



New Jersey State Nurses Association and the Institute for Nursing
 115th Annual Nursing Convention
 Exhibit Show date: October 12, 2017 • Bally's • Atlantic City, NJ

Dear Friends of Nursing:

We would like to extend an invitation to join us for the 2017 New Jersey State Nurses Association and Institute for Nursing's Annual Convention, in Atlantic City. The convention will be at Bally's Atlantic City on October 10-12, 2017. The 2017 theme is **"The Kaleidoscope of Nursing: One Voice, One Vision."**

We are writing to you as a friend and supporter of our organization to ask for your assistance for our upcoming annual convention which is an event that brings people together for mutual support, education and inspiration.

We look forward to your support for, and attendance at, this unique experience - the 2017 New Jersey State Nurses Association's and the Institute for Nursing's Annual Convention.

2017 SPONSORSHIP OPPORTUNITIES

PREMIUM SPONSOR AVENUE AND BENEFITS

\$5,000 - 8,000 -- Platinum Sponsor

- Free booth in **Sponsor Row**
- Booth picture taken
- Logo recognition on convention website
- Full page B/W ad in convention journal distributed to all attendees
- Placement of one piece of approved company literature in each convention tote bag
- Special mention in Press Releases
- Acknowledgement as Platinum Sponsor on all materials (print and electronic)
- Acknowledgement at opening ceremony
- Sponsor page inclusion
- Acknowledgement as one of our prime sponsors on signage
- Acknowledgement in the *New Jersey Nurse* and the post *New Jersey Nurse* (circulation 130,000 RNs, LPNs, NJ State Legislature) newsletters

ADDITIONAL SPONSORSHIP AVENUES

<u>Sponsorship Avenues</u>	<u>Exclusive</u>	<u>Partial</u>
<input type="checkbox"/> Technology	\$8,000	\$5,000
<input type="checkbox"/> Welcome Reception	\$8,000	\$5,000
<input type="checkbox"/> Speaker Honorariums	\$6,000	\$3,000
<input type="checkbox"/> Exhibitor Lunch	\$6,000	\$3,000
<input type="checkbox"/> Tote Bags (SOLD)	\$5,000	--
<input type="checkbox"/> Welcome Reception	\$5,000	\$2,500
<input type="checkbox"/> Wednesday CT Breakfast	\$5,000	\$2,500
<input type="checkbox"/> Thursday CT Breakfast	\$5,000	\$2,500
<input type="checkbox"/> Convention Brochure	\$4,000	\$2,000

<input type="checkbox"/> Convention Journal	\$3,000	\$1,500
<input type="checkbox"/> Internet Service	\$3,000	\$1,500
<input type="checkbox"/> Photographer	\$2,000	\$1,000
<input type="checkbox"/> Truck Rental/Laborer	\$1,500	\$ 750
<input type="checkbox"/> Entertainment	\$1,500	\$ 750
<input type="checkbox"/> Poster Boards	\$1,000	\$ 500
<input type="checkbox"/> Security Services	\$ 650	--
<input type="checkbox"/> Raffle Prizes	\$ 500	--
<input type="checkbox"/> Coffee	\$ 500	--
<input type="checkbox"/> Miscellaneous	\$ 500	--

No donation is too little. Any support is appreciated. Thank you!

Sponsorship Benefits:

All supporters are acknowledged in the Book of Reports, Opening Ceremony, Signage and website.

\$4,000 - \$2,500

- Full page B/W ad in convention journal
- Signage prominently displayed at event
- Recognition at event
- Special mention in press releases
- Sponsor page inclusion
- Acknowledgment in the post *New Jersey Nurse* newsletter

\$2,000 - \$500

- ¼ page B/W ad in convention journal
- Recognition at event
- Sponsor page inclusion
- Acknowledgment in the post *New Jersey Nurse* newsletter

Agency/Contact Name:				
I would like to sponsor:				
Total Amount Due	\$			
<input type="checkbox"/> Check Enclosed (Payable to NJSNA); <input type="checkbox"/> Purchase Order Attached; <input type="checkbox"/> Bill my Credit Card				
Cardholder:				
Card Number:		Exp.		CVV
Signature:			Date:	

QUESTIONS? Contact:

Debra Harwell – 609.883.5335 ext. 119 – deb@njsna.org

Fatima Sanchez – sbatmaj@aol.com

“The Kaleidoscope of Nursing: One Voice, One Vision”