ABOUT THE WOCN SOCIETY

Founded in 1968, the Wound, Ostomy and Continence Nurses Society™ (WOCN®) is a professional, international nursing society of more than 5,000 health care professionals who are experts in the care of patients with wounds, ostomies and incontinence.

OUR MISSION

The WOCN Society supports its members by promoting educational, clinical and research opportunities to advance the practice and guide the delivery of expert health care to individuals with wounds, ostomies and incontinence.

VISION

Be the trusted global authority and leader in wound, ostomy and continence (WOC) care.

THE WOC NURSE

Wound, Ostomy and Continence (WOC) nurses improve patient outcomes. Nursing associations, policy makers, regulatory agencies, payers, institutions of higher learning and the public look to the WOCN Society and members for guidance, research and resources about the prevention and care of WOC conditions (gastrointestinal, genitourinary and integumentary system problems for acute or rehabilitative care). WOCN members are sought out as experts and advocates, professing the standard of WOC care.
WOC nurses are experienced, baccalaureate-prepared registered nurses with the following credentials: CWOCN, CWCN, CFCN, CWOCN–AP, CWS, CCCN, COCN and CWON.

They attend WOCN-accredited Wound, Ostomy and Continence Nursing Education Programs (WOCNEPs).

WOC nurses are most influenced by the following sources: commercial exhibitors and supporters, print media (Journal of Wound, Ostomy and Continence Nursing, Annual Conference Final Program), digital media (WOCNow E-newsletter and the Conference Insider E-newsletter), social media (Facebook, Twitter, Instagram, LinkedIn and YouTube), video, web searching and Member referrals. Corporate Membership plays a major role in promoting commercial interests.

WOCN Society members serve as content experts, educators and advisers in collaborative health initiatives to ensure that patients have access to a WOC specialty practice nurse. Industry partners recognize the WOCN Society as a model for all organizational partnerships.

**AUDIENCE:**
**WHO WILL YOU REACH?**

More than 5,000 members, all specializing in wound, ostomy and/or continence care:
- Advanced Practice Nurses
- Nurse Practitioners
- Inpatient Nurses
- Outpatient Nurses
- Long-Term Care Nurses
- Home Health Nurses
- Acute Care Nurses
- Academic Nurses
- Military Nurses
- Health Care Professionals

**AUDIENCE:**
**WHO WILL YOU REACH?**

More than 5,000 members, all specializing in wound, ostomy and/or continence care:
- Advanced Practice Nurses
- Nurse Practitioners
- Inpatient Nurses
- Outpatient Nurses
- Long-Term Care Nurses
- Home Health Nurses
- Acute Care Nurses
- Academic Nurses
- Military Nurses
- Health Care Professionals

**SOCIETY FAST FACTS**

- Nearly 100 Corporate Members
- Peer-Reviewed Scientific Journal (JWOCN)
- 34 WOCN Society Regions and Affiliates
- WOC Nursing Education Programs
- Wound Treatment Programs (WTA)
- Continuing Education Center
- Annual Conference or Joint Conference
- Public Policy and Advocacy
- Corporate Development
- Foundation (Scholarships)
A recent study investigated how WOC nurses affect patient outcomes in home health care settings and found that patients in home health care agencies with a WOC nurse, compared to patients in agencies without a WOC nurse were:

- Nearly **twice** as likely to have improvement in pressure ulcers.
- **20%** more likely to have improvement in lower extremity ulcers.
- **40%** more likely to have improvement in surgical wounds.
- **40%** more likely to have improvement in urinary incontinence.
- **14%** more likely to have improvement in bowel incontinence.

CREATING LOYAL NURSES

Corporate Members play a vital role within the WOCN Society. They support our mission and vision and help educate our members about products and services improving patient outcomes and the quality of their care. Become a Corporate Member so your company experiences more recognition, value and resources at your fingertips.

For more information, visit wocn.org.

LEVELS OF CORPORATE MEMBERSHIP

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Membership Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Corporate Membership</td>
<td>$1,500</td>
</tr>
<tr>
<td>Non-Profit/Small Business Corporate Membership*</td>
<td>$800</td>
</tr>
</tbody>
</table>

MARKETING MEDIUM

<table>
<thead>
<tr>
<th>Marketing Medium</th>
<th>Corporate Members</th>
<th>Small Business Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing List Rental</td>
<td>First mailing list FREE. Additional available at $100 discount</td>
<td>First mailing list FREE. Additional available at $100 discount</td>
<td>$500 per mailing list</td>
</tr>
<tr>
<td>Online Job Posting</td>
<td>FREE one month job posting</td>
<td>FREE one month job posting</td>
<td>$400</td>
</tr>
<tr>
<td>Exhibit space at the WOCN Society’s Annual Conference</td>
<td>Unlimited access to exhibit spaces</td>
<td>Limit one 10 x 10 booth space</td>
<td>$430**</td>
</tr>
<tr>
<td>Subscription to the JWOCN and online archives</td>
<td>✓</td>
<td>✓</td>
<td>$106</td>
</tr>
<tr>
<td>Recognition on the WOCN website with a 250 word description, logo, and link to your site</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Special recognition in WOCNow and the WOCN Society’s Annual Conference program</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Receive all WOCN Society mailings of announcements, brochures and press releases</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Discounts on WOCN Society social media packages***</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Frequent email updates on our upcoming programs and activities</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
</tbody>
</table>

** $455 added for each 10 x 10 space (example – nonmembers pay additional $1,820 for 20 x 20 space)
*** Receive up to $700 combined savings on social media packages

To learn more about Corporate Membership opportunities, please contact: Megan Rockey
Membership Coordinator
856.642.4205  mrockey@wocn.org

We are receiving reports of UNOFFICIAL companies offering to sell attendee data, hotel rooms at a reduced rate, survey information, etc., claiming to represent the WOCN Society. For a list of official vendors, click here. If you receive communications from other companies not affiliated with the Society, please notify the National Office via email at info@wocn.org.
ANNUAL CONFERENCE SUPPORT OPPORTUNITIES

FEATURED SUPPORT OPPORTUNITIES

Conference Symposia
90 minute continuing education (CE) and non-continuing education (non-CE) breakfast, lunch and dinner symposia facilitate talking directly with influential WOC nurses with buying, evaluating and recommending power.

Innovation Theater
Showcase your product or service with a live speaker(s), creating a non-continuing education 30 minute session in a private room within the Exhibit Hall. Use the FREE pre-registered nurse attendee direct mail list to boost awareness and attendance. Audio visual equipment will be provided as well as announcements prior to your event.

Concurrent Educational Tracks
Support the different educational tracks within Annual Conference (Wound, Ostomy, Continence and Professional Practice) to show your commitment to education and the future of WOC nursing. Recognition includes signage and acknowledgement in the final program.

Attendee Lanyard
Hang on to every attendee by branding the lanyard that everyone will wear at the Annual Conference. This can include your company's name, logo, and/or booth number.

Hotel Reservation Confirmations
Efficiently promote your company's message and web site. Confirmation includes your company name and link to your web site. Promote special event offers, incentives and product launches.

Tote Bag Insert
Create excitement, advertise a new product and/or direct nurses to your booth with your printed promotion stuffed into each Conference tote bag. Supporter is responsible for all design and printing of the piece. All inserts must be provided for approval and shipped to our pre-assembly vendor by the required date.

ANNUAL CONFERENCE DEMOGRAPHICS

85% OF ALL ATTENDEES evaluate, recommend and/or initiate the purchase of WOC patient care equipment and supplies.

WOC nurses are ENGAGED with exhibitors for as long as four months before, during and after the Annual Conference through MyWOCN – the Annual Conference’s e-community networking program.

Nurses think the EXHIBIT PROGRAM IS APPLICABLE to their work setting and relevant to their practice/profession, second only to earning continuing education credits.

WOC NURSES are practicing in acute care, outpatient care, home healthcare, education, nursing home/extended care, private practice.

If you have a unique idea that is not listed, please contact us to customize an opportunity that fits your needs:

Brooke Passy
Meeting Manager
856.380.6815 bpassy@wocn.org
EXHIBITING AT THE 50TH ANNUAL CONFERENCE

Meet Face-To-Face with WOC Nurses & Generate Qualified Sales Leads. Become an Exhibitor.

Exhibit dates are Sunday-Tuesday, June 3-5, 2018, at the Pennsylvania Convention Center, 1101 Arch St., Philadelphia, PA 19107 USA.

For more information and to reserve your exhibit space, visit wocnconference.com or contact:

Chris Brown
Director of Exhibits and Advertising
856.642.4401 cbrown@wocn.org

ATTENDEE demographics are aligned with our MEMBER demographics (See page 4).

ANNUAL CONFERENCE DEMOGRAPHICS (continued)

Annual Conference attendance growth: ↑ Up to 14% growth per event
Almost ONE-THIRD of all Conference nurses are first-time attendees.

Our 5,000+ MEMBERS are waiting to hear from your company!

2017: 16 COUNTRIES ARE REPRESENTED: Belgium, Brazil, Canada, Chili, Costa Rica, France, Japan, Philippines, Portugal, Saudi Arabia, Singapore, South Korea, Sweden, Taiwan, United Kingdom and United States

TENTATIVE EXHIBIT SCHEDULE

Sunday, June 3, 2018, 5:30 – 8:00pm Reception
Monday, June 4, 2018, 12 – 3:00pm Lunch
Tuesday, June 5, 2018, 12 – 3:00pm Lunch

BOOTH RATES: PRICE PER 10’X10’, USD:

Booth rates through June 1, 2018
Corporate Member: $2,895
Non-member: $3,350
Non-Profit Association: $500
Location type: Corner $100 additional; Island $400 additional

MyWOCN Mobile App
82% of attendees used the MyWOCN Mobile App. Almost 1,500 interactive floor plan/exhibitor E-Booth profile views and 900 exhibitor list/product searches. Unique visitors increased from 24,000 in 2016 to more than 37,000 in 2017.

BENEFITS OF EXHIBITING:

For Corporate Members
20-42% discounts: Social media packages, targeted e-blast messaging, digital and print media advertising options generating results.
15% discounted booth rate savings ($455 per 10x10) with Small Business annual dues rate of $800, maximum one 10x10; Regular Membership $1,500 (multiple savings of $455 per 10x10 & greater).
5% General Service Contractor rebate on material handling (drayage) charges.

For First-Time Exhibitors
10% discount on General Service Contractor final exhibitor invoice.

For 2017 Exhibitors who increase their booth size 2017 vs. 2018
5% drayage discount on General Service Contractor final exhibitor invoice.

For All Exhibitors
9 hours of dedicated face-to-face time with WOC nurses whose primary concern is patient outcomes: One evening reception and two lunches for attendees and exhibitors.
Opt-in Sales leads including email addresses through optional lead retrieval equipment.
15% discount on “advance” furnishing rates for “Economy Package” for 10x10 & 10x20 (table, 2 chairs, wastebasket, carpet & 7’x44” ID sign).
Nourishment: Exhibit Hall opening reception, lunch available prior to opening each day, snacks & beverages provided during move-in.
Learn from the Experts Educational Webinars - Refresher to advanced topics.
FREE Pre-Conference Marketing: Over 800 names of nurses/mailing addresses available with pre-approved marketing piece two weeks prior to Conference; Post-list available. Nurses prefer direct mail!
FREE Nurse Attendee E-marketing and engagement through MyWOCN revealing nurses’ email addresses: 25 outbound email messages creating one-to-one, direct communication with WOC nurses. Evaluate and pre-qualify buying habits for four months.
MyWOCN Attendee Search, Sent Messages to Attendees and Appointment’s with Attendees automatically form your prospect lists.
FREE graphic image, press release and event special within your E-Booth promotional information.
FREE “Proud Supporter” Banner to promote your exhibit participation.
FREE EXHIBIT HALL ONLY badges: Two per 10x10. Additional badges can be purchased.
Easy navigation Exhibitor Portals for badges, hotel rooms, exhibitor services, MyWOCN and News.
Optional: Full-motion video and banner advertising to attract more attention from nurses.
DIGITAL ADVERTISING

NEW FOR 2018:

New advertisers: **50% off** all advertising rates, one-time. We offer the first right of renewing 2017 media plans for 2018 through October 10, 2017. Premium positions available.

**Pricing:** Net, non-commissionable. Up to **40% discount** for nine or more insertions. Payment must be received prior to distribution.

**ADVERTISING IS ONE OF THE MOST EFFICIENT WAYS TO SHORTEN SALES CYCLES, REDUCE COSTS AND BOOST SALES AS WELL AS BRANDING, PROMOTING AND SELLING YOUR PRODUCTS TO THOUSANDBS OF WOC PROFESSIONALS**

**WOCNow**

Published every two weeks on the 1st and 3rd Wednesday of each month. Distributed to 8,000+ individuals. The digital ad file (.jpg or .png) is due one week prior to publication. Rates are net, non-commissionable. [Sample WOCNow e-newsletter](#).

**TWO CHOICES**

1. **Exclusive “Leaderboard” Advertisement**
   - 600x100 pixel
   - Corporate Member: $1,150
   - Non-member: $1,400

2. **“Square” Advertisement**
   - Corporate Member: $750
   - Non-member: $1,050

**Analytics:**

- **Average Open Rate:** 29.51%
- **Average Click Rate:** 17.13%

For more information please contact:

**Chris Brown**

Director of Exhibits and Advertising

856.642.4401  cbrown@wocn.org
THE CONFERENCE INSIDER

Published every two weeks, starting October 12, 2017, on the 2nd and 4th Thursday of each month through Annual Conference. Distributed to 9,000+ individuals. The digital ad file (.jpg or .png) is due one week prior to publication. Inquire about Pre-Conference Insider and Post-Conference Insider options. Rates are net, non-commissionable. Sample Conference Insider Publication.

Three Choices:

1. **Supporter Spotlight**
   - 100-word promotional text and web link to promote your booth, incentives and special booth activities.
   - Corporate Member: $1,375
   - Non-Member: $1,775

2. **Exclusive “Leaderboard” Advertisement**
   - 600x100 pixel
   - Corporate member: $1,475
   - Non-member: $1,825

3. **“Square” Advertisement**
   - 125x125 pixel
   - Corporate Member: $950
   - Non-member: $1,350

MyWOCN

1. **Featured Exhibitor**
   - Your company name is displayed at the top of the exhibitor search engine for each search (maximum of three exhibitors, rotating): $750

2. **Banner Advertisement on the Interactive Exhibit Hall Floor Plan**, random rotation: $750

3. **Company or Product logo visually featured either inside your booth footprint or displayed when hovering over your booth**: $500

4. **New Product/Product Launch Video Featured**: $350

5. **Additional E-Mail Messages**, 100: $250 or Additional Appointment Requests, 100: $125

6. **Mobile App Buzz Message**: $2,000 per message with a limit of two messages per day; limited to 3 exhibitors ONLY.

Galleries of images are promoted to the Annual Conference attendees. Analytics available upon request.

Proud Supporter Challenge

Exhibitors market conference registration by including a special badge in print/digital marketing campaigns. The exhibitor with the greatest number of promotional avenues wins a free 10 x 10 booth at the following year's Annual Conference.

Job Postings


For more information please contact:

**Chris Brown**

Director of Exhibits and Advertising

856.642.4401  cbrown@wocn.org
To learn more about advertising in the Annual Conference program, please contact:

Chris Brown
Director of Exhibits and Advertising
856.642.4401 cbrown@wocn.org

FINAL PROGRAM ADVERTISING

This spiral-bound printed promotion features session details, convention center and exhibit/poster hall floor plans and an exclusive exhibitor directory used by nurses as a post-event buyers guide. Advertising reservations due by March 1, 2018. Advertising file/payment due by March 7, 2018. Options include full or half pages, four color or black and white.

Preferred positioning such as page opposite Table of Contents available, $350.00 additional. Pricing is discounted up to 30% for Corporate Members. Rates below are for four-color, net, non-commissionable.

**Full Page Advertisement**
- Corporate Member: $2,200
- Non-Member: $2,600

**Half-Page Advertisement**
- Corporate Member: $1,300
- Non-Member: $1,700

**One-Third Page Advertisement (Vertical)**
- Corporate Member: $775
- Non-Member: $1,175

**C2 (Inside Front Cover)**
- Corporate Member: $3,500
- Non-member: $3,700

**C3 (Inside Back Cover)**
- Corporate Member: $3,300
- Non-Member: $3,700

**C4 (Back Cover)**
- Corporate Member: $4,800
- Non-Member: $5,200

**SPECIFICATIONS FOR AD FILES**

<table>
<thead>
<tr>
<th></th>
<th>LIVE AREA</th>
<th>TRIM SIZE</th>
<th>BLEED SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7&quot;x9.75&quot;</td>
<td>8.5&quot;x11&quot;</td>
<td>8.75&quot;x11.25&quot;</td>
</tr>
<tr>
<td>Half Page</td>
<td>3.5&quot;x4.875&quot;</td>
<td>4.25&quot;x5.5&quot;</td>
<td>4.375&quot;x5.625&quot;</td>
</tr>
</tbody>
</table>

**4C FILE REQUIREMENTS:**
CMYK only, Hi-resolution (300 dpi) .eps, .tif, or PDF files (containing full bleeds) accepted. Also, Native file, Adobe InDesign for Mac (with all related fonts and linked images embedded). Advertisements created in programs such as Word or Excel cannot be accepted. Advertising materials received in other formats will require resubmission.

**B&W FILE REQUIREMENTS:**
Hi-resolution .eps, .tif or .jpg graphics accepted. Grayscale scans should be at least 300 dpi. B/W Line Art scans must be 600 ppi or more. Resolutions of a higher ppi will reproduce with better quality.
# SOCIAL MEDIA PACKAGES

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Bundle</td>
<td>Two posts to each social media outlet (Twitter, Facebook and LinkedIn) within seven days. The WOCN Society must approve text before posting.</td>
<td>$500 for Nonmembers $350 for Corporate Members</td>
</tr>
<tr>
<td>Facebook Posts Only</td>
<td>Two posts to Facebook within seven days. The WOCN Society must approve text before posting.</td>
<td>$200 for Nonmembers $150 for Corporate Members</td>
</tr>
<tr>
<td>Custom Solution</td>
<td>We can custom tailor a package to meet your company’s marketing and financial needs.</td>
<td>TBD per the package that is outlined by customer and approved by the WOCN Society</td>
</tr>
</tbody>
</table>

# LIST RENTAL

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing List Rental</td>
<td>One time use of the WOCN Society’s mailing list (mailing addresses only). The WOCN Society must approve piece prior to mailing.</td>
<td>$500 per list rental Corporate Members get first list free</td>
</tr>
<tr>
<td>Email Blast</td>
<td>The WOCN Society must approve the text. The WOCN Society will send the email on behalf of the customer. The max number of email blasts for purchase is two per year.</td>
<td>$2,000 for Nonmembers $1,500 for Corporate Members</td>
</tr>
<tr>
<td>Custom Solution</td>
<td>We can tailor a package to meet your company’s marketing and financial needs.</td>
<td>TBD per the package that is outlined by customer and approved by the WOCN Society</td>
</tr>
</tbody>
</table>

**Please note:**

Society email blasts cannot be scheduled during Conference blackout dates: May 1 – July 1. Contact Brooke Passy, bpassy@wocn.org, phone 856-380-6815 if you wish to send an attendee email blast during these blackout dates.

---

If you are interested in a social media package or list rentals, please contact:

**Heather Martinek**  
Assistant Chief Operations Officer  
856.793.0785  
hmartinek@wocn.org

---

We are receiving reports of UNOFFICIAL companies offering to sell attendee data, hotel rooms at a reduced rate, survey information, etc., claiming to represent the WOCN Society. For a list of official vendors, [click here](#). If you receive communications from other companies not affiliated with the Society, please notify the National Office via email at info@wocn.org.