Exhibitor Prospectus

OCTOBER 13–15, 2022  PHILADELPHIA, PA

EDUCATE. INNOVATE. Celebrate

Reserve your exhibit and sponsorship today!
anccexhibits@mci-group.com | 410-316-9865
Who Exhibits?

Industry
Manufacturers and distributors of medical devices, equipment, supplies, technologies, and nursing solutions.

Staffing
Hospitals, nursing agencies, military services, and the nation’s leading healthcare systems, providing comprehensive healthcare management and staffing solutions.

Education
Nursing schools, colleges, and universities supporting higher education through the Journey to Magnet or Pathway Excellence®.

Apparel and Lifestyle
Companies offering nursing apparel, healthcare-related products, or general lifestyle products that support the nursing community in their facilities and beyond.

Publications
Publishers of books, journals, educational resources and training materials for continuing professional education.

Associations & Societies
Nonprofit organizations representing the various needs of nurses, providing resources, advocacy, research, and professional development.

About Magnet®
The Magnet Recognition Program® was developed by the American Nurses Credentialing Center (ANCC) to recognize healthcare organizations that provide exceptional nursing care and uphold the tenets of professional nursing practice. Magnet® is the leading source of successful nursing practices and strategies worldwide. Learn more about Magnet at http://www.nursingworld.org/Magnet.

About Pathway to Excellence®
The American Nurses Credentialing Center (ANCC) Pathway to Excellence Program recognizes a health care organization’s commitment to creating a positive practice environment that empowers and engages staff. http://www.nursingworld.org/Pathway

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### Attendee Type

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursing Leadership</td>
<td>45%</td>
</tr>
<tr>
<td>Chief Nursing Officer (CNO)</td>
<td>7%</td>
</tr>
<tr>
<td>Director Level</td>
<td>11%</td>
</tr>
<tr>
<td>Hospital Administrator</td>
<td>7%</td>
</tr>
<tr>
<td>Nurse Manager</td>
<td>20%</td>
</tr>
<tr>
<td>Clinical Nurse</td>
<td>41%</td>
</tr>
<tr>
<td>Educator</td>
<td>11%</td>
</tr>
<tr>
<td>APRN, specialty</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>Researcher</td>
<td>3%</td>
</tr>
<tr>
<td>Industry Executive</td>
<td>2%</td>
</tr>
<tr>
<td>Magnet Appraiser</td>
<td>1%</td>
</tr>
<tr>
<td>Nursing Student</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Nursing Education Levels

<table>
<thead>
<tr>
<th>Degree</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSN</td>
<td>52%</td>
</tr>
<tr>
<td>RN</td>
<td>43%</td>
</tr>
<tr>
<td>MSN</td>
<td>33%</td>
</tr>
<tr>
<td>BS</td>
<td>9%</td>
</tr>
<tr>
<td>AS</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>MS</td>
<td>6%</td>
</tr>
<tr>
<td>MBA</td>
<td>5%</td>
</tr>
<tr>
<td>BA</td>
<td>5%</td>
</tr>
<tr>
<td>DNP</td>
<td>5%</td>
</tr>
<tr>
<td>PhD</td>
<td>4%</td>
</tr>
<tr>
<td>NP</td>
<td>3%</td>
</tr>
<tr>
<td>MA</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Age

- Under 21: 21%
- 25 – 34: 26%
- 35-44: 24%
- 45-54: 25%
- 55-64: 21%
- 65+: 2%

### Purchasing Influence

- Influence the Purchasing Decisions: 61%
- Integral Part in the Purchasing Decisions: 29%
- Make the Final Purchasing Decisions: 10%

### Certified Nurse

- No: 64%
- Yes: 36%

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Empowering Nurses to Transform Health Care

**Benefits of Exhibiting**

Meet thousands of Nursing Professionals
The exhibit hall is a bustling center of activity filled with innovation leaders providing a hands-on experience with the latest technology. Attendees will be eager to visit the Exhibit Hall to network, attend lunch and special events, and, of course, shop for products and services.

Special Discounted Conference Registration
Experience world-renowned entertainers, the who’s-who of motivational speakers, and more than 70 new and innovative sessions.

Generate Leads
Exhibitors receive on average 390+ leads in just three days of exhibiting!

**Exhibit Hall Traffic Drivers**

Wellness Lounge and Recharge Lounge
The Exhibit Hall offers central areas for attendees to relax, network, and recharge.

Exhibit Hall Presentation Stage
Exhibitors can interact with attendees on the Exhibit Hall Presentation Stage, a theater-like setting with presentations scheduled throughout the conference.

Lunch & Refreshment Breaks
Lunch and refreshment breaks will be held daily in the Exhibit Hall to allow dedicated time for attendees to network with exhibitors.

Exhibit Hall Game
Attendees will be participating in the Exhibit Hall Passport to Prizes game for their chance to win prizes.

Poster Presentations
Over 150 poster presentations within the Exhibit Hall, featuring breakthrough ideas from nurses around the world.

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Become an Exhibitor

Exhibit Space Rates
• Commercial Organizations $36 per square foot
• *Nonprofit Organizations $26 per square foot
• Corner Premium $200 per corner
*Rate available for the first 10’x10’ space reserved.

What’s Included with Your Exhibit Space
• Four Exhibit Hall Staff Badges per 10’x10’
• Discounts on Full Conference Registration Badges
• Basic Online Listing

Exhibit Hall Schedule

Move In*
Wednesday, October 12, 2022 8:00 a.m. – 5:00 p.m.
Thursday, October 13, 2022 8:00 a.m. – 10:00 a.m.

Exhibit Hall Open*
Thursday, October 13, 2022 12:00 p.m. - 4:30 p.m.
Friday, October 14, 2022 8:30 a.m. - 3:30 p.m. & 5:30 p.m. - 6:30 p.m.
Saturday, October 15, 2022 8:30 a.m. – 12:00 p.m.

Move Out*
Saturday, October 15th, 2022 12:00 p.m. – 6:00 p.m.
* Times subject to change.

Cancellation Policy

Cancellations must be received by
• January 21, 2022 through March 25, 2022, 100% of total booth rental fee will be refunded.

• After March 25, 2022, through June 24, 2022, 50% of total booth rental space fee is non-refundable.

• After June 24, 2022, 100% of total booth rental fee is non-refundable

Questions?
For more information on becoming an exhibitor, contact us at anccexhibits@mci-group.com or 410-316-9865.

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Premium Sponsorship Packages

Platinum Level
Welcome Party Sponsor

$100,000
(3 AVAILABLE)

20’x40’ Exhibit Space
Five Invitations to President’s Reception
Three Invitations to the Magnet CNO Luncheon
Three invitations to the Pathway Leadership Luncheon
Six General Conference Registrations
Logo & Name on Conference Tote Bags
One Carpet Overlay
Logo & Booth Number on Aisle Signs
Digital Video Ad
Upgraded Exhibitor Listing
Conference Tote Bag Insert*

OFFICIAL SPONSOR OF THE WELCOME PARTY
WITH ONSTAGE APPEARANCE TO WELCOME GUESTS
DURING GENERAL SESSION

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center

*The insert is limited to product information. Recruitment literature is excluded.

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Premium Sponsorship Packages

Gold Level
Attendee Experience Sponsor $75,000 (3 AVAILABLE)

- Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center

*The insert is limited to product information. Recruitment literature is excluded.
*Additional expenses may apply based on custom Lounge concept

CREATE A CUSTOM BRANDED AREA IN THE EXHIBIT HALL

20’x30’ Exhibit Space
Four Invitations to President’s Reception
Two Invitations to the Magnet CNO Luncheon
Two invitations to the Pathway Leadership Luncheon
Four General Conference Registrations
Conference Tote Bag Insert*
Digital Video Ad
Upgraded Exhibitor Listing

To secure your space and or sponsorship, contact us at anccexhibits@mci-group.com or 410-316-9865
Premium Sponsorship Packages

Magnet Nurse of the Year® Sponsor
Attendee Experience Sponsor $60,000
(5 AVAILABLE)

20’x20’ Exhibit Space
Two Invitations to the Magnet Nurse of the Year® Awards and Reception
Two Invitations to President’s Reception
Three Invitations to the Magnet CNO Luncheon
Three General Conference Registrations
Conference Tote Bag Insert*
Digital Video Ad
Upgraded Exhibitor Listing

MAGNET NURSE OF THE YEAR AWARDS

Align your organization with one or more of these five outstanding components demonstrated by our winners.

- Transformational Leadership
- Structural Empowerment
- Exemplary Professional Practice
- New Knowledge, Innovations and Improvements
- Empirical Outcomes

- Stage time with your Magnet Nurse of the Year® Award winner during the ceremony
- Verbal recognition during Opening Session and Nurse of the Year® Awards
- Professional photos with one winner Press release celebrating the winner and your support of their success
- Photos to be posted on the ANCC Magnet Nurse of the Year® celebratory page and conference website
- Recognition in the Journal of Nursing Administration, Magnet Perspectives column

*The insert is limited to product information. Recruitment literature is excluded.

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Premium Sponsorship Packages

Pathway Nurse of the Year
Attendee Experience Sponsor $15,000 (2 AVAILABLE)

10x10 Exhibit Space
Two invitations to the Pathway Nurse of the Year Awards and Reception
Two Invitations to Pathway Leadership Luncheon
Stage-time with Pathway Nurse of the Year Award Winner During Ceremony
Professional photos with your winner
Sponsor Recognition on All Marketing Materials and Communication
Participant During Celebratory Joint Press Release Announcing Winner
Recognition in Featured Column in Nursing Management®, The Journal for Excellence in Nursing Leadership
Attend the NOY Reception

ALIGN YOUR ORGANIZATION WITH ONE OR BOTH OF THESE COMPONENTS DEMONSTRATED BY OUR WINNERS.
• LEADERSHIP
• CLINICAL

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center

To secure your space and or sponsorship, contact us at anccexhibits@mci-group.com or 410-316-9865
Silver Level
Conference Speaker Sponsor $40,000
(3 AVAILABLE)

20’x20’ Exhibit Space
VIP Seating in Sponsored General Session
Two General Conference Registrations
Upgraded Exhibitor Listing
Digital Static Ad
Conference Tote Bag Insert*

Recognition during opening session, in the conference program, on the conference website, and on signage in prominent locations throughout common areas of the convention center

*The insert is limited to product information. Recruitment literature is excluded.

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**Additional Sponsorship Opportunities**

**Magnet CNO Luncheon**
(2 co-sponsors) $25,000 each
The Magnet program invites over 450 CNOs to take part in this private luncheon event. This is your opportunity to gain recognition with signage, and networking throughout this high-level lunch.

**Mobile App**
(exclusive opportunity) $25,000
Your company logo will be prominently displayed on the official mobile app and conference website with a hyperlink to your company website. Your company will also be recognized as a sponsor in the conference program.

**Puppy Play Pen** $25,000
A custom area on the exhibit floor that the attendees will thoroughly enjoy. Who doesn’t love playing with puppies!!

**Registration Sponsorship**
exclusive opportunity) $25,000
Your logo will be placed on the registration landing page for all attendees to see as they register for the 2022 event! Your logo will be hyperlinked and included in all registration confirmation emails that Magnet attendees receive. Your company branding will also be displayed onsite in the Magnet registration area.

**Transportation Sponsorship**
(exclusive opportunity) $25,000
Your logo will be placed on all shuttle/transportation signage for the conference. Your logo will also be placed on the signs on each of the buses used to transport attendees to and from the conference.

**360 Degree Photo Booth** (limited inventory) $20,000
A custom area on the exhibit floor for attendees to take unique 360 degree interactive photos. Your logo will be included in the digital photo the attendee will receive.

**Conference Lanyards** $20,000
Generate visibility as attendees travel throughout the conference wearing their lanyard with your company name, logo, and messaging.

**Escalator Runner**
(non-cio company only, includes the two sets of escalators) $12,500
Ensure that attendees are aware of your presence at the conference by securing this prime location for visibility. Sponsorship includes your sponsor logo on the ANCC branded escalator runners.

**Wellness Lounge** $20,000
(exclusive opportunity)
A custom area on the exhibit floor that attendees can receive some sort of wellness treatment (massages, yoga class or something else determined by sponsor).

**Lunch Sponsor** $15,000 per day
Lunches will be served daily in the Exhibit Hall. Place your company at the forefront of this busy occasion with company signage and recognition.

**Conference Badges** $12,500
Get your brand in front of every attendee by placing your company name, logo, and booth number on the attendee badges.

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General Session Seat Drop
(exclusive opportunity) $10,000
Place your company literature in General session. Sponsor is responsible for the production and delivery of literature. Proof must be approved before being sent to print.

Pathway to Excellence Leadership Luncheon
(Pathway to Excellence specific sponsorship) $10,000
Sponsor this private luncheon to gain recognition with signage, opening remarks, and networking throughout this high-level lunch.

Exhibit Hall Presentation Stage 30 minutes $8,500 | 45 minutes $10,000
Brand your organization as a solutions provider and expert! This is your opportunity to educate attendees. Conduct a promotion presentation to share more information on your products and services. 30 or 45-minute time-slots available.

Magnet or Pathway Program Director Workshop Sponsor $6,000 - $10,000 (non-cio companies only)
The Magnet and Pathway programs will invite nursing leaders within the Magnet or Pathway community to come together, network and collect CE during these annual workshops. This is your opportunity to gain recognition with signage, welcome remarks and other branding opportunities during either or both of these workshops.

Ribbon Wall $6,500 (exclusive opportunity)
Feature your organization on a custom-branded ANCC ribbon wall. Place the ribbon wall in your booth (must have at least a 10x20 booth space) to drive traffic to you! All attendees will be eager to select fun ribbons to add to their badges.

Snack Breaks $6,250 - $9,500 (limited inventory)
Drive traffic to your booth by purchasing a snack break! Great way to engage with the attendees as they grab a snack to enjoy while spending time in the exhibit hall. Custom snack break opportunities available as well!

Aisle Carpet Overlay $5,000 (limited availability)
Make an impression with your company branding on a carpet overlay as attendees enter the Exhibit Hall or walk the main aisles.

Charging Lockers $5,000
Located in high-traffic areas, each station is equipped with 8 secure integrated lockers. Your company branding will be prominently displayed on the user-friendly 19” LCD touch screen. Include the ability to create custom branding wraps.

Attendee Water Bottles $5,000 (rights only)
Provide reusable water bottles with your branding to all attendees. Water bottles will be provided at registration.

Branded Product Tote Bag Insert $4,500 (limited availability)
Have your branded product inserted in all the conference bags! Sponsor is responsible for production and delivery of item. Certain restrictions may apply.

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200 Level Concourse Banner Sponsorships
(non-cio companies only, limited inventory) $10,000 - $15,000
Stand out in the general hallways of the conference and have your brand and messaging visible for all attendees as they move throughout the convention center! This price includes production of banner and all fees to hang banner. Sponsor must provide print ready artwork and will need to be approved by show mgmt.

200 Level Window Cling Sponsorships
(non-cio companies only, limited inventory) $5,000
Stand out in the general hallways of the conference and have your brand and messaging visible for all attendees as they move throughout the convention center! This price includes production and installation of window cling. Sponsor must provide print ready artwork and will need to be approved by show mgmt.

Digital Advertising
10 Second Video Ad $3,000
Static Ad $2,500
Advertise your company or product to attendees in the sleek format. Monitors will be strategically located throughout the Convention Center to maximize exposure and visibility.

Passport to Prizes
(limited availability) $2,500
All attendees who participate in the Exhibit Hall Passport to Prizes game will come to your booth to get a stamp in their passport. Excellent way to engage with the attendees and make your booth a destination on the expo floor.

Exhibit Hall Floor Stickers $1,750
Place your company logo on a set of (3) floor stickers placed around your booth and the exhibit hall. These floor stickers will catch the attention of attendees as they walk through the exhibit hall.

Premium Exhibitor Listing $350
Generate more visibility while attendees are viewing the online floorplan by having your logo displayed on your booth.

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Sponsorships are selling quickly. Reserve yours now!

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