating attendees. Sponsors will have the unique opportunity to watch their products used in lifelike settings and experience immediate feedback from the user. CERPS can be offered for this experience.

**3 SIM Wars** — compete with your colleagues to show off your best work during a clinical simulation. SIM Wars will run in the exhibit hall.

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# Education & Clinical Simulation



## BE INVOLVED:

### Title Sponsor

**\$30,000 (2 spots)**

This highly visible sponsorship will recognize you as an innovative company with a focus on education and progress in emergency care. Title Sponsors receive recognition as a top sponsor on signage throughout the exhibit hall and within the AdvancED simulation area; top billing in preshow marketing of AdvancED, including the AdvancED section of the Onsite Guide and the Mobile App.

### CERPS ARE AVAILABLE!



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## ED Talks — Product Theater

**\$2,500**

The ED Talks is a unique product theater approach that provides your company with the opportunity to showcase your innovative product. Each time slot includes 15 minutes of presentation time and 15 minutes for turn-around.



## e-Poster Sessions

**\$30,000**

Clinical research and evidence-based practice e-posters are on display throughout Emergency Nursing 2017. High-resolution monitors display beautiful e-posters that easily draw the nurse's attention toward current studies on relevant emergency nursing topics. Sponsors will be recognized on the home screen of each individual e-poster to make an impression on each reader or passerby. CERPS are available.



## Hands-On Procedural Cadaver Lab

**SOLD**

Providing a unique opportunity for emergency nurses and advance practice nurses, the Emergency Nursing 2017 Cadaver Lab offers real skill advancement through experiential learning. This opportunity has long been a highlight for many ENA members who seek the practical hands-on experience the lab offers. Recognition includes your company name and logo on all premarketing materials and signage at the event. CERPS are available.



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## Sponsored Education Session

**\$20,000**

This is an exciting opportunity to attract attendees to hear more about your products, or for you to highlight your company. Your company will provide a breakfast or lunch for the attendees as well as have the opportunity to engage emergency department nurses with your brand's message. Most sponsored events include a speaker chosen by the sponsor. Registration, content development, food, beverage and AV is the responsibility of the sponsor. Includes HTML promotion sent out via ENA and an ENA group promotion for all sponsored session.



## Ultrasound Lab

**SOLD**

The Ultrasound Lab will help advanced Emergency Nursing 2017 attendees develop efficiency in inserting IVs regardless of the situation, with hands-on skill training in ultrasound-guided IV insertion. Using the latest technology, the lab instructors will guide attendees in decreasing the number of sticks during critical moments. Attendees preregister for this session and it fills up quickly. Recognition includes your company name and logo on all premarketing materials and signage at the event. CERPS are available.



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# Engagement & Networking



## Career Development & Professional Headshots (Includes photographer and make-up artist)

**SOLD**

The high-traffic Career Development Center will feature a professional headshot station for attendees' professional use on social media and other digital profiles. Attendees will take their photo within a full-service photography station with sponsor branding and have the opportunity to procure digital copies of their photos within your booth space. The Career Development Center will feature career-enhancing options in addition to the professional photo station, including a résumé station, skill development, and assistance with LinkedIn and other professional social media.



## Closing Session & Matinée

**SOLD**

As the exclusive sponsor of the Emergency Nursing 2017 Closing Session Matinee, the sponsor will join key ENA leadership on the stage to provide closing thoughts on the 47th anniversary of ENA, highlighting partnerships, networking, and advocacy that have been developed over the conference week. Sponsors will be recognized on all pre- and post-show marketing materials.



## Dessert, Smoothie or Coffee Station

**\$20,000**

Drive traffic to your booth by hosting a dessert station at Emergency Nursing 2017. The station can be in the morning or afternoon and positioned right by your booth to allow for greater traffic and attendee engagement.. Limit to five sponsors.



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# Engagement & Networking



## Emerging Professionals Lunch

**SOLD**

Promote company awareness and product knowledge to the next generation of nursing leaders and decision makers. The Emerging Professionals Group was created for those who have practiced in an emergency care setting for five or fewer years. It is an opportunity to bring together newer emergency nurses. This event provides the sponsor with networking opportunities and is designed for young professionals to meet and mingle. As the key sponsor of the Emerging Professionals Lunch, you will receive pre-conference marketing, signage, and verbal recognition at the lunch, as well as an opportunity to speak.



## ENopoly

**\$2,500**

A gamification of the Emergency Nursing 2017 Exhibit Hall experience, this sponsorship opportunity helps drive additional traffic to your booth to provide opportunities to interact with emergency nurses. The game will require attendees to use the mobile app to scan QR codes displayed at your booth. Instructions will be posted in the mobile app and on a postcard in the conference registration bag. A raffle prize, provided by ENA, will be awarded to participating attendees on the last day in the Exhibit Hall.



## Focus Group

**\$10,000**

Sponsored Focus Groups provide the opportunity to engage select participants in open discussion to derive insight on a given topic. ENA will provide the opportunity to promote the focus group via one attendee mailing. Sponsor is responsible for content, food and beverage, AV, and focus group registration. Limited to 20 people.



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# Engagement & Networking



## Opening Party at Ballpark Village

**\$30,000**

The Emergency Nursing 2017 conference will kick off in St. Louis' newest dining and entertainment village across from Busch Stadium. See your company's name splashed across the massive electric sign at the entrance to the village.



## Opening Session & Mass Casualty Incident.

**\$30,000**

Help kick-off the educational portion of Emergency Nursing 2017 by partnering as the Opening Speaker Sponsor. This highly attended speaking session is an important component and an excellent opportunity to showcase your company's commitment to emergency department education. As a key sponsor you will receive pre- and post-conference recognition in all ENA marketing and signage at the event.



## Relaxation Station

**\$20,000**

Attendees are encouraged to visit the Relaxation Station within the Exhibit Hall, where professional massage therapists will provide a complimentary 10-minute chair massage to help relax and rejuvenate. The station can be placed next to your booth — driving booth traffic through relaxation and education. The station will include prominent sponsor signage and the therapists will wear a T-shirt branded with your company logo.



### **ENA would like to assist each exhibitor meet their sales and marketing objectives.**

If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact Mary Michalik, [mary@corcexpo.com](mailto:mary@corcexpo.com) at 312.265.9650 or Matt McLaughlin, [matt@corcexpo.com](mailto:matt@corcexpo.com) at 312.265.9655.

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