

Promotional Sponsorships Cont'd

Registration Kick Panels \$10,000

First impressions are lasting and your company name and logo will be the one attendees see as they register in this high traffic area. Showcase your company's logo to all in the registration area. Your logo will appear on half of the on-site registration kick panels and your company's name will be the first exhibitor that attendees see.

USB Drive \$10,000

Your company's promotional materials will be pre-loaded on each thumb drive. These will be distributed to all conference attendees at registration.

Benefits:

- ▲ Your company logo* will be on each USB drive handed out to attendees at registration
- ▲ Up to 10 thumb drives for your use

Blackberry/Phone Charging Stations Investment \$8,000

Capture the undivided attention of attendees as they power up their blackberries, cell phones and other wireless devices without leaving the conference. The Recharge Station provides a convenient service to NAPNAP attendees and gives your company the opportunity to get your message across to a captive audience.

Benefits:

- ▲ Your company's video playing continuously on the recharge station
- ▲ Your company printed message displayed on the front of the station
- ▲ 2 charging stations will be placed in high visibility areas

Cyber Café \$8,000 per kiosk (4 kiosks available)

Our attendees love to stay connected! The on-site Cyber Café is where attendees converge to check email, confirm flights and connect with their home and office throughout the conference. Located in a high traffic area, your logo will be seen repeatedly by attendees throughout the conference.

Benefits:

- ▲ Each kiosk will display your logo on the panels above each of the computers (three computers per kiosk)
- ▲ Your logo will serve as the screen saver and your website will be the default webpage
- ▲ Opportunity to provide mouse pads at your kiosk

Water Stations \$7,500

Attendees appreciate the simple availability of water at a conference. Put your company logo* in front of all the attendees as they reach for a refreshing drink!

Benefits:

- ▲ Your company logo* on signage at all the water stations scattered throughout the conference
- ▲ Opportunity to distribute literature at each water station

Conference Notepad \$5,000

The conference notepad provides an easy and effective way to get your message in the hands of all the conference registrants. The notepad is a valuable tool used by attendees during the conference sessions. Each notepad will be placed in the tote bag received by all registrants.

Benefits:

- ▲ Exclusive sponsor of conference notepad
- ▲ Your company will design the cover and inside pages of the notepad (artwork approval required by NAPNAP)
- ▲ 10 notepads provided for your use

Conference Pen \$4,000

Place your logo on a high quality highlighter pen that will be distributed to all conference attendees at registration. This is a great opportunity for exposure both during and well after the conference, as attendees reach for a pen, your company logo will be on it!

Benefits:

- ▲ Your company logo on the conference highlighter pen
- ▲ 10 highlighter pens provided for your use

Antibacterial Gel/Hand Sanitizer \$3,500 + sponsor provides gel

By attendee request! Attendees will receive a small bottle of antibacterial gel in the tote bag for use throughout the conference.

Benefits:

- ▲ Exclusive sponsor of the antibacterial gel
- ▲ Logo can be imprinted on bottle (if sponsoring company is not manufacturer of gel)
- ▲ Sample bottle must be submitted to NAPNAP for approval
- ▲ Option to also place large hand sanitizer bottles at the Cyber Café

Become a NAPNAP Strategic Partner and enjoy these additional benefits of NAPNAP support

Platinum NAPNAP Partner \$25,000

Benefits include:

- ▲ Complimentary 10'x 10' booth
- ▲ One time use of NAPNAP Membership Mailing List
- ▲ One time use of NAPNAP Pre Show attendee list
- ▲ Logo* recognition with hyperlink to your website from exhibitor listing webpage
- ▲ Full page, 4-color ad in Program Guide
- ▲ Opportunity to have a prize drawing from your booth on the last day of exhibits
- ▲ Tote Bag Insert
- ▲ Two (2) Full Conference passes
- ▲ Five (5) additional exhibitor badges
- ▲ Two (2) Exhibit Hall passes
- ▲ 75 word description in Program Guide

Gold NAPNAP Partner \$15,000

Benefits include:

- ▲ One time use of NAPNAP Membership Mailing List
- ▲ One time use of NAPNAP Pre Show attendee list
- ▲ Half page, 4-color ad in Program Guide
- ▲ Tote Bag Insert
- ▲ One (1) Full Conference Pass
- ▲ Three (3) additional exhibitor badges
- ▲ 75 word description in Program Guide

Silver NAPNAP Partner \$7,500

Benefits include:

- ▲ One time use of NAPNAP Pre Show attendee list
- ▲ One 8'x 3' single sided meter board
- ▲ Half page, 4-color ad in Program Guide
- ▲ Tote Bag Insert

Bronze NAPNAP Partner \$2,500

Benefits include:

- ▲ One time use of NAPNAP Pre Show attendee list
- ▲ Tote Bag Insert



32nd Annual Conference on Pediatric Health Care
Charting the Course for Advocacy and Innovation

Each NAPNAP sponsor and partner will also receive the following benefits:

- Corporate logo* on general sponsor acknowledgement sign by exhibit hall entrance
- Sponsor recognition in printed conference materials
- Hyperlink to your website from Exhibitor listing webpage
- Sponsor plaque for your booth
- Sponsor ribbons for booth staff
- Priority Points for 2012 booth renewal.

Points will be awarded based on level of investment:

\$20,000+ = 5 points, \$15,000 - \$19,999 = 4 points, \$10,000 - \$14,999 = 3 points, \$5,000 - \$9,999 = 2 points, \$1,000 - \$4,999 = 1 point

* Corporate logo only; no product logos may be used due to industry regulations

NAPNAP 2011 Opportunities for Support

EVENT SPONSORSHIPS

Opening Reception \$20,000

Attendees look forward to the Opening Reception each year where they enjoy a festive atmosphere, hors d'oeuvres and drinks while talking with exhibitors, meeting old friends and making new acquaintances. This reception always proves to be an exciting way to kick-off the conference and also provides a great opportunity for attendees to network with your company representatives.

Benefits:

- ▲ Exclusive sponsor of the Opening Reception
- ▲ Complimentary 10'x10' booth space (\$2,900 value)
- ▲ Two complimentary conference registrations (\$900 value)
- ▲ Complimentary pre-show attendee mailing list (\$750 value)
- ▲ Opportunity to have a prize drawing from your booth (microphone provided)
- ▲ Logo* on signage at entrance to Exhibit Hall, food & beverage stations, and on napkins and table tents
- ▲ PA announcements by show management throughout the reception acknowledging your sponsorship of the evening
- ▲ Food and beverage stations near your booth (if space allows)
- ▲ Five (5) additional exhibitor badges (\$500 value)
- ▲ First listing on large sponsor signage displayed near entrance to the Exhibit Hall

Awards Breakfast \$15,000

NAPNAP's annual showcase of Industry Sponsors, Award Winners and Grant/Scholarship recipients. This event celebrates NAPNAP's achievements of the preceding year and attracts over 400 attendees.

Benefits:

- ▲ Exclusive sponsor of Awards Breakfast
- ▲ Opportunity for your company representative to speak about your relationship with NAPNAP (2-3 minutes maximum)
- ▲ Verbal acknowledgement from podium
- ▲ One Complimentary Passport to Prize entry
- ▲ Sponsor recognition on signage at the event, including table tents
- ▲ Logo* included in Power Point presentation prior to event
- ▲ Complimentary full page, 4-color ad in Program Book

General Session Keynote Luncheon

\$12,000

Held on Thursday, March 23rd the General Session Keynote is an important event for all conference attendees. Your logo* will be displayed prominently throughout the room as our pediatric nurse practitioners learn from a nationally recognized Keynote speaker and enjoy lunch.

Benefits:

- ▲ Exclusive sponsor of the Keynote Luncheon
- ▲ Opportunity for your company representative to introduce the Keynote Speaker (scripted remarks provided by NAPNAP)
- ▲ Logo* included in the Power Point presentation shown during event walk-in
- ▲ Logo* and booth number on table tents placed throughout the room
- ▲ Logo* on signage at entrance to keynote
- ▲ Verbal acknowledgement of sponsorship from the podium
- ▲ Opportunity to place one piece of literature at event

Chapter President's Reception \$7,500

An annual must attend event, this opportunity places your Company at the table with NAPNAP's key leaders at the national, regional and local levels.

Benefits:

- ▲ Exclusive sponsor of Chapter President's Reception
- ▲ Sponsor recognition on signage at event
- ▲ Logo* and booth number on cocktail napkins and table tents throughout event
- ▲ Verbal acknowledgement of sponsorship at the event

Continental Breakfast \$5,000

Held in the exhibit hall on Saturday morning, your logo* will be prominently displayed as attendees enjoy breakfast before visiting the exhibits.

Benefits:

- ▲ Sponsor recognition on signage at event
- ▲ Logo* and booth number on napkins and table tents throughout event
- ▲ Verbal acknowledgement of your sponsorship during the event

Conference Breaks Thursday: \$5,000; Friday: \$5,000; Saturday: \$2,500; Sponsors for all breaks: \$12,000

Promote your product and reinforce your presence at the Conference as attendees relax between sessions and in the exhibit hall.

Benefits:

- ▲ Logo* and booth number on cocktail napkins and table tents throughout event
- ▲ Your company's logo* and one sentence message will be displayed on signage at the event
- ▲ Break schedule is as follows:
Thursday, March 24 – morning and afternoon (2 breaks)
Friday, March 25 – morning and afternoon (2 breaks)
Saturday, March 26 – afternoon (1 break)

PROMOTIONAL SPONSORSHIPS

Tote Bags \$15,000

Have your company logo placed predominantly in front of each attendee. The tote bags are filled with registration materials and are used throughout the conference to gather information from the exhibit floor.

Benefits:

- ▲ Exclusive sponsor of the NAPNAP 2011 Tote Bag
- ▲ Logo imprinted on each bag (one-color), along with NAPNAP 2011 conference logo
- ▲ Complimentary full page, 4-color ad in Program Guide
- ▲ Complimentary insert in conference tote bag

Badge Holders w/Lanyard \$10,000

Badge holders provide highly visible recognition. Place your company logo on a wallet style badge holders that includes a pouch to store money, credit cards and a room key. These are distributed to all conference attendees who are required to wear them throughout the conference.

Benefits:

- ▲ Exclusive sponsor of the NAPNAP 2011 Badge Holder
- ▲ Company name and logo on badge holder (one-color)

Program Guide \$10,000

The program guide is an easy to use reference of all of the conference events and exhibits, including educational sessions, special events and floor plans.

Benefits:

- ▲ Your company name and logo* positioned on the bottom of the Program Guide cover
- ▲ Complimentary full page, 4-color ad in the Program Guide
- ▲ Complimentary insert in conference tote bag
- ▲ Belly band option available for an additional \$5,000

Relaxation Station \$10,000

This feel good sponsorship builds brand value and creates positive associations with your company. Professional massage therapists on the exhibit hall floor give this seated, upper body massage. You will generate booth traffic and create outstanding visibility by sponsoring one of the most popular spots in the exhibit hall. Conference attendees will thank you for the excellent and revitalizing service you are providing.

Benefits:

- ▲ Your company logo will be on signage promotion for the Relaxation Station
- ▲ Opportunity for your company to provide massage ticket