

NICHE CONFERENCE

NURSES IMPROVING CARE FOR HEALTHSYSTEM ELDERS

2017 Annual NICHE Conference Sponsorship Prospectus

A large, semi-circular logo in the background. It features a yellow outer ring with the text "25 YEARS OF DRIVING NURSING EXCELLENCE" in purple. Inside the ring, the word "NICHE" is written in a purple serif font, and the number "25" is written in a large, stylized purple font. Below the "25", the text "CONFERENCE 2017 AUSTIN, TX" is visible in a light purple, semi-transparent font.

NICHE
25

April 19 - 22, 2017

J.W. Marriott Hotel

110 E. 2nd St.

Austin, TX

Contact **Hermann Mazard**

212-998-5324 | sponsorship@nicheprogram.org | conference.nicheprogram.org

New York University Rory Meyers College of Nursing

250 Park Avenue South, 6th Floor, New York, NY 10003

ABOUT

NICHE is a leading provider of education and training for healthcare facilities looking to improve the care of older adults. Its client base includes more than 680 hospitals and healthcare facilities, making it one of the largest nurse-driven initiatives in North America. A division of the Rory Meyers School of Nursing at New York University, NICHE promotes principals and tools for stimulating systemic change in the culture of healthcare facilities.



At the heart of NICHE's offerings are programs and protocols that empower nurses. By focusing on the performance of nursing practices, NICHE has been able to have a substantive and positive impact on patient care.

ATTENDEE STATS



healthcare professionals

from



hospitals + healthcare facilities

WHY SPONSOR

Sponsorship offers high profile visibility at one of the premiere conferences for nurse leaders and healthcare professionals. It allows you to distinguish your organization as a leader in the fields of nursing and care of older adults. Sponsorship packages and exhibitor options allow you to:

Boost sales and recruitment, **showcase** new products and services, and **mine** market intelligence.

Advantages include: **Marketing** your organization to **1,100** healthcare professionals, **communicate** with influential nurses, and high-profile **exposure** to healthcare leaders.

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SPONSORSHIP PACKAGES



PLATINUM | \$20,000

Premier package plus:

- Custom name and logo included on conference WIFI splash page with links to your company's site
- Sponsorship of Opening Day Poster Reception
- Company logo displayed on conference monitors
- Complimentary exhibit table
- Two (2) all-access conference registrations
- Two (2) tote bag inserts (quantity: 1,100)
- One (1) conference app banner ad
- Full-page conference program ad; priority placement

PREMIER | \$15,000

Speciality package plus:

- Sponsorship of Pre-Conference Partnership Summit
- Complimentary exhibit table
- Company logo displayed on conference monitors
- One (1) all-access conference registration
- One (1) tote bag inserts (quantity =1,100)
- One (1) conference app banner ad
- Full-page conference program ad; preferred placement

SPECIALITY | \$10,000

Signature package plus:

- Complimentary exhibit table
- One (1) all-access conference registration
- One (1) tote bag insert (quantity =1,100)
- One (1) conference app banner ad
- Full-page conference program ad; preferred placement

SIGNATURE | \$5,000

Associate package plus:

- One (1) tote bag insert (quantity= 1,100)
- Full-page conference program ad

ASSOCIATE | \$2,500

- One (1) tote bag insert (quantity: 1,100)
- Half-page conference program ad
- Company name and logo included on conference website and app with embedded hyperlink.
- Company name and logo imprinted on conference materials and on-site signage
- Pre- & post-conference attendee email blasts and periodic mentions on NICHE social media.

EXHIBIT TABLE | \$2,000

- Offers face-to-face contact with over 1,100 prospective clients from 350 healthcare companies
- Includes an 8' table with tablecloth and seating for one
- One (1) all-access conference registration
- Company name and logo included on conference website and app with embedded hyperlink.
- Company name and logo imprinted on conference materials and on-site signage

TOTE BAG INSERT | \$2,000

- One (1) tote bag insert (quantity: 1,100)

CONFERENCE PROGRAM ADS

Ad Type	Dimensions	Cost
Full Page (Inside Cover)	7½" W x 9½" H	\$2,000
Full Page (Back Cover)	7½" W x 9½" H	\$1,800
Full Page (Back Ins Cover)	7½" W x 9½" H	\$1,600
Full Page	7½" W x 9½" H	\$1,500
Half Page	7½" W x 4½" H	\$1,000

DIGITAL BANNER AD

Ad Type	Dimensions	Cost
Mobile banner	552 x 150px smartphone 780 x 320px tablet	\$2,500

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SPONSORSHIP APPLICATION



Sponsorship applications will be accepted on a first-received basis, with right of first refusal privileges extended to companies who had sponsored a prior NICHE conference.

To apply for sponsorship of the 2017 NICHE Conference, please complete, sign, and either email, fax, or mail this form, accompanied by full payment. There will be no refunds for cancellations received after February 3, 2017. NICHE reserves the right to determine the eligibility of any advertiser for inclusion in conference marketing material.

SPONSORSHIP PACKAGES

<input type="checkbox"/> Platinum Sponsor	\$20,000	<input type="checkbox"/> Digital Banner Ad Only	\$2,500
<input type="checkbox"/> Premiere Sponsor	\$15,000	<input type="checkbox"/> Full Page Ad (Inside Cover)	\$2,000
<input type="checkbox"/> Specialty Sponsor	\$10,000	<input type="checkbox"/> Full Page Ad (Back Cover)	\$1,800
<input type="checkbox"/> Signature Sponsor	\$5,000	<input type="checkbox"/> Full Page Ad (Back Ins Cover)	\$1,600
<input type="checkbox"/> Associate Sponsor	\$2,500	<input type="checkbox"/> Full Page Ad	\$1,500
<input type="checkbox"/> Exhibit Table Only	\$2,000	<input type="checkbox"/> Half Page Ad	\$1,000
<input type="checkbox"/> Tote Bag Only	\$1,000		

CONTACT INFORMATION

Name Title

Company

Address

City State Zip

Phone Email

PAYMENT METHOD

Check Enclosed: Payable to New York University Check: Send Invoice

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