



Imagining, Innovating,
and Transforming the
National Nursing
Workforce

2023 ANNUAL CONFERENCE
JUNE 12-14 | WASHINGTON D.C.



Sponsor/Exhibitor Prospectus

Join us at the National Forum of State Nursing Workforce Centers 2023 Annual

Conference ***“Imagining, Innovating and Transforming the National Nursing Workforce”***. The conference will be held on June 12-14, 2023 at the Ritz-Carlton Pentagon City, Arlington VA and will bring together 200 healthcare and nurse leaders from across the country to learn, share and network.

The COVID pandemic uncovered and exacerbated long-standing nursing workforce issues. Now, more than ever, it is vital to engage in-depth analyses of the issues and explore innovative initiatives and bring together healthcare workers, educators, administrators and policy makers collectively to make significant strides in addressing the issues impacting the nursing workforce.

Conference Attendees

- National and state healthcare and nursing workforce researchers and data professionals
- Federal and state regulators in labor, public health and workforce strategy
- Administrators, leaders, and direct care workers from practice facilities
- Deans and faculty from educational institutions
- Policy makers interested in learning more about nursing workforce shortage solutions

For more information, visit our [conference website](#) or contact our Sponsorship & Exhibitor Co-chairs:

Marcia Proto at Marcia@CTCenterForNursingWorkforce.com

Laura Chandler at Laura@ColoradoNursingCenter.org

Sponsorship Reservation Deadline due by May 31, 2023.

Maximize your exposure and register by May 5, 2023.

[Link to Register for Sponsorship or Exhibitor Opportunities](#)

SPONSOR & EXHIBIT OPPORTUNITIES

All SPONSORS & EXHIBITORS receive recognition in all online & in-person conference marketing and communications.

Sponsor Levels	Platinum \$15,000 (Exclusive)	Gold \$10,000	Silver \$7,500	Bronze \$3,500	Education Track \$5,000
Primary Benefits	Introduce Opening Speaker & Welcome Reception	Welcome & Brief Presentation at Lunch	Introduce Keynote Speaker	Promotion at Breakfast	Welcome at kick-off track
Conference Registrations	3 Full Conference Registrations (\$2,400 value)	2 Full Conference Registrations (\$1,600 value)	2 Full Conference Registrations (\$1,600 value)	1 Full Conference Registration (\$800 value)	1 Full Conference Registration (\$800 value)
Custom Social media posts	4	3	3	1	1
Market Research Survey	1 (\$2,000 value)				
Custom emails to attendees	2	1	1		
Mobile App Banner	1	1	1	1	1
Exhibitor Table (includes 2 exhibitor badges*)	1 (\$1,200 value)	1 (\$1,200 value)	1 (\$1,200 value)	1 (\$1,200 value)	1 (\$1,200 value)

Marketing Opportunities	Cost	Description
Conference Attendee Market Research Survey	\$2,000	Customized survey (up to 15 questions) to gather data from conference attendees
Conference Bag Sponsor	SOLD	Name on the Conference bag and ability to place marketing materials in the bag
Lanyard Sponsor	SOLD	Name or Logo Printed on Lanyard
Exhibitor Table	\$1,200	Six-foot exhibitor table, 2 chairs and 2 exhibitor badges, listed on mobile app

* Exhibitor badges provide access to conference education sessions and any events in which the exhibitor is hosting. Exhibitors are not eligible for contact hours and cannot attend conference sessions and events. Exhibitor badges do not include meals. Meals can be purchased for an additional fee.