Industry Partner

PROSPECTUS

EXHIBIT
ADVERTISE
SPONSOR

WWW.AWHONNCONVENTION.ORG

2017 AWHONN CONVENTION
New Orleans

June 24–28
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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 24,000 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 experience make AWHONN the voice for perinatal, women’s health and neonatal nursing.

Focus Areas

AWHONN programs and activities are concentrated within its three focus areas: Childbearing and the Newborn, Women’s Health and Professional Issues. They are defined as follows:

• The care of childbearing women and newborns (both low and high risk) in all practice settings.
• The care of women across the lifespan and in all practice settings, to include hospital-based, advanced practice and ambulatory care.
• The professional practice of nurses engaged in the care of women and newborns (both low and high risk) in all practice settings.

AWHONN

• The standard-bearer for perinatal nursing practice
• Provides resources and services to nurses, executives, and female consumers
  – Annual Convention and Exhibition
  – Journals and award-winning consumer magazines and resources: *Journal of Obstetric, Gynecologic & Neonatal Nursing (JOGNN)*, *Nursing for Women’s Health*, *Healthy Mom & Baby*, and “GoTheFull40.com”.
  – Perinatal Orientation and Education Program (POEP), Neonatal Orientation and Education Program (NOEP), Fetal Heart Monitoring programs and courses, Maternal Fetal Triage Index education module (MFTI), Postpartum Hemorrhage (PPH) Project and evidence-based research and a host of other products and services
• Collaborates with organizations and industry to educate, inform and advocate for nurses, women and newborns

#AWHONN2017
OUR MEMBERS

There are 2.7 Million Nurses in the United States:

- Largest group of health care providers
- 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
- Ranked the most trusted professionals and health care providers

AWHONN is the leading association and source for these 350,000+ nurses within the Perinatal, Neonatal, and Women’s Health Registered Nursing community.
General Information

As the leading convention for women's health, obstetric and neonatal nurses, the AWHONN Annual Convention helps to advance the nursing profession by providing nurses with critical information and support to help deliver the highest quality care for women and newborns.

Specialty tracks cover childbearing and the newborn, women's health, professional issues and pharmacology. The convention features numerous ways for attendees to receive continuing nursing education contact hours and pharmacology hours. Through case studies, learning labs, specialty panels and pre-convention workshops, attendees gain career advice, new skills, knowledge and will be inspired to excel in their nursing practice. The goal of the 2017 Convention is to motivate nurses to energize and support nurses to translate knowledge into action.

At the conclusion of the convention, learner will be able to:
1. Create an environment that supports innovative solutions
2. Integrate new strategies and tactics that improve outcomes
3. Embrace the power of nurses as leaders

The Annual Convention attracts more than 3,200 attendees (66% make or influence purchasing decisions) ready to evaluate the latest technologies, services and products:
- Nurse Executives, Managers, and Administrators
- Nurse Practitioners, Certified Nurse-Midwives, 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 facilities that care for them, this is the audience for you!
Why Exhibit at AWHONN 2017?

- Direct access to more than 3,200 potential customers
- 12 hours of unrestricted exhibit times
- Daily traffic-boosting events, including the Opening Reception, prize drawings, food and refreshments
- Unparalleled networking and recruiting opportunities
- Immediate product feedback

We Do the Marketing for You

- Target marketing to advanced practice, obstetric, neonatal and women’s health nurses
- Exposure to more than 80,000 health care providers through pre-show mailings and advertising
- E-mail marketing campaign to AWHONN’s 56,000 members and supporters
- Advertising in top industry publications

About AWHONN Attendees: (Among all members)

- 78% have a bachelor’s degree or higher
- 84% practice in hospitals
- 48% prescribe/counsel or recommend medications

Primary Clinical Focus: (Among all members)

- 53% obstetrics
- 9% breastfeeding/lactation
- 12% nursery
- 22% mother and baby
- 5% gynecology/women’s health

Majority of Time Spent: (Among all members)

- 54% direct patient care
- 29% developmental & education
- 17% supervision & administration
- 10% supervision & administration
2017 AWHONN ANNUAL CONVENTION
June 24–28
New Orleans, LA

Convention Location Information

Ernest N. Morial Convention Center

Events held in New Orleans just aren’t the same as events held in other cities. Smiles are brighter. Handshakes are more energetic. Everyone is simply excited to be in one of the world’s most storied and culturally rich destinations. Traditional, old-time jazz music enlivens the soul, the cuisine is incomparable, and the city’s charm captivates.

The freshly renovated New Orleans Ernest N. Morial Convention Center is an essential component of what makes the city’s major business events so successful. With 1.1 million square feet of contiguous exhibit space, the Convention Center is the sixth largest convention facility in the nation, and it consistently ranks in the country’s top ten of facilities that hold the most conventions and tradeshows annually.

Hilton New Orleans Riverside

Hilton New Orleans Riverside is at the center of it all.

Right across from the Convention Center and just a few blocks from the French Quarter the Hilton offers the following:

- Contemporary and comfortable guest rooms and suites
- Amazing downtown or Mississippi River views from upper floor rooms
- Drago’s Restaurant, Riverblends Café, Spirits Bar and Public Belt
- 2 outdoor pools, Health Club by Hilton Fitness Facility
2017 Exhibit Hall Schedule*

Sunday, June 25 ......................... Opening Reception ......................... 5:00 pm – 8:00 pm
Monday, June 26 ........................ Exhibits Open .......................... 11:00 am – 3:00 pm
Tuesday, June 27 ........................ Exhibits Open .......................... 9:00 am – 2:00 pm

* subject to change

2017 Exhibit Booth Rates (SAME LOW PRICES AS 2016!)

<table>
<thead>
<tr>
<th>Rates per square foot</th>
<th>Non-Profit/Hospital</th>
<th>Commerical In-Line</th>
<th>Commerical Corner</th>
<th>Commerical Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$18.50</td>
<td>$26.50</td>
<td>$27.50</td>
<td>$28.50</td>
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<tr>
<td>Premium</td>
<td>N/A</td>
<td>$28.50</td>
<td>$29.50</td>
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</table>

2017 Booth Types

<table>
<thead>
<tr>
<th>In-line Fee</th>
<th>Corner Fee</th>
<th>Island Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>(maximum 400 square feet)</td>
<td>aisle</td>
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<td>aisle</td>
<td>aisle</td>
</tr>
</tbody>
</table>
President’s Party

4 Opportunities at $10,000 per

The President’s Party is the celebratory highlight of the AWHONN Convention. It’s the one-of-a-kind opportunity to have fun and connect with more than 3,000 partygoers... nurses, leaders, clinicians and industry colleagues. And that is big, indeed. A ticket to the party is included with your registration.

Sponsorship includes:

- right to name the official drink
- extra drink tickets
- private bar
- private VIP section
- signage at the event
- logo on napkins
- recognition in the final program
- photo opportunities
- listing as official convention sponsor

Host A Watering Hole — $5,000/per bar

Sponsor a bar at the President’s Party! Let attendees sip a specialty cocktail of your choosing at your branded bar while they enjoy the fun and entertainment of the party! Sponsor will have signage at the bar as well as branded logo napkins, 8 extra drink tickets.
Sponsorships

AWHONN Annual Convention special events and sponsorships are a great way for companies to increase their exposure, effectively promote new products and services, gain recognition for new programs, and solidify relationships. Event sponsorships put your company’s name, brand, and message prominently in front of attendees. Opportunities exist at every budget level.

Receptions

These receptions held during the day or in the evening throughout the convention are much-appreciated and well-attended opportunities for attendees to network. Sponsors receive prominent signage and an opportunity to address the audience.

VIP Reception ...................... $30,000
Leadership Summit on Quality and Safety ............$25,000

Coffee & Snack Breaks

Attendees get a super charge out of the coffee breaks we provide and love having a snack break on the exhibit hall show floor. AWHONN will do the work of providing the refreshments, and your company will get the recognition. Your sponsorship entitles your company to recognition in the Final Program and on signage at the time and location of the break. Refreshments will be distributed as close as possible to your booth as well as in other areas of the hall.

Investment .....................................$10,000

NEW! Relaxation Station Massage Lounge Sponsorship

Sponsor the Relaxation Station and be a hero to attendees who can receive neck, back, and foot massages in the lounge. Associate your company’s name with rest, and relaxation, at one of the conventions most sought after services and collect qualified leads doing so.

Sponsorship Includes:
• Corporate Logo recognition in the relaxation lounge
• Logo and recognition in the official convention program
• Custom area including carpeting, waste-baskets, draped tables, plants and chairs for waiting area
• Custom Signage
• Recognition at the General Sessions as an official convention sponsor
• Sponsor Ribbons for all of your company representatives

Investment .....................................$10,000
Sponsorships (continued)

Awards

The Distinguished Professional Service Award is the association's most prestigious honor for those who have shown exemplary characteristics in the nursing care of women and newborns. This coveted award is given to an AWHONN member whose accomplishments in the specialties of women's health, obstetric and neonatal nursing and contributions to the association exemplify a commitment to excellence.

Distinguished Professional Service Award.....................$25,000

Industry-Sponsored Events

Know of a topic that would be of interest to our attendees? Increase company and product awareness by showcasing your latest advancements or presenting products and services that your company offers. We provide you the space and the access to your potential customers. You provide the content and the excitement. Topics are subject to AWHONN approval. Time slots are limited to availability. Contact Karen Leon at kleon@awhonn.org.

Industry Symposium*............... $8,500
*standard A/V room-set and signage included in fee

Industry Reception (up to 400) ...$2,500–5,000

Focus Group (max. 20 participants) .. $2,500

Ancillary Event (max. 20 participants)............ $2,500

NEW! Shuttle Buses

Have your brand be the first and last thing attendees see while riding the shuttle buses to and from the convention center! Includes a shuttle bus wrap, video playing during ride, and company literature handed out.

Investment..................... Call for Pricing

Convention Bags

This walking advertisement for your company is given to every attendee and is carried on-site throughout the week, on airplanes as they head home as well as back to work at clinics and hospitals nationwide. This bag will carry your name and logo alongside the AWHONN logo. This bag will stand out because no other exhibitor is allowed to give away bags of similar size or quality. You may also provide an insert for inclusion in the bag. AWHONN will handle the selection, production and shipping.

Investment........................ $20,000

Hotel Room Key Cards

Hotel room key cards are the first thing attendees will see when they check in. The key card can carry your company’s name and logo/artwork alongside the AWHONN logo, and will be provided to every attendee during check-in. Key cards provide exposure multiple times every day, each time the attendees enter or leave their rooms!

Investment............................ $10,000
Sponsorships (continued)

Notepads
Attendees will use these notepads to take notes during the convention and take them back when they return home to clinics and hospitals nationwide.

Investment............................. $12,000

Lanyards
Let the attendees do your advertising for you! AWHONN will produce up to 3,000 lanyards with your logo and distribute them to all attendees when they register.

Investment............................. $10,000

Lactation Lounge
Providing this lounge gets to the heart of what our nurses are all about: the care of our women and newborns. This is a private area for our lactating mothers.

Investment............................. $5,000

Floor Decals
What better way to make an innovative statement than branding your company along the path from the convention center entrance toward the AWHONN convention? Floor decals are an eye-opening, creative way to easily promote your message along the floors of the convention center for the ultimate in capitalizing on convention center traffic.

Investment.............................$3,000/each

Aisle Signs
Great visibility at a great price! Attendees cannot miss you with these double sided banners hanging above aisles near your booth. Banners can be no larger than 48” x 96”.

Investment.............................$4,000

Attendee Bag Inserts
Put your brochure, flyer or promotional item directly into the hands of 2,500+ nurses. AWHONN will insert your supplied items (subject to AWHONN approval) into every convention attendee bag. Note: items must weigh less than 12 oz. and fit into a 9” x 9” space. No liquids. Each sponsoring company is responsible for duplicating and shipping materials in time to be inserted in bags prior to the opening of the show. Distributed to all registered attendees.

Investment.............................$2,000

Road Map Traffic Builder
Become an AWHONN Official Road Map pit stop by making your booth a preferred destination while attendees tour the exhibit hall. Attendees will receive an exhibit hall road map with the name and booth number of each participating sponsor. Sponsors will stamp the attendee’s road map after an engaging conversation or product demonstration. After road maps are completed, attendees will deposit them at the AWHONN lounge for a chance to win an iPad Air.

Investment.............................$2,000
Sponsorships (continued)

Convention Center Escalator Branding
Have your company logo seen, coming and going. These 6’ x 2’ escalator clings will be placed along the side panels of the entire escalator, noticeable as people go to and from the session rooms. The panels are customized with your artwork. 6 escalator clings available.

Investment...............................$4,000

NEW! WIFI Lounge
Are you looking for a sponsorship option that improves the attendee experience? Look no further than the WiFi Lounge for prominent signage and branding on this convenient, yet essential “pit stop” that enables show goers to maintain productivity away from the office.

Investment........Starting at $25,000

40” LCD Digital Advertising Boards
Increase your exposure and brand on 4 monitors located in high traffic locations throughout the Gaylord Texan Convention Center. This full motion video network allows your dynamic content to engage attendees and drive traffic to your booth! All content will run on a loop for the length of convention and must be 30 second in length of less.

Investment...............................$3,000

NEW! Phone Charging Stations
EXCLUSIVE: One (1) Sponsor Limit
Phone charging stations allow attendees to charge their mobile devices on the go. Sponsoring this highly visible and essential service provides your company with a unique opportunity to engage with attendees throughout AWHONN 2017.

Investment............................... $20,000

AWHONN Convention App
With smartphone & tablet adoption crossing 60% and event app usage crossing 80% mark for most events, mobile marketing is an increasingly strategic way to reach your core audience. Event app sponsorship combines both exposure opportunities and engagement opportunities.

Investment
Exclusive Sponsorship ........ $12,000
Home Screen Widget......$1,500/day
Banner Ads........ $1,500 for 3 days
Banner Alerts/Push Notifications.....................$750/day
Surveys.........................$750/survey
Sponsorships (continued)

Pre-Show Email Blasts
Want to reach all registered attendees via email? Let AWHONN do the work for you! Simply sign up for a date of your choosing and supply AWHONN with your messaging. Text cannot exceed 100 words and logos should be in .jpeg or .tif format and be 130kb or smaller (no flash please). AWHONN will supply you with the number of click throughs and how many times the email was opened. Maximum 6 companies per email. Messaging is due no later than one week before scheduled delivery.

<table>
<thead>
<tr>
<th>Date (approximate)</th>
<th>Price</th>
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<tr>
<td>May 12, 2017</td>
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<td>May 19, 2017</td>
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<tr>
<td>May 26, 2017</td>
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</tr>
<tr>
<td>June 2, 2017</td>
<td>$1,500</td>
</tr>
<tr>
<td>June 19, 2017</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

“Nightly News” eBlasts
(5 companies per day, Sunday-Tuesday)
Three eBlasts will be sent providing an overview of information presented during the convention or information on upcoming convention events for the following day. A great way to remind attendees to visit your booth! 100 words or less also includes company logo.

Investment ....................... $2,500/day

Create Your Own Sponsorships
Value-packed sponsorships can be created and tailored to fit your individual needs and budget. Create a sponsorship that best fits your company’s goals for reaching your target audience. Contact us to discuss your unique objectives and AWHONN can develop a sponsorship that will help you achieve them.

Pre-Registration Lists (mailing list only)

RATES
- 8 Weeks Out..............................................Complimentary as an exhibitor
- 6 Weeks Out..................................................$400
- 4 Weeks Out..................................................$500
- 2 Weeks Out..................................................$600

Advertising

Final Program Advertising
The Final Program will be distributed on-site to all attendees at the 2017 Annual Convention.

Investment......................... Rates are listed on the enclosed insertion forms.

Interested In Three Or More Sponsorship Opportunities? Packaged Pricing Is Also Available.
For questions on exhibiting and sponsorship opportunities, please contact: Karen Leon, 202-261-2449 or kleon@awhonn.org.

For more information on exhibiting, sponsorships or to view the floor plan go to the www.awhonn.org/convention
AWHONN Mailing List

Add 22,000 pre-qualified leads to your contact list with AWHONN's mailing list. The AWHONN list boosts lead generation and sales for companies large and small. Because they are AWWHONN members, you know these leads are professional nurses who daily make and influence the purchasing decisions of colleagues and patients.

For over a dozen straight years nurses have ranked as the most trusted professionals in an annual Gallup poll. Consumers and patients look to nurses for reliable advice and recommendations on health- and lifestyle-related purchases. AWHONN nurses influence patient purchases of prescription and OTC products, self-care, newborn and family care items like lactation supplies and services, health-related books, magazines, and websites, contraception, skin care and nutritional supplements.

In the workplace, AWHONN's members make and recommend purchasing decisions about nursing supplies and equipment, office products and services, educational books, staffing services, management material, relevant training and more for their facilities.

Segment the AWHONN mailing list by specialty, certification, zip, job title, prescriptive authority and more.

Contact INFOCUS Marketing with your requests: 800-708-LIST (5478) or visit: http://www.infocusmarketing.com/lists/160

AWHONN SmartBrief

The AWHONN SmartBrief is a bi-weekly e-mail newsletter with a subscriber base of over 33,000 nurses and women's health care professionals. Each week our SmartBrief delivers the most relevant industry news and content, creating the ability to enhance and customize advertising campaigns.

Advertising

As an AWHONN SmartBrief advertiser, you will have the opportunity to promote your products and services to an actively engaged audience on a weekly basis. You will also receive detailed campaign reporting and analysis to help determine the ROI and impact of your campaigns.

Sponsorship

Become an AWHONN SmartBrief sponsor today and take advantage of the many unique opportunities including:

- **Dedicated Send**: 100% advertiser content. Provides ultimate flexibility and exclusivity in promoting your brand
- **Topic-Based Special Report**: position your brand as a thought leader shaping industry trends
- **Best-of-Report**: establish your credentials as an industry thought leader. Sponsor our annual wrap-up featuring the year's top news, trends and predictions

For more information including pricing, package options, and availability contact:

**Rebecca Adelson**  
AWHONN SmartBrief Account Director  
radelson@smartbrief.com; 202-618-5665
Web Advertisements

With over 34,000 unique visitors each month, the AWHONN website is a great way to promote your brand or product to obstetric, neonatal, and women’s health nurses, clinicians, students and consumers.

Available Ad Sizes

Leaderboard (728 x 90) ..................... $1,000 per month
Footer (728 x 90) .......................... $750 per month
Right Square (250 x 250) ................. $500 per month
3 Position Package
(includes all three ad positions) ............. $2,000/month

Animated banner can be up to 50k in file size with no more than three loops.

Each ad position will have no more than five advertisers rotating at any time.

Ads will run on the homepage and internal pages.
AWHONN E-Newsletter

AWHONN Express is an monthly newsletter that is emailed to approximately 21,000 AWHONN Members. The content includes AWHONN news, special events, webinars, and education and research information.

Available Sizes

- Leaderboard (600x74) ....................................... $2,000
- Footer (600x74) ................................................ $2,000

Animation file size must be no more than 25K with no more than three loops.

Newsletter has a 28% Open Rate

No more than two ads will run at any time

AWHONN Blog

(AWHONN Connections)

With over 30,000 unique visitors each month, AWHONN Connection is AWHONN’s weekly blog from nursing and industry professionals on various topics, including but not limited to obstetrics, neonatology, gynecology, consumer information, breastfeeding and more. Each blog post is promoted on AWHONN Social Media and SmartBrief to drive additional traffic.

Available Sizes

- Banner Ad (300 x 250) ...................$2,000/month

The ad will be static and no more than two ads will run across the site at any one time.

Ads will run across all pages on the site
Join the AWHONN Industry Member (AIM) Program

The AIM Program allows both of our organizations to work together to achieve like-minded goals and support the AWHONN mission: promoting the health of women and newborns.

Participation in the AIM Program puts your company in front of the AWHONN membership on a year-round basis. Your company receives substantial recognition, access and individualized opportunities that complement your corporate objectives.

We work together to tailor your AIM membership so that it is specific to your company’s needs.

Easy as 1, 2, 3

Joining forces with the leading voice for nurses caring for women and newborns has never been easier.

1. **Contact us.** Call 202-261-2449 or kleon@awhonn.org to reach Karen Leon, Sr. Manager of Exhibits and Sponsorship Sales. Whether you have questions about the AIM program, funding educational programs, or the work AWHONN does, she’ll be happy to help you.

2. **Share this resource with your colleagues.** We find that most organizations have multiple team members whose work could benefit from partnering with AWHONN. Invite them to join the discussion and we’ll find the right combination of programs and recognition to meet your needs.

3. **Become an AWHONN Industry Member.** No other program offers the greatest return on investment than the AWHONN Industry Member (AIM) program. Whether you’re looking for year-round recognition, access to the industry leaders, or the best Convention experience, this program is for you. Review the membership opportunities, and then call us to find out how you can start enjoying the benefits of the AIM program today!

Questions? Contact: Karen Leon at 202-261-2449 or kleon@awhonn.org
## Membership Levels and Benefits

### AWHONN Industry Member (AIM) Program

<table>
<thead>
<tr>
<th>Gold $25,000</th>
<th>Silver $15,000</th>
<th>Bronze $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication with AWHONN Membership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personalized Survey of AWHONN Membership (up to 10 questions) with analytics and reporting</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Branded Email Blast to AWHONN Members**</td>
<td>✓</td>
<td>x2</td>
</tr>
<tr>
<td><strong>NEW!</strong> Ability to list Your Corporate Events on new AWHONN website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Use of AWHONN Mailing List*</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Brand Recognition Throughout The Year</td>
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<td></td>
</tr>
<tr>
<td>Branded Recognition on AWHONN Homepage</td>
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</tr>
<tr>
<td>Recognition on AWHONN Website</td>
<td>✓</td>
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</tr>
<tr>
<td>Recognition in AWHONN Member Communication Emails</td>
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<tr>
<td>Recognition on AWHONN Social Media Platforms (Facebook, Twitter, et al.)</td>
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<tr>
<td>Recognition with Logo in Nursing for Women’s Health and Healthy Mom&amp;Baby</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>NEW!</strong> Recognition with Logo in AWHONN Monthly Section &amp; Chapter Newsletter</td>
<td>✓</td>
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</tr>
<tr>
<td>Exclusive Recognition in AWHONN’s e-newsletter (SmartBrief)</td>
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<tr>
<td>Professional Development &amp; Resources</td>
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<tr>
<td><strong>NEW!</strong> Complimentary AWHONN Associate Membership</td>
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<tr>
<td><strong>NEW!</strong> Full Registration to the AWHONN Annual Convention</td>
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<td>20% Discount on Advertising in AWHONN Journals and Healthy Mom&amp;Baby Consumer Media</td>
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<td>Special Access</td>
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<td>Private Luncheon with AWHONN CEO</td>
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<td>Meeting/Briefing with AWHONN Executive Leadership</td>
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<tr>
<td>Invitation to AWHONN Convention AIM Reception</td>
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<tr>
<td>Invitation to AWHONN Industry Member (AIM) Reception</td>
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<tr>
<td>Roster of AWHONN Section Leadership</td>
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<td>✓</td>
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<tr>
<td>Use of AWHONN AIM logo in print and online marketing materials**</td>
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<td>✓</td>
</tr>
<tr>
<td>Invitation to participate in an on-site preview of the AWHONN Convention location</td>
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<tr>
<td>Annual Convention &amp; Exhibition</td>
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<td></td>
</tr>
<tr>
<td>Recognition with Company Name and Logo on the AWHONN Convention Website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Convention Recognition: Signage, Final Program, AIM banner at booth</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>NEW!</strong> Ability to add logo and company description to listing in the AWHONN Convention App</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Convention Bag Insert</td>
<td>✓</td>
<td>x2</td>
</tr>
<tr>
<td>Convention Mailing List (6 week, 4 week, 2 week, final)</td>
<td>✓</td>
<td>x3</td>
</tr>
<tr>
<td>AIM Ribbon on Name Badge</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive AIM Member Booth Traffic Generator at AWHONN Convention</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>AIM Floor Decal on Exhibit Hall Floor Highlighting Your Booth Location</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive “Early Bird” AWHONN Convention Exhibit Booth Sign Up</td>
<td>✓</td>
<td>1st</td>
</tr>
<tr>
<td>Acknowledgement by AWHONN Leadership with courtesy booth visit and photo opportunity</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Nurse Focus Group Customized to Your Company’s Objectives</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Private Meeting Room (upon request on a space-available basis)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>NEW!</strong> Access to Corporate Member Lounge at Convention</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition with Logo in Preliminary Convention Program</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition with Logo in Final Convention Program</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition with Logo on Screen Prior to General Sessions (one company per slide)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recognition with Logo on Screen Prior to General Sessions (multiple companies per slide)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reserved Room Block at AWHONN Board of Directors Convention Hotel</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

*Subject to AWHONN list rental guidelines and advanced review/approval  **Subject to AWHONN email blast guidelines and advanced review/approval
# Final Program Advertising Insertion Order Form

## 2017 Annual Convention | June 24–28 |
Ernest N. Morial Convention Center | New Orleans, LA

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>CONTACT PERSON</th>
<th>TITLE</th>
<th>COMPANY ADDRESS</th>
<th>SUITE/FLOOR</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP/POSTAL CODE</th>
<th>COUNTRY</th>
<th>PHONE</th>
<th>FAX</th>
<th>E-MAIL ADDRESS</th>
<th>PR AGENCY/CONTRACTOR NAME</th>
<th>ADDRESS</th>
<th>CONTACT PERSON</th>
<th>CITY/STATE/ZIP</th>
<th>PHONE</th>
<th>FAX</th>
</tr>
</thead>
</table>

### Advertising Base Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>B/W</td>
<td>$950</td>
</tr>
<tr>
<td>1 page</td>
<td>$800</td>
</tr>
<tr>
<td>½ page (H)</td>
<td>$800</td>
</tr>
<tr>
<td>½ page (V)</td>
<td>$800</td>
</tr>
</tbody>
</table>

Total: $  

**H=Horizontal; V=Vertical**

### Position Premiums

- Inside Pages (no premium)
- Center Fold (add 10% premium – must be 2 full-page spread)*
- Inside Back Cover (add 20% premium)*
- Inside Front Cover (add 30% premium)*
- Outside Back Cover (add 50% premium)*

*All cover pages and center-fold ads must be full page.

### Space Reservations

- Closing Dates: 11-Apr-17
- Ad Materials: 1-May-17

### Mechanical Specifications:

Electronic files only. Native files, press-quality PDF, EPS, TIF or JPEG file formats of 300 dpi and at actual size. If sending native files, please be sure to embed all fonts and images. Convert all spot, RGB, or indexed color to CMYK process on your own if you wish to manage the color conversion. Spot colors cannot be expected to exactly match their CMYK equivalent.

#### Vertical Half Page

- 4”w x 9½”h – no bleeds
- 4.25”w x 10.25”h – with bleeds

#### Full Page

- 8”w x 10”h – no bleeds
- 8½”w x 10½”h – with bleeds

#### Horizontal Half Page

- 8”w x 5”h – no bleeds
- 8.5”w x 5.25”h – with bleeds

### Payments Schedule:

Final Program: 50% deposit due 1 April 2017; balance due post production.

All advertising is subject to AWHONN’s approval. The advertiser and/or advertising agency assumes liability for all content of advertising and any claims against the publisher as the result of the advertisement. No cancellations will be accepted after the closing date. NO AGENCY COMMISSION. This contract serves as an official insertion order for advertising space. The undersigned agrees to abide by all rules and requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by management. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due under terms of this agreement.

### Method of Payment

Check # ______________________________________

Make all Checks payable to: AWHONN

Name

Credit Card: □ AmX □ MC □ V

(ex as it appears on card)

Exp Date /

Signature __________________________ Date ____________

E-mail Ad Materials to: kleon@awhonn.org
Sponsorship Application

2017 Annual Convention | June 24–28 | Ernest N. Morial Convention Center | New Orleans, LA

COMPANY NAME (AS IT SHOULD APPEAR ON ALL MARKETING MATERIALS & PROGRAM)

CONTACT PERSON

COMPANY ADDRESS

SUITE/FLOOR

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

PHONE

FAX

E-MAIL ADDRESS

PR FIRM/CONTRACTOR NAME

ADDRESS

CONTACT PERSON

CITY/STATE/ZIP

PHONE

FAX

RECEPTIONS / BREAKS / EVENTS

<table>
<thead>
<tr>
<th>Event/Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Party</td>
<td>$10,000 ea.</td>
</tr>
<tr>
<td>President’s Party (Host a Watering Hole)</td>
<td>$5,000 per bar</td>
</tr>
<tr>
<td>Snack Breaks</td>
<td>$10,000 ea.</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>$10,000 ea.</td>
</tr>
<tr>
<td>Ice Cream Break</td>
<td>$15,000</td>
</tr>
<tr>
<td>VIP Reception</td>
<td>$30,000</td>
</tr>
<tr>
<td>Leadership Summit Reception</td>
<td>$25,000</td>
</tr>
<tr>
<td>Attendee Lunch Meals</td>
<td>$35,000</td>
</tr>
</tbody>
</table>

ATTENDEE RESOURCES / AMMENITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Bags</td>
<td>$20,000</td>
</tr>
<tr>
<td>Notepads</td>
<td>$12,000</td>
</tr>
<tr>
<td>Hotel Room Key Cards</td>
<td>$10,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$10,000</td>
</tr>
<tr>
<td>Industry Symposium</td>
<td>$8,500</td>
</tr>
<tr>
<td>Industry Reception</td>
<td>$2,500–$5,000</td>
</tr>
<tr>
<td>Convention Center Escalator Branding</td>
<td>$4,000</td>
</tr>
<tr>
<td>Aisle Signs</td>
<td>$4,000</td>
</tr>
<tr>
<td>40” LCD Digital Advertising Boards</td>
<td>$3,000</td>
</tr>
<tr>
<td>Floor Decals</td>
<td>$3,000</td>
</tr>
<tr>
<td>Ancillary Event</td>
<td>$2,500</td>
</tr>
<tr>
<td>Focus Group</td>
<td>$2,500</td>
</tr>
<tr>
<td>Road Map Traffic Builder</td>
<td>$2,000</td>
</tr>
<tr>
<td>Attendee Bag Inserts</td>
<td>$2,000</td>
</tr>
<tr>
<td>AWHONN Convention App</td>
<td>Call for prices</td>
</tr>
<tr>
<td>Email Blasts</td>
<td>Call for prices</td>
</tr>
</tbody>
</table>

AWARDS / GRANTS

<table>
<thead>
<tr>
<th>Award/Program</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distinguished Professional</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

TOTALS

<table>
<thead>
<tr>
<th>Total Due</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% Due with Application:</td>
<td>$</td>
</tr>
<tr>
<td>Balance:</td>
<td>$</td>
</tr>
</tbody>
</table>

In accordance with the terms, conditions and regulations governing sponsorships at the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN) 2017 Convention, the undersigned hereby makes this application for sponsorship which, when accepted by AWHONN, becomes a contract. Terms and conditions on the reverse and the rules and regulations governing the Exhibition, and Industry-Sponsored Events are a part of this contract. The undersigned agrees to abide by all rules and requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by management. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due under terms of this agreement.

METHOD OF PAYMENT (AWHONN Tax ID #: 52-1788738)

Check #

Make all checks payable to: AWHONN

Credit Card: □ American Express □ MasterCard □ Visa

Name

(as it appears on card)

Card #

Exp Date

Signature   Date

For questions or concerns, please contact: Karen Leon at 202-261-2449 or kleon@awhonn.org

OVERNIGHT DELIVERY:

AWHONN 2016 Convention EXHIBITS
1800 M Street NW #740 South
Washington, DC 20036
Phone: (202) 261-2449

CREDIT CARDS ONLY:

Fax: (202) 728-0575
Email: kleon@awhonn.org
Attn: 2017 Convention EXHIBITS

PLEASE KEEP A COPY OF ALL SUBMITTED MATERIALS FOR YOUR RECORDS
AWHONN Industry Member (AIM) Partnership Contract

<table>
<thead>
<tr>
<th>Company Name</th>
<th>(as it should appear on all recognition materials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Level:</td>
<td>❑ Gold $25,000 ❑ Silver $15,000 ❑ Bronze $10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Contact Person</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Address</td>
<td>Suite</td>
</tr>
<tr>
<td>City, State ZIP</td>
<td>Email address</td>
</tr>
<tr>
<td>Phone</td>
<td>Fax</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Contact Person</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Address</td>
<td>Suite</td>
</tr>
<tr>
<td>City, State ZIP</td>
<td>Email address</td>
</tr>
<tr>
<td>Phone</td>
<td>Fax</td>
</tr>
</tbody>
</table>

Please send electronic logo file to: kleon@awhonn.org

Gold and Silver Members

Website (for link on AWHONN homepage) (This can be a branded website)

Company or Product Description (50 word maximum for AWHONN website) (Gold Members only)

Authorized Representative | Name (please print or type) | Title |
|---------------------------|-----------------------------|-------|

Signature (By signing above, I verify that I am authorized to execute this binding contract.) Date

Method of Payment (AWHONN Tax ID # 52-1788738)

- ❑ Check (Make payable to AWHONN)
- ❑ American Express
- ❑ Mastercard
- ❑ Visa

<table>
<thead>
<tr>
<th>Name (as it appears on card)</th>
<th>Card Number</th>
<th>Expiration Date</th>
<th>Security Code</th>
</tr>
</thead>
</table>

Signature

Membership in the AWHONN Industry Member (AIM) program is good for a 12-month period. Benefits of membership are delineated in the attached brochure, an updated list will be maintained at www.awhonn.org. Any changes to benefits will be communicated with 30 days notice. This contract becomes binding upon acceptance of this agreement and receipt of full payment. Please keep a copy of all submitted materials for your records.

AWHONN Contact:
Karen Leon, Sr. Manager of Exhibits and Sponsorship Sales
1800 M Street, NW, Suite 740 South, Washington, DC 20036
Phone: 202-261-2449; Email: kleon@awhonn.org; Fax: 202-728-0575