

2024 Deans Annual Meeting

Exhibit & Sponsorship Prospectus



March 23-25, 2024

The Fairmont Washington, DC

Visit aacnnursing.org/deans-meeting to learn more.

Dear Exhibitor,

Showcase your innovative products and services at this year's Deans Annual Meeting , March 23-25, 2024, in Washington, DC – a member-only event open *exclusively* to deans/directors from AACN member schools of nursing.

Our customizable sponsorship opportunities allow you to amp up your presence further and complement your unique audience engagement strategy. Utilize our conference platform to raise brand awareness, attract new business, and connect with those leading the change in nursing education, health, and health care!

Submit your application [here](#) or email Kate Waggoner, kwaggoner@aacnnursing.org for additional information.

See you in Washington, DC!

BENEFITS OF EXHIBITING

- 1 Exclusive access to academic nursing leaders from AACN member schools.
- 2 Gain insights into current issues, industry trends, and challenges your customers are facing.
- 3 Reach an audience with buying power.
- 4 Network and connect with customers face-to-face at your booth.
- 5 Promote brand awareness to generate sales leads and new customers.

WHO SHOULD EXHIBIT?

Companies and Organizations offering services and products in the areas of:

- Accreditation
- Analytical Services
- Background/Drug Testing
- Career & Employment Services
- Certification & Accreditation
- Clinical Placement
- Consulting Services
- Continuing Education
- Curriculum Management
- Design & Architecture
- Education Technology
- Health & Wellness
- Medical Supplies
- Nursing Apparel
- Online Testing
- Professional Association
- Publishing
- Simulation Technology
- Software/Information Systems
- Student Admission & Application Services



WHAT TO EXPECT ONSITE...

- One 6-foot skirted table within an approximate 6 ft x 6 ft space
- The exhibit space is carpeted
- Two chairs
- Booth identification sign
- Wastebasket
- Up to three staff badges (*exhibit hall access only*)
- Access to meal functions
- Access to mailing addresses of event registrants

\$3,750



ATTENDEE DEMOGRAPHICS

Who They Are and Where They Are From:

400+

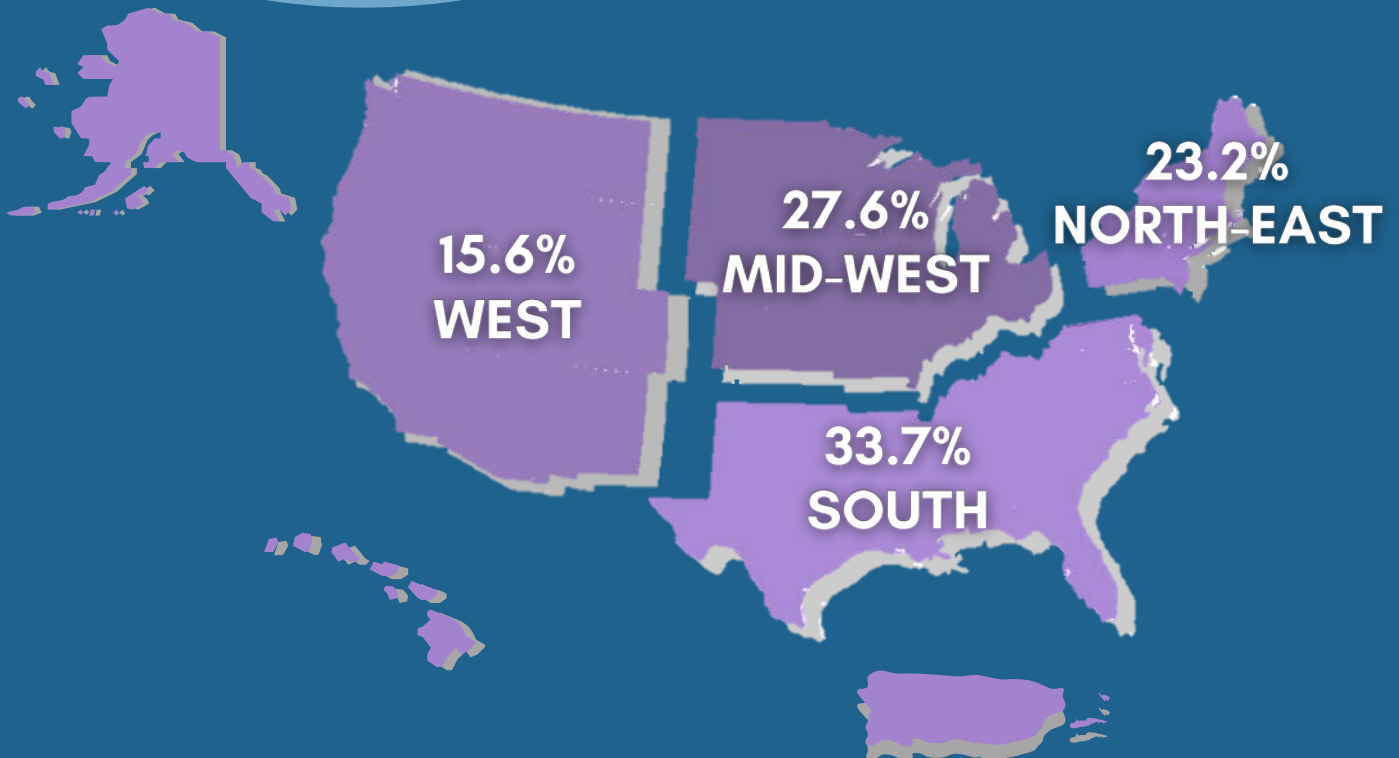
Academic Health Center 21.4%

Public School 20.9%

Small School 25.8%

Private School 31.9%

 Chief Academic Nursing Officers



SET UP

Saturday, March 23

9:00 a.m.-11:30 a.m.

TEAR DOWN

Sunday, March 24

7:00 p.m.-9:00 p.m.

SHOWCASE HOURS

Saturday, March 23

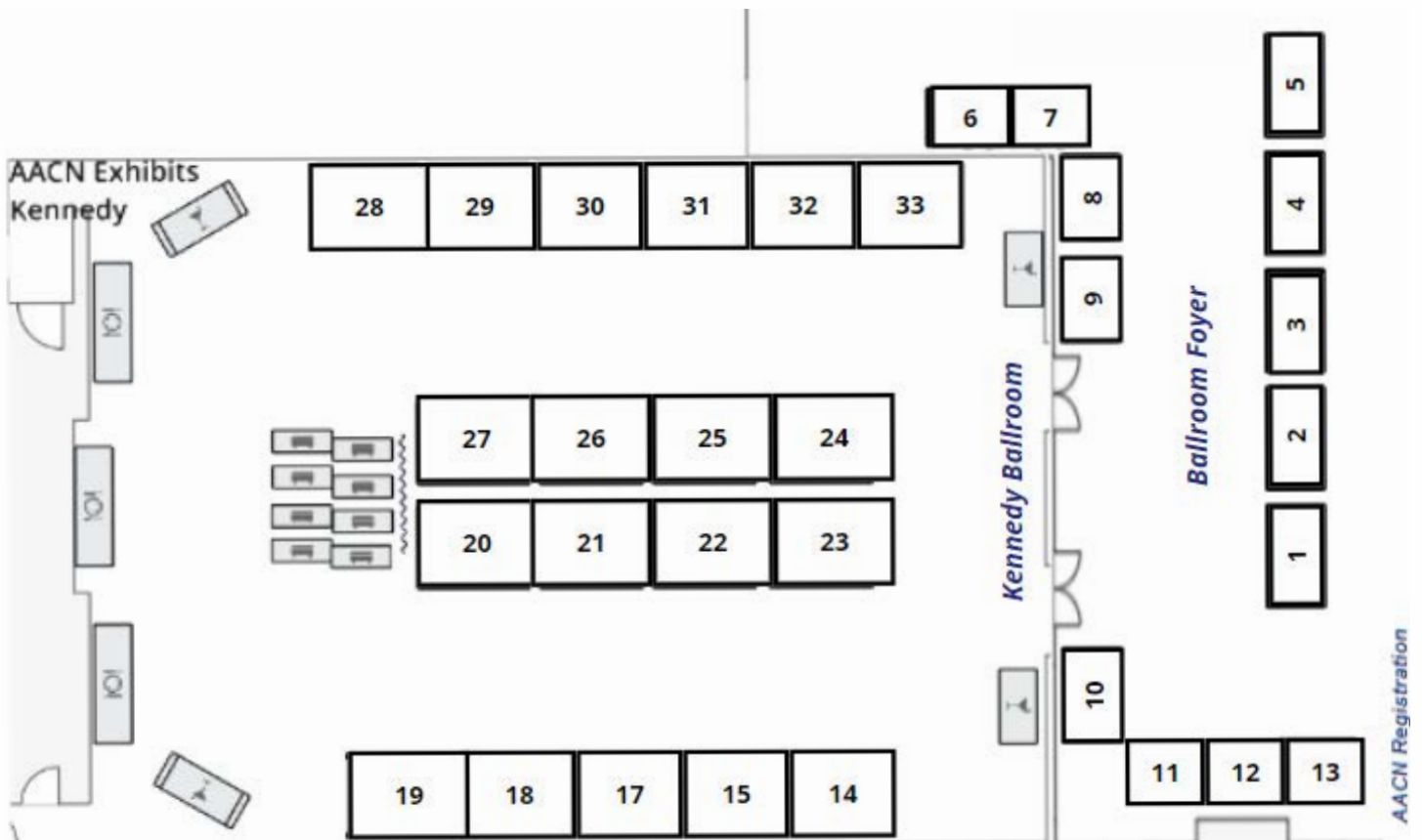
12:00 p.m.-4:00 p.m.

Sunday, March 24

12:00 p.m.-7:00 p.m.

Note: The exhibit hours and floorplan are subject to change.

EXHIBITOR SHOWCASE FLOORPLAN



BOOTH SELECTION

Exhibit booths will be reserved on a first-come, first-serve basis.

Once your payment has been received, a member of the AACN conference team will provide you access to the booth selection and materials forms.

SPONSORSHIP OPPORTUNITIES

Opening Plenary

\$6,000

Your company is acknowledged as a supporter of the opening plenary. Plenary speakers feature industry experts and agents of change; they are highly rated and very well attended.

Closing Plenary

\$6,000

Your company is acknowledged as a supporter of the closing plenary. Plenary speakers feature industry experts and agents of change; they are highly rated and very well attended.



Coffee/Refreshment Break

\$2,500

Be the reason attendees are awake and smiling. Sponsoring the coffee break means they will have you to thank. You may provide branded water bottles at the water station.

(Limited Availability)

Solution Circle

\$5,000

Position yourself as a strategic partner to meet our members needs. Host a 60-minute educational session to connect with conference participants in a collaborative format while examining current challenges in the field of academic nursing. Solution Circle Hosts will be listed on the conference schedule. Session content must be approved by AACN. *(Limited Availability)*



Conference Welcome Bag

\$5,500

Be on everyone's mind when each attendee will receive your co-branded bag at the registration desk.

Welcome Bag Insert

\$1,500

Drive traffic to your booth by advertising in each attendee's conference bag.

(Limited Availability)

Lanyards

\$5,000

Make your company a part of every attendees outfit of the day. Attendees will be wearing lanyards with your logo throughout the entire conference.



SPONSORSHIP OPPORTUNITIES

CONTINUED

Pre-Conference Email Blast

\$2,000

Company-provided content will be distributed by AACN via email to all registered conference attendees prior to the conference. Email must be approved by AACN.

(Limited Availability)



Post-Conference Email Blast

\$2,000

Company-provided content will be distributed by AACN via email to all registered conference attendees following the conference. Email must be approved by AACN.

(Limited Availability)

WiFi Partner

\$5,000

This exclusive opportunity allows you to connect with attendees virtually everywhere. Your company name (or abbreviation thereof) will be used by all onsite attendees as the password for internet login.



Push Notifications in Mobile App

\$1,000

A great way to notify attendees of product launches or other important messaging that you want them to know. Includes 3 custom messages, one per day.

(Limited Availability)

CUSTOM SPONSORSHIP

Have a sponsorship you don't see? Give us a call and let's make it happen! We are ready to help you create a lasting impression that attendees won't be able to stop talking about.

Email for Pricing.

Contact Kate Waggoner for more information: kwaggoner@aacnnursing.org.

**REGISTER
TODAY!**

REGISTER

