



ACCELERATING NURSING WORKFORCE SOLUTIONS: INNOVATIVE PROGRAMS AND DATA TO TRANSFORM POLICY

2024 ANNUAL CONFERENCE
JUNE 17-19 | SAN DIEGO, CA



Sponsor and Exhibitor Prospectus

The National Forum of State Nursing Workforce Centers is a national network of 43 nursing workforce entities reaching more than four million registered nurses across the nation. The centers focus on addressing the nursing shortage, support the advancement of nurse workforce initiatives, and share best practices in nursing workforce research, planning, development and formulation of policy. Visit www.nursingworkforcecenters.org to find out more about the amazing work being done.

The National Forum of State Nursing Workforce Centers (National Forum) is excited to host our 2024 Annual Conference, “Accelerating Nursing Workforce Solutions: Innovative Programs and Data to Transform Policy” on June 17-19, 2024 at the Hyatt Regency La Jolla, 3777 La Jolla Village Drive, San Diego, CA.

Nurses and healthcare leaders will come together to share cutting edge models of practice, data analytics and innovations in nursing education to change the nursing workforce game and address the critical workforce development issues facing our nation.

PROMOTIONAL OPPORTUNITIES

Take advantage of this opportunity to promote your company’s products and/or services to over 200 in-person attendees. There are many high visibility sponsorship options along with digital media opportunities offering exposure through the conference website, pre & post-conference marketing, program and conference mobile app. Space is limited, reserve your spot today! First come, first serve.

AUDIENCE

Attendees are nursing and healthcare leaders from across the country including:

- 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.

QUESTIONS & INQUIRIES

If you have any questions or would like to inquire further on a sponsorship or exhibitor opportunities, please contact our Sponsorship & Exhibitor Co-chairs:

Deb Collins at Dcollins@nvactioncoalition.org

Ingrid Johnson at Ingrid@ColoradoNursingCenter.org

For more information about the conference, visit
<https://nursingworkforcecenters.org/annual-conference>

Sponsorship Deadline: May 31, 2024

Overall Marketing Benefits for All Sponsor Levels

Organization logo on all marketing materials including conference website, mobile app, registration materials, promotional emails & conference signage and post-conference email.

Sponsor Levels	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Announcements	Opportunity to Introduce Opening Keynote Speaker and Provide Welcome at Reception	Opportunity to Introduce Tuesday Keynote	Opportunity to Introduce Wednesday Keynote	Opportunity to Introduce organization at Tuesday Breakfast
Conference Registrations	4 Full Conference Registrations	3 Full Conference Registrations	2 Full Conference Registration	1 Full Conference Registration
Custom Social media posts with graphics	4	3	2	1
Custom emails or Market Research emails to Conference Attendees	2	1		
Mobile App Banner	1	1	1	1
Exhibitor Table during the Conference	1	1	1	1

Additional Marketing Opportunities	Cost	Description
Lanyard Sponsor	\$1,000- SOLD	Name or Logo Printed on Lanyard
Abstract Submission System Sponsor	\$900- SOLD	Sponsor Abstract Submission System
Exhibitor Table	\$1,500	Six-foot exhibitor table, 2 chairs and 2 exhibitor badges, listed on mobile app
Supporting Sponsor	\$750	Listed on mobile app, conference website

* Exhibitor badges give 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.