

# EXHIBITOR PROSPECTUS



AMERICAN NURSES  
CREDENTIALING CENTER

**ANCC NATIONAL  
MAGNET  
CONFERENCE**



**ANCC PATHWAY  
TO EXCELLENCE  
CONFERENCE**

**New Orleans, Louisiana**

**Oct. 30 - Nov. 1, 2024**

**EDUCATE.  
INNOVATE.**

***Celebrate!***

[magnetpathwaycon.org](http://magnetpathwaycon.org)

**Reserve your exhibit and sponsorship today!**

[anasales@wearemci.com](mailto:anasales@wearemci.com) | 410-316-9865

## ANCC Quick Facts

# 12,000+

have attended in previous years

# 350+

Exhibitors

# 20+

Countries Represented

# The Largest Nursing Conference in the United States!

Join us for three days in New Orleans, October 30 - November 1, at the ANCC National Magnet Conference® and ANCC Pathway to Excellence Conference® and reach thousands of talented nurses and nursing executives from around the globe. The Magnet Conference® is the official annual conference of the prestigious Magnet Recognition Program®, serving as both a celebration of accomplishment for newly designated Magnet® organizations and a showcase of best nursing practices for the Magnet community! The Pathway to Excellence Conference is the official annual conference for the Pathway to Excellence Program. Focused on creating positive practice environment that empowers and engages staff. Support the future of nursing and provide your products and solutions that will impact the nursing industry in their facilities and beyond.

**October 30 - November 1, 2024 New Orleans, LA**

## 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>

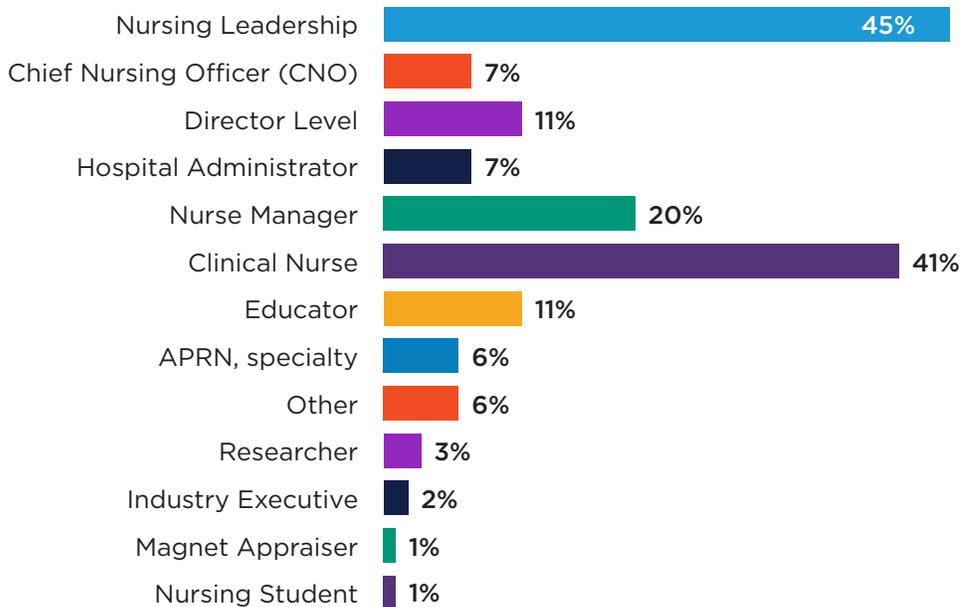


- Apparel
- Associations
- Consulting Services
- Continuing Education
- Diabetes Testing and Supplies
- Diagnostic Equipment
- Educational Institutions
- Footwear
- Furnishings
- Health and Fitness
- Health Systems
- Healthcare Facilities
- Healthcare Technology
- Imaging
- Incontinence Care
- Laboratory Services
- Linens and Cleaning Supplies
- Medical Devices
- Medical Equipment
- Medical Supplies
- Nutrition
- Patient Monitoring
- Pediatrics
- Perioperative Supplies
- Pharmaceuticals
- Point-of-Care Testing
- Protection and Infection Control
- Publications
- Pumps
- Recruiting
- Respiratory Care
- Staffing
- Telemedicine
- Wellness
- Wound Care

# 12,000+ Total Attendees In Previous Years

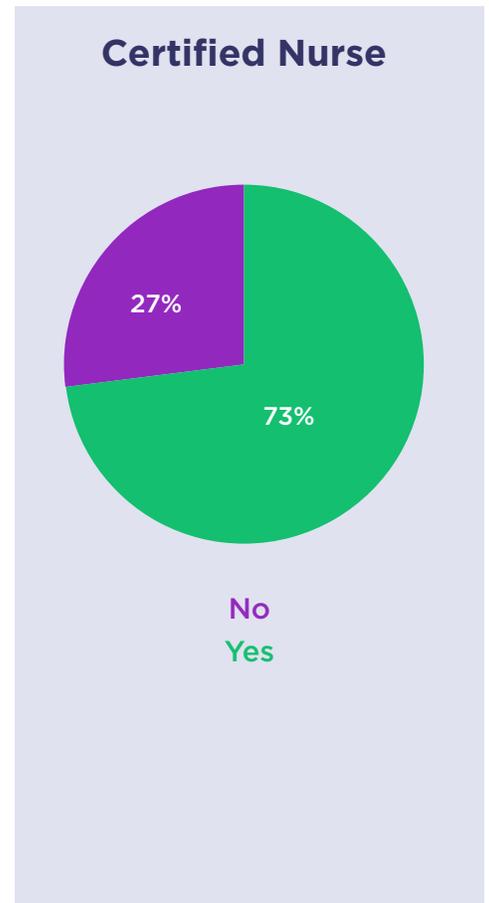
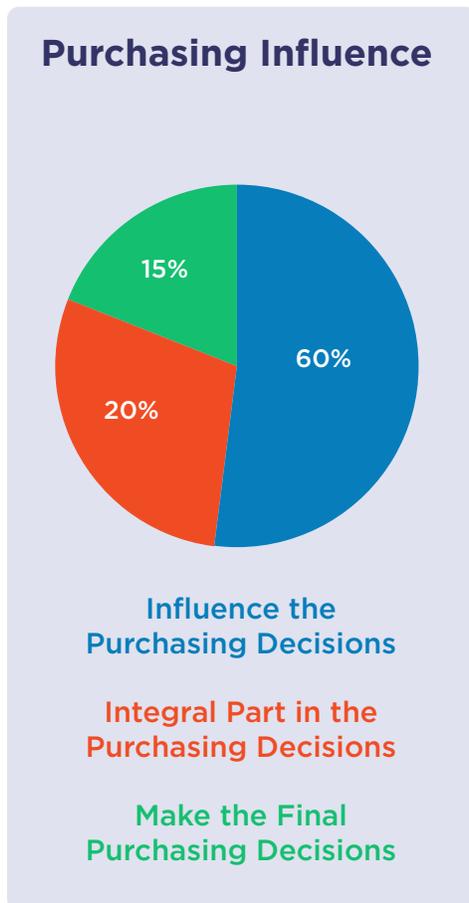
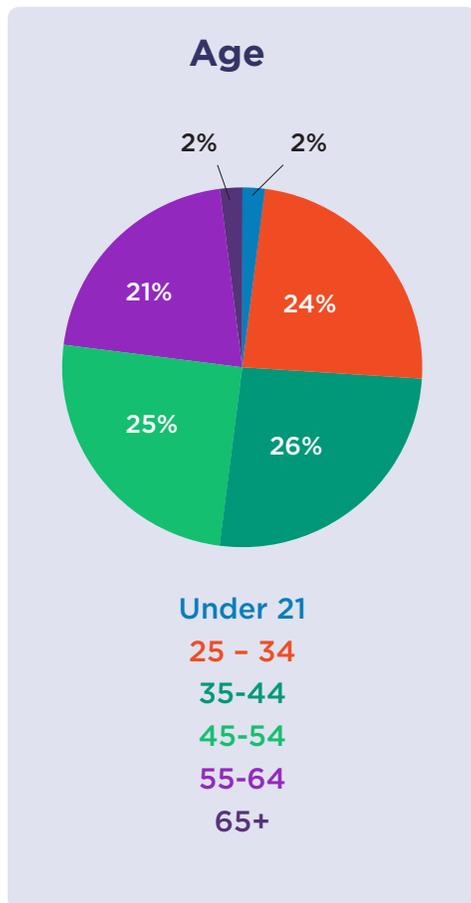
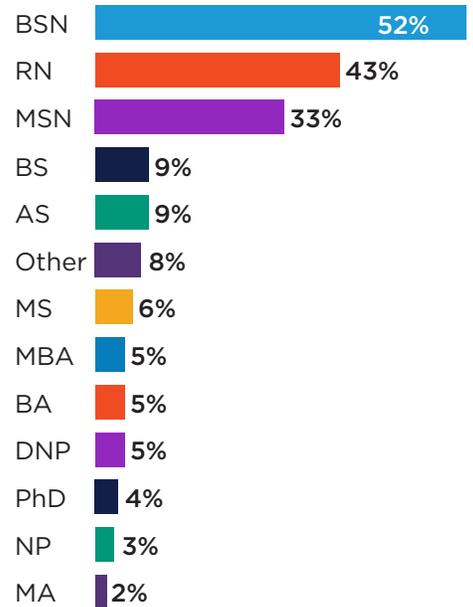
## Attendee Type

Multiple Responses Allowed



## Nursing Education Levels

Multiple Responses Allowed



# 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

### Experiential and Unique Lounge Areas

The Exhibit Halls offers central areas for attendees to participate in fun activities, network and relax.

### 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.

## Roadmap to Success

To set your company up for a strong presence at the 2024 Magnet & Pathway Conference® we suggest the following enhancements beyond your booth space:

1. Pre and Post digital media campaign to generate interest and engagement before and after the conference.
2. Purchase lead generation sponsorship opportunities, such as a Passport to Prizes or Snack Breaks.
3. Make your booth space a destination on the show floor with engaging activities!

## Stats from the 2023 conference!

- Based on the companies with the most leads post-show, 68% of those companies did some sort of branding or lead generation sponsorship.
- Over 6,000 leads were generated by all Turnkey sponsors!
- Over 4,000 attendees participated in the Passport to Prizes game!

# Become an Exhibitor

## Exhibit Space Rates

- Commercial Organizations.....\$38 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\*

Tuesday, October 29, 2024 8:00 a.m. - 5:00 p.m.  
Wednesday, October 30, 2024 8:00 a.m. - 10:00 a.m.

## Exhibit Hall Open\*

Wednesday, October 30, 2024 10:45 a.m. - 4:30 p.m.  
Thursday, October 31, 2024 8:30 a.m. - 3:30 p.m.  
Friday, November 1, 2024 8:30 a.m. - 12:00 p.m.

## Move Out\*

Friday, November 1, 2024 12:00 p.m. - 6:00 p.m.

*\* Times subject to change.*

# Cancellation Policy

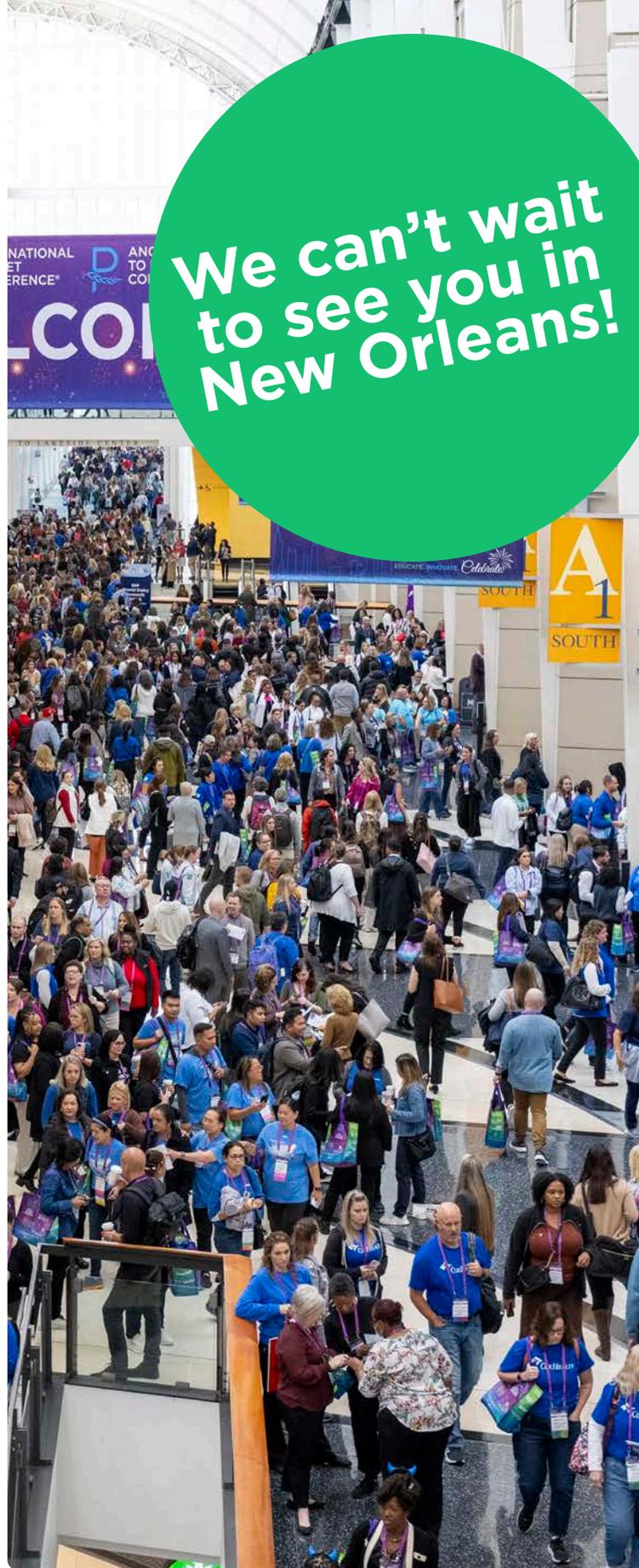
Cancellations received by December 31, 2023, 100% of total booth/sponsorship fee will be refunded.

After December 31, 2023 through June 24, 2024, 50% of total booth/sponsorship fee will be refunded.

After June 24, 2024, 100% of total booth/sponsorship fee is non-refundable.

# Questions?

For more information on becoming an exhibitor, contact us at [anasales@wearemci.com](mailto:anasales@wearemci.com) or 410-316-9865.



# Thank you to our 2023 Sponsors!



# Premium Sponsorship Packages

## Platinum Level

Welcome Party Sponsor ..... \$110,000  
(3 AVAILABLE)

1 remains!



**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.*

**Disclaimer:** Please note, to align with ANCC Accreditation Standards, final decision on what is permitted for some sponsored items is based on approval by the ANA Accredited Provider Unit. Application of the standards is contingent on specific venue, location, and timing.

**20'x40' Exhibit Space**

**Five Invitations to  
President's Reception**

**Three Invitations to the  
Magnet CNO Luncheon**

**Three invitations  
to the Pathway  
Leadership Luncheon**

**Seven General Conference  
Registrations**

**Logo & Name on  
Conference Tote Bags**

**One Carpet Overlay**

**Logo & Booth Number  
on Aisle Signs**

**Web Banner on Welcome  
Party Page on Conference  
Website**

**Conference Tote  
Bag Insert\***

# Premium Sponsorship Packages

## Gold Level

Attendee Experience Sponsor ..... \$85,000  
(3 AVAILABLE)

1 remains!

CREATE A CUSTOM BRANDED ACTIVATION IN THE EXHIBIT HALL



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.

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*\*Additional expenses may apply based on custom Lounge concept*

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**20'x30' Exhibit Space**

**Four Invitations to President's Reception**

**Two Invitations to the Magnet CNO Luncheon**

**Two invitations to the Pathway Leadership Luncheon**

**Five General Conference Registrations**

**Conference Tote Bag Insert\***

**Two additional exhibit booth badges for staff to manage activation area**

# Premium Sponsorship Packages

## Magnet Nurse of the Year® Sponsor

Attendee Experience Sponsor ..... \$60,000  
(5 AVAILABLE)

2 remain!



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

- One to Two minute remarks at the NOY Reception
- Verbal recognition during Opening Session and Nurse of the Year® Awards
- Professional photos with sponsor 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
- Included in all marketing for Nurse of the Year submissions/deadlines/announcements pre & post conference
- Logo next to component sponsored on nursingworld.org
- Social Media shout out post conference

20'x20' Exhibit Space

Two Invitations to the Magnet Nurse of the Year® Awards and Reception

Three Invitations to the Pathway Leadership Luncheon

Two Invitations to President's Reception

Three Invitations to the Magnet CNO Luncheon

Four General Conference Registrations

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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Ask about the a la carte option for \$25,000

To secure your space and or sponsorship, contact us at [anasales@wearemci.com](mailto:anasales@wearemci.com) or 410-316-9865

# Premium Sponsorship Packages

## Pathway Nurse of the Year

Attendee Experience Sponsor

\$35,000

(2 AVAILABLE)



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

- Leadership
- Clinical

- One to Two minute remarks at the NOY Reception
- Logo next to component sponsored on nursingworld.org
- Professional photos with your sponsor winner
- Included in all marketing for Nurse of the Year submissions/deadlines/announcements pre & post conference
- 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
- Social Media shout out post conference

10'x20' Exhibit Space

Two invitations to the Pathway Nurse of the Year Awards and Reception

Two Invitations to Pathway Leadership Luncheon

Two Invitations to the Magnet CNO Luncheon

Two General Conference Registrations

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.

Ask about the a la carte option for \$25,000

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# Premium Sponsorship Packages

## Silver Level

Conference Speaker Sponsor .....\$50,000  
(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.

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**20'x20' Exhibit Space**

**Three VIP Seats in Sponsored General Session**

**Three General Conference Registrations**

**One Invitation to the Magnet CNO Luncheon**

**One Invitation to Pathway Leadership Luncheon**

**Logo Displayed on General Session Screens Before Keynote Comes on Stage**

**Conference Tote Bag Insert\***

**Logo included on Schedule at a Glance next to Sponsored Keynote**

# Comparison of Premium Sponsorship Opportunities

Platinum	Gold	Magnet Nurse of Year	Silver	Pathway Nurse of Year
<b>Booth Space</b>				
20x40	20x30	20x20	20x20	10x20
<b>President Reception Invitation</b>				
5 Invitations	4 Invitations	2 Invitations	X	X
<b>Magnet CNO Luncheon</b>				
3 Invitations	2 Invitations	3 Invitations	1 Invitation	2 Invitations
<b>Pathway Leadership Luncheon</b>				
3 Invitations	2 Invitations	3 Invitations	1 Invitation	2 Invitations
<b>General Conference Registrations</b>				
7 Badges	5 Badges	4 Badges	3 Badges	2 Badges
<b>Included on Sponsorship Signage</b>				
Conference Tote Bag Insert	Conference Tote Bag Insert	Conference Tote Bag Insert	Conference Tote Bag Insert	Conference Tote Bag Insert
<b>Unique Elements of Package</b>				
<p>Welcome Party Sponsor</p> <p>Logo &amp; Name on Conference Tote Bags</p> <p>One Carpet Overlay</p> <p>Web Banner on Welcome Party Page on Conference Website</p>	<p>Custom Activation Lounge in Exhibit Hall</p> <p>Two Additional Exhibit Booth Badges for Staff to Manage Activation Area</p>	<p>One to Two minute Remarks at the NOY Reception &amp; Verbal Recognition During Opening Session and Nurse of the Year® Awards</p> <p>Professional Photos With Sponsor Winner; Press Release Celebrating the Winner and Your Support of Their Success</p> <p>Included in all Marketing for Nurse of the Year Submissions/Deadlines/Announcements Pre &amp; Post Conference</p> <p>Logo Next to Component Sponsored on nursingworld.org &amp; Social Media Shout Out Post Conference</p>	<p>Conference Speaker Sponsor</p> <p>Logo Displayed on General Session Screens Before Keynote Comes on Stage</p> <p>Logo Included on Schedule at a Glance Next to Sponsored Keynote</p>	<p>One to Two Minute Remarks at the NOY Reception</p> <p>Professional Photos with Your Sponsor Winner &amp; Participant During Celebratory Joint Press Release Announcing Winner</p> <p>Included in All Marketing for Nurse of the Year Submissions/Deadlines/Announcements Pre &amp; Post Conference</p> <p>Logo Next to Component Sponsored on nursingworld.org &amp; Social Media Shout Out Post Conference</p>

# Additional Sponsorship Opportunities



Puppy Play Pen

**Nurses at Play** ..... \$25,000-\$45,000

This area is going to be a fun and interactive space for the conference attendees! There are three unique and different activities within this space. Don't miss your opportunity for branding, lead generation and creating a memorable experience with our attendees.

- Coffee Cafe..... \$45,000
- Ball Pit Photo Opp..... \$35,000
- Lawn Games..... \$27,500

**SOLD**

**Magnet International Attendee Forum** ..... \$20,000

Elevate your brand within the international audience that attends the conference! This opportunity will allow your company to network with all the international attendees from the conference!"



Registration Sponsor

**Puppy Play Pen** ..... \$27,500

A custom area on the exhibit floor that the attendees will thoroughly enjoy. Who doesn't love playing with puppies!!

**SOLD**

**Wellness Lounge** ..... \$27,500 - \$35,000

A custom area on the exhibit floor where attendees can receive some sort of wellness treatment (massages, yoga class or something else determined by sponsor).

**Magnet CNO Luncheon** ..... \$25,000 each

*(2 co-sponsors)*

The Magnet program invites over 40 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.

**SOLD**



Exhibit Hall Theater

**Mobile App** ..... \$25,000

*(exclusive opportunity)*

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.

**Registration Sponsorship** ..... \$25,000

Your logo will be placed on the registration landing page for all attendees to see as they register for the 2024 conference. Your logo will be hyperlinked and included in all registration confirmation emails that Magnet Conference attendees receive. Your company branding will also be displayed onsite in the Magnet Conference registration area.

**SOLD**

**Transportation Sponsorship** ..... \$25,000

*(exclusive opportunity)*

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.

**SOLD**

**360 Degree Photo Booth** ..... \$25,000

*(exclusive opportunity within exhibit hall)*

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** ..... \$21,000

Generate visibility as attendees travel throughout the conference wearing their lanyard with your company name, logo, and messaging.

**SOLD**



Charging Lockers



**Nurses at Play**

**Pathway to Excellence Leadership Luncheon**.....\$20,000

*(Pathway to Excellence specific sponsorship)*

Sponsor this private luncheon to gain recognition with signage, opening remarks, and networking throughout this high-level lunch.

**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**.....\$14,000

Get your brand in front of every attendee by placing your company name, logo, and booth number on the attendee badges.



**General Session Seat Drop**.....\$10,000

*(exclusive opportunity)*

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.

**Exhibit Hall Theater**.....30 minutes \$9,000 | 45 minutes \$10,500

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.



**Snack Breaks**.....\$8,000 - \$14,500

*(limited inventory)*

Drive traffic to your booth by purchasing a snack break! It is a great way to engage with the attendees as they grab a snack to enjoy while spending time in the exhibit hall.

- |                                    |                                    |
|------------------------------------|------------------------------------|
| \$8,000 King Cake                  | \$8,500 Creole Creamery            |
| \$8,500 Popcorn Cart               | \$10,000 Hurricane Station         |
| \$10,000 Cajun Bloody Mary Station | \$10,500 Pretzel Station           |
| \$10,500 Infused Hydration Station | \$13,000 Big Easy Frozen Beverages |
| \$14,000 Fried Beignets            | \$14,500 Ice Cream Cart            |

**Magnet or Pathway Program Director Workshop Sponsor**.....\$6,500 - \$15,000

The Magnet and Pathway programs will invite nursing leaders within the Magnet or Pathway community to come together, network and learn 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. **Magnet Program Director Workshop is SOLD**

**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.



**Aisle Carpet Overlay**.....\$5,500

*(limited availability)*

Make an impression with your company branding on a carpet overlay (8x10 size) as attendees enter the Exhibit Hall or walk the main aisles.

**Charging Lockers**.....\$5,500

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.



**Park Benches**



**Snack Break**



**Wellness Lounge**



**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.

**Park Bench**.....\$4,500  
*(2 benches per sponsorship)*  
 Stand out in the Exhibit Hall with your company branding on park benches placed down a heavily-trafficked main aisle. Each location will include your messaging on two back-to-back park benches and (2) floor stickers.

**Literature Tote Bag Insert**.....\$3,750  
*(limited availability)*  
 Have your messaging and content inserted in all the conference bags! Sponsor is responsible for production and delivery of literature. Certain restrictions may apply.



**Exhibit Hall Directional Sign**.....\$3,750  
*(limited inventory)*  
 Include your brand on all the directional signage in the exhibit hall. These signs will be placed throughout the main traffic aisles to help the attendees navigate the expo floor. Have your company name, booth number, and logo included on these very visible signs on the expo floor!



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## Advertising Opportunities

**New Orleans Ernest N. Morial Convention Center Sponsor Branding Sponsorships**.....\$4,250-\$15,000  
*(non-cio companies only, limited inventory)*

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! Sponsor must provide print ready artwork and will need to be approved by show management. Options include banners, wall clings, column banners and escalator runners & clings.

**Digital Media Opportunities**.....Call for pricing

Have your branding, thought leadership, and product highlights seen by the nursing community pre & post the conference!

- Pre & post show conference attendee emails
- Targeted ANA/ANCC emails
- Web banner opportunities on [www.nursingworld.org](http://www.nursingworld.org)

**Passport to Prizes**.....\$2,750  
*(limited availability)*

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**.....\$2,000

Place your company logo on a set of (3) floor stickers (3'x3' size) placed around your booth and the exhibit hall. These floor stickers will catch the attention of attendees as they walk through the exhibit hall.

**Sponsorships are selling quickly. Reserve Yours Today!**  
 Contact us today at [anasales@wearemci.com](mailto:anasales@wearemci.com) or 410-316-9865