



## WELCOME! BIENVENIDOS!

The National Association of Hispanic Nurses (NAHN) represents healthcare's most influential practitioners: nursing professionals, researchers, clinicians, case managers, healthcare innovators, nursing faculty and students. Whatever your goals, NAHN events and online communications channels are the perfect platform for your organization to reach key decision makers in the nursing and Hispanic communities, increase brand awareness and promote your initiatives.

In its 46th year, NAHN will hold two flagship events: Our **Latino Leadership Institute (LLI)** will take place virtually February 5-7, and our **Annual Conference** will convene in historic San Juan, Puerto Rico, **November 16-19**. The **LLI** is a national platform designed to promote leadership strategies in Latino nurses and academic progression to impact recruitment and retention of diverse nursing faculty and workforce. The virtual event content will be recorded for on-demand viewing. The **Annual Conference** convenes more than 300 members and is the only national nursing association meeting dedicated to exploring healthcare issues affecting the Hispanic population. New for 2021: Sponsorship packages include engagement in both events!

### WHO WE ARE:

The National Association of Hispanic Nurses has been the leading professional organization representing in voice and action licensed Hispanic nurses and nurse educators across the United States since it was founded in 1975. NAHN is committed to advancing health in Hispanic communities and to promoting and advocating for educational, professional and leadership opportunities for Hispanic nurses. Further, NAHN promotes the recruitment and retention of Hispanic students in nursing education programs to increase the number of bicultural and bilingual nurses who provide culturally competent nursing to Hispanic communities.





# 2021 NAHN Sponsorship Prospectus



# Marketing Opportunities







# Marketing Sponsorship Opportunities

## WEBINAR SPONSORSHIPS

Share your message during the educational topic of your choosing (content subject to approval by NAHN leadership) in a webinar or series of webinars open to all NAHN members free of charge to participants. Webinar may be fully branded and may or may not provide CE at sponsor's discretion. NAHN will share marketing and promotional messaging provided by sponsor via all channels (member chat forums, e-newsletter, dedicated email blast, etc.). Based availability and approved by NAHN Staff

- One 1-hour webinar: \$3,000
- Series of two 1-hour webinars: \$5,500

## EMAIL RATES

NAHN Community Email Blast	\$3,000
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## ADVERTISING RATES

### NAHN Website Banner Ads

- 1 month: \$400 Full Banner: 600x100 pixels
- 3 months \$1,000 Full Banner: 600x100 pixels
- 6 months \$1,800 Full Banner: 600x100 pixels
- 12 months \$3,200 Full Banner: 600x100 pixels

### News from NAHN Weekly E-Newsletter

- 1 month: \$500 (4 issues) Sponsorship block
- 3 months: \$1,300 (12 issues) Sponsorship block
- 6 months: \$2,400 (24 issues) Sponsorship block
- 12 months: \$4,000 (52 issues) Sponsorship block

# ANNUAL CONFERENCE





# Annual Conference Sponsorship Opportunities

## DIAMOND SPONSOR \$30,000

- Keynote Session Sponsor – Opportunity for up to three (3) minutes of stage time to introduce session speaker or show promotional video.
- Three (3) Complimentary conference passes to Annual Conference
- One (1) Exhibit 20' x 10' Booth
- Full-page ad in Conference Guide
- One (1) Reserved table at the Gala to include Ten (10) tickets
- Logo recognition in Gala Program
- Company logo on Annual Conference app
- Highlighted company logo on all signage and printed materials
- Social media recognition, 1 exclusive pre-conference post on Facebook, Twitter and LinkedIn
- One (1) article in NAHN weekly e-newsletter (sponsor provides content)
- One (1) exclusive e-mail distribution pre or post event
- Annual Conference tote bag insert (materials to be approved prior to shipment, at sponsor's cost)

## EMERALD SPONSOR \$20,000

- Two (2) Complimentary conference passes to Annual Conference
- One (1) 10' x 10' Exhibit Booth
- Half-page Ad in Conference print guide
- One (1) Reserved table at the Gala to include Ten (10) tickets
- Highlighted company logo on all signage and printed materials
- Social media recognition, 1 exclusive pre-conference post on Facebook, Twitter and LinkedIn
- One (1) exclusive e-mail distribution
- Annual Conference tote bag insert (materials to be approved prior to shipment, at sponsor's cost)



# Annual Conference

EXHIBIT BOOTH SPONSORSHIP





# Annual Conference Exhibit Booth Packages



## 10' x 10' Exhibit Booth: \$2,500

- One (1) 10' x 10' Exhibit booth
- Two (2) Complimentary Full conference passes (excludes Gala).
- One (1) Six-foot table, two (2) chairs, and booth sign
- Company listing in the NAHN Conference App and NAHN website
- Post-conference attendee mailing list (excludes phone, fax and e-mail information)

## 20' x 20' Exhibit Booth: \$4,500

- One (1) 20'x10' Exhibit booth
- Four (4) Complimentary Full conference passes (excludes Gala).
- Two (2) Six-foot tables, four (4) chairs, and booth sign
- Company listing in the NAHN Conference App and NAHN website
- Post-conference attendee mailing list (excludes phone, fax and e-mail information)



# Annual Conference Food & Beverage



## BREAKFAST SPONSOR (Three Available) - \$5,000

- Opportunity to welcome the audience during Breakfast (up to 2 minutes)
- Sponsor recognition on push notification on Conference app before Breakfast – Sponsor logo on event webpage

## LUNCH SPONSOR (Two Available) - \$5,000

- Opportunity for up to three (3) minutes of stage time or show promotional video.
- Sponsor recognition on push notification on Conference app before Lunch – Sponsor logo on event webpage





# Annual Conference Branding & Digital



## PHOTO BOOTH SPONSOR - \$7,500 (Exclusive)

- Sponsor logo on every photo to be taken during meeting at booth
- Physical and digital copies given to participants for sharing
- Widespread social media reach with built-in photo sharing for guests and photos posted directly to your Facebook page
- Sponsor recognition on event webpage
- Sponsor recognition on push notifications on Conference app

## TOTE BAG SPONSOR - \$5,000 (Exclusive)

- Sponsor logo in addition to the NAHN logo on Conference tote bags given to all participants
- Tote bag insert (materials produced at sponsor's cost)
- Sponsor listed on event webpage
- Sponsor recognition on push notification on Conference app

## TOTE BAG Item- \$2,000

- Materials inserted into each Conference tote bag (materials provided by Sponsor must be approved prior to printing & shipping)
- Material & Shipping at cost to sponsor



# Annual Conference Branding & Digital

## CONFERENCE APP STICKY BANNER SPONSOR - \$2,000 (Exclusive)

- The Conference App sticky banner displays your company logo/ad on the main screen and attaches to the edge of the menu on the bottom of the App screen. Your logo/ad is always visible and remains stationary while scrolling on the main screen.

## LANYARD SPONSOR - \$5,000 (Exclusive)

- Sponsor logo on lanyard for name badges distributed to all meeting participants, guests and exhibitors
- Sponsor recognition on event webpage
- Sponsor recognition on push notifications on Conference app

## EXHIBITOR SCAVENGER HUNT SPONSOR - \$5,000

Back by Popular Demand! Exhibitors increase their connections with participants by using the Scavenger Hunt.

Sponsorship Includes:

- Sponsor recognition in: – the NAHN mobile Conference App – the Scavenger Hunt Leaderboard – the NAHN Event webpage
- Sponsor recognition in daily push notifications during Annual Conference
- Sponsor recognition on QR code signs on each exhibitor table





# Annual Conference Print Advertising

## Back Cover Ad – Conference Guide - \$3,750

- Back Cover, Full-page ad in the NAHN Conference Guide given to all Conference Participants
- Full Color ad in the NAHN Conference Guide (5 x 7)
- Company to supply final approved ad to NAHN by specified deadline date

## Inside Cover Ad – Conference Guide - \$3,750

- Inside Front Cover, Full-page ad in the NAHN Conference Guide given to all Conference Participants
- Full Color ad in the NAHN Conference Guide (5 x 7)
- Company to supply final approved ad to NAHN by specified deadline date

## Full Page Ad – Conference Guide - \$2,500

- Full-page ad in the NAHN Conference Guide given to all Conference Participants
- Full Color – Company to supply final approved ad to NAHN by specified deadline date



# Annual Conference

GALA





# Annual Conference – Gala Event



## GALA EVENT SPONSOR (Exclusive) - \$20,000

- One (1) Reserved table at the Gala to include Ten (10) tickets
- Opportunity for up to three (3) minutes of stage time or show promotional video.
- Full-page ad in Gala Program
- Your company logo prominently displayed at the Gala
- A gift of your choosing at each place setting (materials produced at sponsor's cost)
- Logo on event Napkins
- Sponsor recognition on push notification on Conference app
- Sponsor logo on event webpage, onsite signage and gala program guide
- Social media recognition (1 exclusive pre-conference post on Facebook, Twitter and LinkedIn)
- One (1) exclusive e-mail blast



# Annual Conference – Gala Event



## GALA ENTERTAINMENT SPONSOR - \$6,000 (Exclusive)

- Two (2) tickets to the Gala
- Half-page ad in Gala Program
- Your company logo prominently displayed at the Gala
- Sponsor logo on event webpage

## GALA TABLE SPONSOR - \$2,500 (Limit 5)

- One (1) Reserved table at the Gala to include Ten (10) tickets
- Your company logo prominently displayed at the Gala
- Sponsor logo on event webpage





# Annual Conference – Exhibitor Information

All Exhibit Booth Packages include:

- Two full Conference passes (excluding Gala) – Third or more exhibit representatives are \$150 each. Students and voting NAHN members must register as Participants.
- Standard pipe and drape
- One 6' skirted table, two chairs, booth ID sign, and trash can
- Your company and contact information listed on Conference app and NAHN website
- Post-conference Attendee List (excludes phone, fax and e-mail information)

Hotel and Transportation: Sheraton Puerto Rico Hotel & Casino 200 Convention Center Blvd. San Juan, Puerto Rico Standard Rooms are \$169.00 per night, 16% hotel service fee and 11% Government tax. October 14, 2021 is the deadline for NAHN's preferred rates. Reservations: Call 787.993.3500 – be sure to ask for the NAHN rate.

Luis Muñoz Marin International Airport (SJU) is located approximately 10 minutes away from the Sheraton.



# Annual Conference Exhibitor Information

Exhibitors will be sent confirmation packages with their booth assignments upon completion of registration and payment.

Exhibitor Setup Tuesday, November 16<sup>th</sup> 1:00 PM – 4:00 PM. Exhibit installation must be completed by 4:00 pm.

\*Setup hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

## **Exhibitor Hours/Days** (subject to change)

### • Tuesday, November 16

6:30 PM – 8:00 PM: Welcome Reception on the Exhibit Floor (New for 2021!)

### • Wednesday, November 17

7:45 AM – 8:45 AM: Breakfast/Business Exchange in General Session

11:20 AM – 2:30 PM: Lunch/Expo on the Exhibit Floor

3:00 PM – 3:30 PM: Break in Exhibit Hall

### • Thursday, November 18

8:00 AM – 9:00 AM: Breakfast in Exhibit Hall

9:00 AM – 1:00 PM: Expo/Lunch on the Exhibit Floor

**Exhibitor Dismantling** Thursday, November 18<sup>th</sup> 1:00 PM – 4:00 PM. Do not dismantle or remove any part of your exhibit prior to show closing. Exhibit dismantle and move-out must be completed by 4:00 PM on Thursday. NAHN and the official show decorator may, without incurring any liability for damage or loss, dismantle any property or any exhibitor who has failed to move out at the sole expense of the exhibitor. Dismantle hours are subject to change. Exhibitors will be notified if a change in hours is necessary.





# Annual Conference Exhibitor Information

## **All Exhibit Booth Packages include:**

- Two full Conference passes (excluding Gala) – Third or more exhibit representatives are \$150 each. Students and voting NAHN members must register as Participants.
- Standard pipe and drape
- One 6' skirted table, two chairs, booth ID sign, and trash can
- Your company and contact information listed on Conference app and NAHN website
- Post-conference Attendee List (excludes phone, fax and e-mail information)

**Hotel:** Sheraton Puerto Rico Hotel & Casino  
200 Convention Center Blvd.  
San Juan, Puerto Rico

Standard Rooms are \$169.00 per night, plus 16% hotel service fee and 11% Government tax. October 14, 2021 is the deadline for NAHN's preferred rates. Reservations: Call 787-993-3500 – be sure to ask for the NAHN rate.

**Airport:** Luis Muñoz Marín International Airport (SJU) - located approximately 10 minutes away from the Sheraton.



# Exhibitor Agreement

1. **AGREEMENT** The application, executed by applicant (Exhibitor), together with these Terms and Conditions, shall constitute a valid and binding Agreement between the National Association of Hispanic Nurses® (NAHN) and Exhibitor. The words “Exhibit Management” as used herein refer to the National Association of Hispanic Nurses (NAHN). Exhibit Management shall have full power to interpret, amend and enforce all Terms and Conditions in the best interest of the NAHN 2021 Conference Exhibition (“Exhibition”).
2. **WHO MAY EXHIBIT** The Exhibition is only for those organizations offering products, equipment and services which will promote the development of the nursing profession. NAHN reserves the right to determine eligibility of any Exhibitor up to and including the dates of the Exhibition.
3. **ASSIGNMENT OF SPACE** If submitting a paper form, assignment of space will be made by Exhibit Management in the order of receipt of paid application. Assignment of space is final and shall constitute an acceptance of the Exhibitor's offer to occupy. NAHN reserves the final decision and right, in the best interest of the Exhibition, to amend the floor plan, assign or relocate selected space in areas other than that selected by Exhibitor. Exhibitors may not sublet, sub-divide or assign their space, promote the products or services of non-exhibitors, or otherwise permit non-exhibitors to distribute materials in their space or any part thereof. Only one organization may occupy the space. For online exhibitor registration, Exhibitor will have the opportunity to select their space.
4. **COST OF EXHIBIT SPACE** Booths include standard draping, skirted table, two chairs, booth ID sign, one wastebasket, two full conference passes\*, post-conference attendee mailing list and one listing in the Conference app. Additional conference passes\* may be purchased for \$150. Exhibitor passes do not include the Gala (Gala tickets available for an additional fee).
5. **CANCELLATION** An Exhibitor may cancel or withdraw from the exhibit program by submitting written notification. Cancellations on or before June 8, 2021, are eligible for a refund less a \$500 service fee. No refunds will be made for cancellations made after June 8, 2021.
6. **ARRANGEMENT OF EXHIBITS** Exhibitor agrees to arrange exhibit so as not to obstruct the general view or to hide other exhibits. No partitions other than the side rails provided by Exhibit Management will be allowed unless specifically approved. Side dividers at 6’ heights may be extended no more than 3’ from the back line of the booth. Inline booths have a height restriction of 8’. No display material exposing an unfinished surface to neighboring exhibits or aisles will be permitted. Exhibits should be self-contained with nothing outside the booth area. Interference with normal traffic flow is prohibited. Nothing shall be posted, tacked, screwed or otherwise attached to columns, walls or floors.
7. **HOSPITALITY FUNCTIONS** Scheduling of private functions, cocktail parties or other special events in conjunction with the Conference and within the host hotel MUST be coordinated directly with NAHN. Functions during the period of move-in, Exhibition hours, or move-out are prohibited.
8. **OBJECTIONABLE CONDUCT** Exhibit Management reserves the right to restrict, reject, prohibit or eject any exhibit, including personnel in whole or in part, because of noise, conduct of personnel, selling outside of the booth or for other causes which Management deems not compatible with the purpose of the Conference & Exhibition or any other reason in the opinion of NAHN, without liability for any refunds or other expenses incurred. Management reserves the right to refuse distribution of souvenirs, advertising materials or anything else, which it may consider objectionable.

**\*Note:** Exhibitor passes are for organization employees only. Students and voting NAHN members must register as Participants.





# Exhibitor Agreement - continued

9. **COMPLIANCE WITH LAWS** - Exhibitors shall bear responsibility for compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, including the Polices, Rules and Regulations of the Exhibition facility, regarding the installation, dismantle and operation of the exhibit. Exhibitors selling items from their booth should obtain any necessary city and/or state permits.
10. **EXHIBIT HOURS** - Exhibitor agrees to have all exhibits finalized during the set up times as provided. Exhibitor agrees not to dismantle or remove any part of exhibit, or to start any packing until the close of the Exhibit area. If an Exhibitor violates this provision, the Exhibitor will be fined up to \$500. In their own best interest and for security, Exhibitors are encouraged to keep an attendant at their booth during all open hours.
11. **FORCE MAJEURE** - Exhibit Management may terminate this Agreement in the event the Exhibition facility is destroyed or damaged, or if it cancels the Exhibition due to any of the following causes: strike, lockout, injunction, emergency, act of God, act of war or any other cause beyond control of Exhibit Management. In such event, Exhibitor agrees to waive any and all damages and claims for damages. Exhibitor Agreement may be canceled upon written or e-mail notice to Exhibitor without liability including return of exhibition fees in whole or part, at NAHN's option.
12. **INSURANCE & LIABILITY** - Exhibit Management will use reasonable care to protect Exhibitor against loss. However, NAHN and the Exhibition facility shall not be held responsible for the safety of exhibits against fire, theft or property damage or for accidents to Exhibitors or their employees, agents, volunteers and attendees from any cause. Exhibitor agrees to obtain adequate insurance against any such injury, loss or damage. Exhibitor agrees to make no claim against and to protect, indemnify, defend and hold harmless Exhibit Management and the Exhibition facility against loss, theft or damage to Exhibitor's property or injury to persons in the Exhibition area.
13. **UNION RULES** - Exhibitors must comply with Union rules as listed in the Exhibitor Kit as provided by the official service contractor.
14. **PHOTOGRAPHS/VIDEOTAPING** - NAHN reserves the right to record and to use video and photographs for promotional and educational purposes.
15. **CONSUMABLE ITEMS** - All consumable items to be distributed by Exhibitor must be approved through the Exhibition facility. Exhibitors will not be permitted to sell, serve or give away alcoholic beverages in the Exhibit area.
16. **SERVICE CONTRACTOR** - Contact the Official Show Decorator for details on shipping and booth needs. These costs are borne by the Exhibitor. The Show Decorator Service Kit is sent to Exhibitors after reservations have been finalized. If an Exhibitor Appointed Contractor (EAC) is used other than the Official Show Decorator, please complete the EAC form as provided by the Official Show Decorator. The exhibiting company accepts all responsibility for EAC's actions or omissions that cause damage or injury and shall hold NAHN harmless from any liability.
17. **SMOKING** - Smoking will not be allowed in the conference sessions or exhibit area. 18. **CHANGES** NAHN reserves the right to make any changes in the rules necessary to ensure the health and safety of those in attendance, the significance of Exhibition and harmony of operation. Exhibitors will be advised of any such changes by bulletin or e-mail.



# Purchase Information

Please check your choice of sponsorship below:

## SPONSORSHIP PACKAGES

- ☐ Diamond Sponsor \$30,000
- ☐ Emerald Sponsor \$20,000

## GALA EVENT SPONSORSHIPS

- ☐ Gala Event Sponsor \$20,000
- ☐ Gala Entertainment \$ 6,000
- ☐ Gala Table Sponsor \$ 2,500

## EXHIBIT BOOTH SPONSORSHIPS

- ☐ 10' X 10' Booth \$ 2,500
- ☐ 10' X 20' Booth \$ 4,500

## FOOD & BEVERAGE SPONSORSHIPS

- ☐ Breakfast \$ 5,000
- ☐ Lunch \$ 5,000

## PRINT ADVERTISING SPONSORSHIPS

- ☐ Back Cover Ad \$ 3,750
- ☐ Inside Cover Ad \$ 3,750
- ☐ Full Page Ad \$ 2,500

## BRANDING & DIGITAL SPONSORSHIPS

- ☐ Photo Booth \$ 7,000
- ☐ Tote Bag \$ 5,000
- ☐ Tote Bag Insert \$ 2,000
- ☐ Conference App Banner \$ 2,000
- ☐ Lanyard \$ 5,000
- ☐ Scavenger Hunt \$ 5,000

## MARKETING RATES

### Website Banner Ads:

- ☐ 1 Month \$ 400
- ☐ 3 Months \$ 1,000
- ☐ 6 Months \$ 1,800
- ☐ 12 Months \$ 3,200

### Webinar Sponsorships:

- ☐ One 1-hour r \$ 3,000
- ☐ Series of two 1-hour \$ 6,000

### News from NAHN Weekly E-Newsletter Ads:

- ☐ 1 Month (4 issues) \$ 500
- ☐ 3 Months (12 issues) \$ 1,300
- ☐ 6 Months (24 issues) \$ 2,400
- ☐ 12 Months (52 issues) \$ 4,000

### Email Sponsorships:

- ☐ Email Blast \$ 3,000

TOTAL AMOUNT DUE:

\$ \_\_\_\_\_







# Annual Conference

## Registration and Payment Information

**Rules/Regulations/Terms:** The undersigned agrees to abide by all the rules, requirements, restrictions, and regulations as set forth in this prospectus or as may be specifically designated by the National Association of Hispanic Nurses, hotel or city. Organization agrees to pay 100% of all fees. Booths will be assigned after payment has been received.

Organization/Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone# \_\_\_\_\_ Email: \_\_\_\_\_

### Payment Method:

- ☐ Please Invoice me (net due 30 days from invoice date or by November 5, 2021)
- ☐ Check enclosed – made payable to the National Association of Hispanic Nurses
- ☐ Pay via Credit Card – complete the form below:
  - ☐ Visa    ☐ Mastercard    ☐ American Express

Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_  
Name on Card (please print) \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email completed Purchase Information and Payment forms to: [sales@thehispanicnurses.org](mailto:sales@thehispanicnurses.org)