



2020

AWHONN CONVENTION

November 1-4 • Las Vegas, NV



EXHIBITOR PROSPECTUS

AWHONNConvention.org

#AWHONN2020



WHO WE ARE

A leader among the nation's nursing associations, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) represents 350,000 nurses and health care professionals with a membership of more than 21,000 in our specialty. AWHONN members are committed to delivering superior health care to women and newborns in hospitals, in-home health, and ambulatory care settings. AWHONN members' rich diversity of skills and experiences make AWHONN the voice for perinatal, women's health, and neonatal nursing.

OUR MEMBERS

- Are the largest group of health care providers
- Serve as the first and most consistent point of contact in the health care setting
- Play an integral role in screening, treatment, care management, and education for women
- Rank as the most trusted professionals and health care providers

CONVENTION INFORMATION

AWHONN Convention attracts more than 3,300 attendees ready to evaluate the latest technologies, services, and products (65% make or influence purchasing decisions):

- Nurse executives, managers, and administrators
- Nurse practitioners, certified nurse-midwives, and advanced practice RNs
- Women's health nurses
- Labor and delivery nurses
- Neonatal and NICU nurses
- Instructors, researchers, staff nurses, and patient educators

If you sell health care products for women or for newborns or the facilities that care for them, this is the audience for you!

WHY EXHIBIT AT AWHONN 2020?

- Direct access to more than **3,300** potential customers
- 12 hours of unrestricted exhibit times
- Daily traffic-boosting events, including the opening reception, prize drawings, and food and refreshments at break time
- Unparalleled networking and recruiting opportunities
- Immediate product feedback

About AWHONN Attendees



90%

HAVE A BACHELOR'S DEGREE OR HIGHER



84%

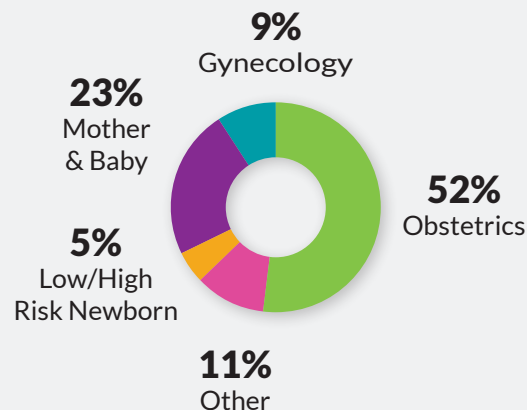
PRACTICE IN HOSPITALS



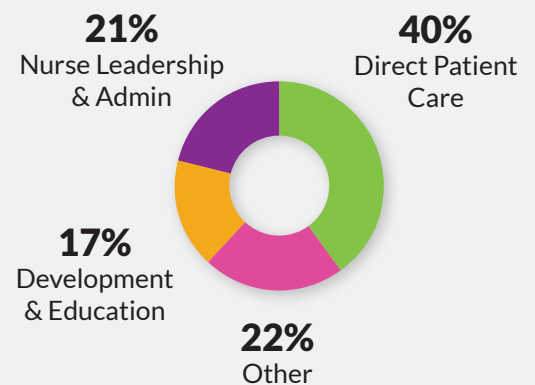
67%

MAKE OR RECOMMEND THE PURCHASE OF PRODUCTS & EQUIPMENT

PRIMARY CLINICAL FOCUS



MAJORITY OF TIME SPENT



EXPO HALL INFORMATION

Expo Hall Schedule*

| | | |
|---------------------|----------------|------------|
| Sunday, November 1 | Expo Hall Open | 6–8 pm |
| Monday, November 2 | Expo Hall Open | 11 am–3 pm |
| Tuesday, November 3 | Expo Hall Open | 9 am–3 pm |

*Subject to change

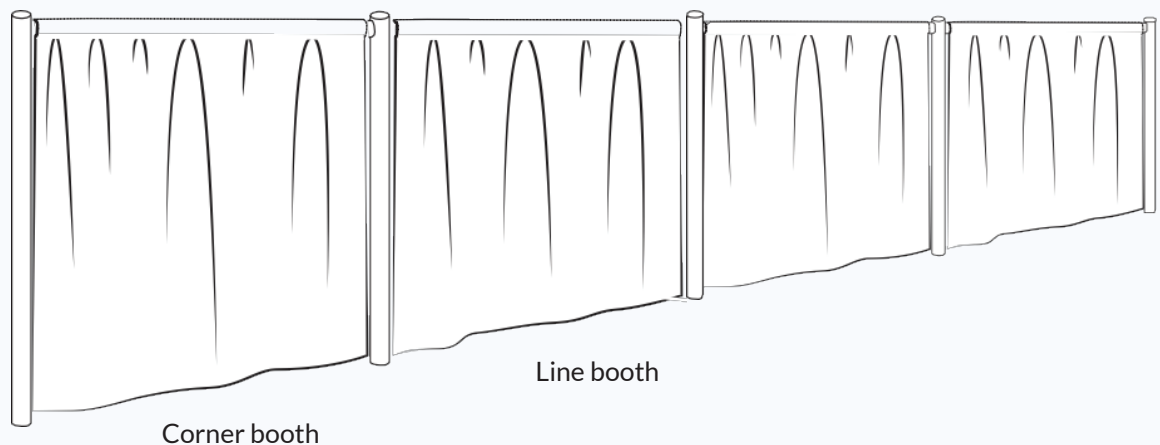
Booth Space Includes:

- 8 feet high back drape and 3 feet high side drape
- 7 inch by 44 inch booth identification sign
- Three exhibitor badges for each 100 square foot (access to show floor only)
- One eight-week-out pre-registration attendee mailing list
- Use of 2020 AWHONN Convention logo for marketing
- Listing and company description in the official program

Exhibit Booth Rates (Same low prices as 2018!)

| Rates per Square Foot | Non-Profit/Hospital | Commercial In-Line | Commercial Corner | Commercial Island |
|-----------------------|---------------------|--------------------|-------------------|-------------------|
| Standard | \$21.50 | \$29.50 | \$30.50 | \$31.50 |
| Premium | N/A | \$31.50 | \$32.50 | \$33.50 |

Booth Types (maximum 400 square feet)



Island booths are also available.

ENHANCE YOUR VISIBILITY

Build a Sponsorship That Works For You

We understand that you want choices when investing in a conference exhibition and sponsorship. We offer you the opportunity to build your own sponsorship package and save money.

Awards (all awards are exclusive)

| | |
|--|----------|
| The Distinguished Professional Service | \$25,000 |
| Celeste Phillips Family Centered Maternity Care | \$10,000 |
| Margaret Comerford Freda "Saving Babies, Together" SOLD | \$10,000 |

Receptions/Breaks

| | |
|--|----------|
| Opening Reception (Expo Hall, limited to two sponsors) | \$25,000 |
| President's Party (Limited to four sponsors) | \$10,000 |
| VIP Reception (Limited to two sponsors) | \$20,000 |
| NEW Section Leadership Reception (Limited to two sponsors - one left) | \$12,000 |
| Coffee & Snack Breaks | \$10,000 |
| NEW Wellness Activity at HQ Hotel (Price is per activity) | \$2,500 |

Branding

| | |
|---|---|
| Convention Bags SOLD | \$20,000 |
| Convention App | Exclusive Banner ads \$1,500 Push notifications \$750/day |
| Hotel Room Key Cards | \$10,000 |
| Lanyards SOLD | \$10,000 |
| Phone Charging Stations | Exclusive Per station \$2,000 |
| Relaxation Lounge | \$10,000 |
| NEW Commercial Ads at Opening of General Sessions (x4) | \$5,000 |
| Lactation Lounge | Exclusive Literature \$500 |
| Escalator Branding | \$4,000 |
| Digital Advertising TV | \$3,000 |
| Floor Decals | \$3,000 |
| NEW Bathroom Clings (Price is per bathroom) | \$2,000 |
| Bag Inserts | \$2,000 |
| Traffic Builder (Passport) | \$2,000 |
| NEW Water Stations (Per two stations) | \$1,000 |

Industry Sponsored Events (all events come with basic A/V, room setup, and signage)

| | |
|--------------------------------|----------|
| Symposium (Max 200 attendees) | \$10,000 |
| Ancillary (Max 50 attendees) | \$5,000 |
| Focus Group (Max 25 attendees) | \$2,500 |

Exhibit Hall Product Demo Stage (includes A/V, signage, and advertising in the final program)

| | |
|--|---------|
| Host a 30-minute product demo on specific products or services | \$2,000 |
| Host a 15-minute product demo on specific products or services | \$1,000 |

Convention Program (Printed)

| | |
|--------------------------|---------|
| Full Page 4 Color Ad | \$1,200 |
| Full Page Black/White Ad | \$950 |
| Half Page 4 Color Ad | \$1,000 |
| Half Page Black/White Ad | \$850 |

Pre-Show Email Blast (date and pricing)

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|---|---------|
| One week out (the week of October 26) | \$1,750 |
| Two weeks out (the week of October 19) | \$1,500 |
| Three weeks out (the week of October 12) | \$1,250 |
| Four weeks out (the week of October 5) | \$1,000 |
| Five weeks out (the week of September 28) | \$750 |

Pre-Registration Attendee List (mailing list only)

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|------------------------------|-------|
| Two weeks out (October 19) | \$600 |
| Four weeks out (October 5) | \$500 |
| Six weeks out (September 21) | \$400 |

AWHONN Strategic Alliance

| | |
|----------|----------|
| Platinum | \$75,000 |
| Gold | \$25,000 |
| Silver | \$15,000 |
| Bronze | \$10,000 |

Contact Karen Leon, Senior Manager of Exhibits and Sponsorship Sales
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