



California School of Nurses Organization 71st Annual Conference – A Virtual Event!

February 3-6, 2021

Sponsorship Opportunities

About California Credentialed School Nurses

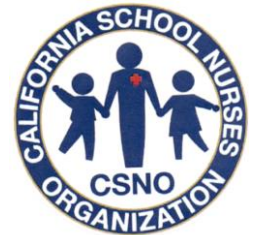
Children do not leave their health care conditions at the school's front door. School Nurses provide health care services to over 6 million children enrolled in California's public and private schools whose ages span from birth to 22 years old. The California School Nurses Organization is the second largest school nurse affiliate of the National Association of School Nurses, comprised of over **1,500** Family Nurse and Pediatric Nurse Practitioners, Registered Credentialed School Nurses, Registered Nurses, Licensed Vocational Nurses and trained health care aides/unlicensed Assistive personnel. Additionally, we are home to the 2nd largest school district nationally and several others in the top 50 in the United States.

Today's school nurses are advanced practitioners that provide school-based services to help health plans meet their HEDIS measures as well as foster access to health care. School nurses and health services support staff are responsible for delivering Early Periodic Screening and Diagnostic and Treatment services; providing and monitoring student immunizations; screening students for health issues (vision hearing, dental, pediculosis, nutrition, and diabetes); assisting students with first aid and administering medications; managing chronic diseases, that include but are not limited to diabetes, asthma, life-threatening allergies and epilepsy; plan and prepare emergency and disaster response; participate on risk management and safety committees; deliver health education through curriculum; participate in the LEA Medi-Cal Billing Option Program and Medi-Cal Administrative Activities; and case manage health services to include interfacing with families and other school and community-based practitioners.

About California School Nurses Organization

The mission of California School Nurses Organization, the leading force for excellence in school health services, is to ensure that school nurses optimize student health and enhance learning through a network distinguished by:

- Facilitating grassroots efforts within regional sections
- Developing and providing professional learning opportunity
- Fostering the development of leaders
- Conducting research and using evidence-based practice
- Providing standards of care
- Advocating for school health services.



Additionally, the health, well-being and safety of students is a high-priority of school nurses. All children need to be healthy, ready to learn. Your participation in this conference will provide school nurses with the necessary tools, supplies and resources that will assist them in delivering optimal health services to students.

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Who attends the CSNO Annual Conference?

Approximately **500** nursing professionals from California and neighboring states are expected to be in attendance. They participate to:

- Expand their professional network and resources to support the delivery of health care in the school setting;
- Identify current research and evidenced-based approaches relevant to their professional school nursing practice.
- Describe measures to promote health and prevent disease or disability in the school community
- Discuss collaborative practices to support prevention policies, programs and/or campaigns as well as multi-disciplinary strategies that address wellness issues.
- To access and utilize additional resources through the sponsors and exhibitors they interact with during the conference

Benefits of a Virtual Sponsorship

- Connect with conference attendees – virtually – through quality networking opportunities with potential leads
- Multiple promotional opportunities within our Virtual Event Platforms and leading up to the conference through conference website and emails
- Customized Sponsor Profiles within our Virtual Event Platform with brand identity, attachments, external linking to showcase your company in many ways
- Sponsors will be showcased within interactive games throughout the conference
- Showcase your company within the “Special Conference Mailing” that will be mailed to attendees 7-10 days out.
- Metrics provided to quantify the value of your participation

It's YOUR opportunity to interact with over 500 professionals in one place – virtually!

CSNO is a 501(c)(3) non-profit organization and therefore your donation is tax-deductible.



71st ANNUAL CONFERENCE
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Sponsorship Opportunities at a Glance

[CLICK HERE TO REGISTER](#)

Platinum (\$5,000) <i>Minimum 2 Opportunities</i>	Gold (\$3,500) <i>Minimum 4 Opportunities</i>	Silver (\$2,500) <i>Minimum 8 Opportunities</i>	Bronze (\$1,500) <i>Unlimited</i>	Copper (\$750) <i>Unlimited</i>
Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing
<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference! Website listing (on conference page) Banner ad in conf app 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference! Website listing (on conference page) Banner ad in conf app 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference! Website listing (on conference page) Banner ad in conf app 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference! Website listing (on conference page) Banner ad in conf app 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference! Website listing (on conference page) Banner ad in conf app
FIVE full conference registrations	FOUR full conference registrations	THREE full conference registrations	TWO full conference registrations	ONE full conference registration
<ul style="list-style-type: none"> Full Screen Digital Ad Up to 3-minutes pre-recorded message played for all participants, with a 30 second live introduction FIVE customized “In the Know” announcements in conf app 	<ul style="list-style-type: none"> Full Screen Digital Ad Up to 2-minutes pre-recorded message played for all participants, with a 30 second live introduction TWO customized “In the Know” announcements in conf app 	<ul style="list-style-type: none"> Full Screen Digital Ad Up to 1-minute pre-recorded message played for all participants ONE customized “In the Know” announcements in conf app 	<ul style="list-style-type: none"> Full Screen Digital Ad Up to 30-second pre-recorded message played for all participants ONE customized “In the Know” announcements in conf app 	
<ul style="list-style-type: none"> THREE Customized push notifications through conf app Logo projected in background during hosted session Live polling (3 questions) 	<ul style="list-style-type: none"> TWO Customized push notifications through conf app Logo projected in background during hosted session Live polling (2 questions) 	<ul style="list-style-type: none"> ONE Customized push notifications through conf app Logo projected in background during hosted session Live polling (1 question) 		
<ul style="list-style-type: none"> Logo on starter slide of every presentation Additional mailing list opportunity (pre-conference) Logo on conference item Dedicated breakout session opportunity partnered with a School Nurse Insert in special conference mailing 	<ul style="list-style-type: none"> Logo on starter slide of every presentation Additional mailing list opportunity (pre-conference) Logo on conference item Breakout Opportunity Partnered with a School Nurse Insert in special conference mailing 			
<ul style="list-style-type: none"> Recognition on website home page Company logo on special conference mailing App splash page (first page attendees see when opening app) visibility 				



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Important Information for Sponsors

Cancellation Policy

All cancellations must be emailed to sboswell@meetingwise.net and are not valid unless you receive a return confirmation that your email has been received. Cancellation by January 8, 2021 will receive a minimum 50% refund; no refund will be given on or after January 9, 2021. Applications for sponsorships are subject to approval by conference management and must include a description of your products/services. If the application is not approved, payment will be returned in full.

Refund Policy

Cancellation by January 8, 2021 will receive a 50% refund. In the event you registered by check and haven't yet paid, you will be billed and held responsible for full payment even if you cannot attend. For cancellations on paid registrations made on or before January 8, 2021, all refunds will be made within 15 business days after the summit has taken place. No refunds will be issued on cancellations made on or after January 9, 2021.

Forms of Payment

Check or Credit Card; Paying by credit card fully completes your registration and avoids delays in payment processing as well as the risk of checks being lost in the mail. As a reminder, your full payment must be made within two weeks of registration.

Confirmation

We'll be in touch via email with next steps and specifications regarding YOUR sponsor benefits within two weeks. Please reach out to me at sboswell@meetingwise.net if you don't receive that email.

Additional Information – All deliverables are due January 22, 2021

- **Logos:** Images must be jpeg or png, high resolution (a minimum of 300 dpi) and transparent if appropriate.
- **Digital Ad Specifications:** Digital Ads will be included in a rolling PowerPoint presentation that will be run prior to the Summit Session for all Summit attendees. Finished Digital Ads should be submitted as a high-resolution, widescreen (16:9) PowerPoint slide.
- **Banner Ad Specifications:** These are for the conference app and we will need TWO separate sizes:
 - 460x200 PNG/JPEG
 - 640x100 PNG/JPEG
- **Customized Announcements:** These can include your company logo, an attachment, an external link, 250-word description and a call to action.
- **Customized Push Notifications:** Push notifications are sent directly to the attendees' devices and are limited to 150 characters. You can also include an external link.
- **Insert in Conference Attendee's Mailout:** An envelope will be mailed to conference attendees 7 to 10 days pre-conference including an at a glance agenda, conference giveaways, game cards/tickets, sponsor inserts (top 2 levels) and more. Your item may be a flyer / brochure or promotional item but must be pre-approved by the planning team to ensure it is within size/weight limits for the mailing. Quantity will be advised a minimum of 30 days pre-conference. Your item must reach mailing house (shipping address TBD) a minimum of 14 days pre-conference.

Questions?

If you have any questions regarding sponsorship opportunities, please reach out to Stacey Boswell, sboswell@meetingwise.net