



**Pennsylvania Organization of Nurse Leaders
Annual Nursing Leadership
Conference Exhibitor Prospectus**

Sept. 9-10, 2021

Lancaster Marriott at Penn Square | Lancaster, PA



NURSING LEADERSHIP CONFERENCE

Dear Colleague and Friend of PONL,

The 2021 Pennsylvania Organization of Nurse Leaders (PONL) Nursing Leadership Conference will be held Sept. 9-10, 2021, at the Lancaster Marriott at Penn Square in Lancaster, PA.

This year's topics will address cutting-edge issues critical to the success of today's nursing leaders. Presenters are experts in their fields and are recognized as thought leaders who will stimulate attendees to explore innovative approaches to workplace challenges.

We invite you to select from one of the various opportunities to support PONL found in this prospectus. Each year we strive to make our conference bigger and better than the previous. The sponsors and exhibitors give us very favorable feedback every year, and we will sell-out.

PONL has over 500 members that come from across Pennsylvania and span roles from frontline nurse managers to senior vice presidents/CNOs and COOs from large multisystem organizations. By supporting PONL, you will have access to key nurse leaders and decision makers within their facilities.

The PONL Annual Nursing Leadership Conference offers many opportunities for our sponsors and exhibitors to network with attendees. We invite you to increase the visibility of your business, organization, product or service with Pennsylvania's nurse leaders by sponsoring a speaker, event, table, branding item or by being a benefactor.

Please review the prospectus and select the level that best works for you. We appreciate your support and attendance.

Should you have any questions, or need further information, please contact Helena (Woolslayer) Karlinski by phone at 412-723-2535 x 111, or by e-mail at hkarlinski@cmemanage.com.

Looking forward to seeing you in Lancaster!

A handwritten signature in cursive script that reads "Marion Burns Tuck". The ink is dark and the signature is fluid and legible.

Marion Burns Tuck, PhD, RN, FACHE, NEA-BC
PONL Executive Director

SPONSORSHIP OPPORTUNITIES

PONL offers various sponsorship and exhibiting opportunities to fit any budget. Exposure varies by level; please see the sponsorship and exhibiting levels below for details.

All Sponsors and Exhibitors receive booth space, which includes one 6' table and two chairs*, as well as admittance to the conference luncheon and sessions for attending representatives. CNEs will be provided to those who complete their evaluations. Booth space is not included for the Benefactor level.

PLATINUM

\$4,000

2 total opportunities

PLATINUM SPONSOR RECEIVES:

- Two complimentary sponsor registrations**
- Copy of attendee list
- Complimentary Trail Map Stop
- Company logo on signage and conference materials
- Two-time use of PONL membership mailing list
- One year of complimentary advertising on PONL website
- Verbal acknowledgment of supporting company preceding keynote/endnote presentation (*keynote or endnote sponsorships only*)
- Splash screen featuring company logo (*conference mobile app sponsor only*)
- Company logo on conference app exhibitor listing
- Link to URL of choosing in the PONL app navigation

CHOOSE ONE SPONSORSHIP OPTION:

- Unrestricted educational grant to support a keynote speaker of PONL's choosing
- Conference mobile app

GOLD

\$3,500

4 total opportunities

GOLD SPONSOR RECEIVES:

- Two complimentary sponsor registrations**
- Copy of attendee list
- Complimentary Trail Map Stop
- Company logo on signage and conference materials
- Dedicated signage acknowledging sponsor at event
- Table tents acknowledging sponsor around food area
- One-time use of PONL membership mailing list
- "PONL Sponsor" logo on conference app exhibitor listing

CHOOSE ONE SPONSORSHIP OPTION:

- Welcome Luncheon - Thursday, Sept. 9
- Networking/Poster Reception - Thursday, Sept. 9
- Breakfast - Friday, Sept. 10
- Awards Luncheon - Friday, Sept. 10

* \$350 additional fee for double exhibit space | ** Additional representative fee of \$250



NURSING LEADERSHIP CONFERENCE

SILVER

\$2,250

8 total opportunities

SILVER SPONSOR RECEIVES:

- Two complimentary sponsor registrations**
- Copy of attendee list
- Complimentary Trail Map Stop
- Verbal acknowledgment of supporting company preceding conference presentation (*conference speaker sponsors only*)
- Table tents acknowledging sponsor around food area (*break sponsors only*)
- Company logo on signage and conference materials
- One-time use of PONL membership mailing list
- "PONL Sponsor" logo on conference app exhibitor listing

CHOOSE ONE SPONSORSHIP OPTION:

- Unrestricted educational grant to support a conference speaker of PONL's choosing
- Afternoon break - Thursday, Sept. 9
- Morning break - Friday, Sept. 10

EXHIBITOR

\$1,750

25 total opportunities

EXHIBITOR RECEIVES:

- One complimentary exhibitor registration**
- Copy of attendee list
- Company logo on signage and conference materials
- "PONL Exhibitor" logo on conference app exhibitor listing

BENEFACTOR

\$1,000

BENEFACTOR RECEIVES:

- One attending representative registration**
- Company logo on signage and conference materials

** Additional fee of \$350 for additional exhibit space | ** Additional representative fee of \$250*

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Increase your exposure by adding one of our additional sponsorship options.

TRAIL MAP STOP – \$100

Drive traffic directly to your booth by becoming a mandatory stop on our exhibitor Trail Map! Attendees will receive Trail Map card in their registration packets with sponsoring companies' names. Each sponsoring company will receive branded stickers, and when the attendee visits your booth, you'll place a sticker on your company's "stop" on the Trail Map. PONL will purchase gift cards that will be raffled off to attendees who fill their cards.

PENS – \$450 *(includes cost of 300 branded pens)*

Sponsor pens co-branded with your company's logo and the PONL logo that will be distributed to all attendees at registration.

NOTEBOOKS – \$550 *(includes cost of 300 branded notebooks)*

Sponsor notebooks co-branded with your company's logo and the PONL logo that will be distributed to all attendees at registration.

TOTE BAGS– \$700 *(includes cost of 300 branded bags)*

Get your brand noticed! Sponsor quality tote bags co-branded with your company's logo and the PONL logo that will be distributed to all attendees at registration.

FULL-PAGE AD IN PRE-CONFERENCE BROCHURE – \$300

Share your message in a full-page, full-color ad in PONL's digital pre-conference brochure, viewed by the more than 1,400 PONL members and non-members in our database. Increase your interaction by including up to five (5) specified links in the PDF ad. Ad specs are: 8" x 10.5" finish size; full-color; PDF format only. Contact the PONL Office for more information.

We are also open to YOUR ideas, too! Contact the [PONL Office](#) to share your unique sponsorship idea.

CANCELLATION OR WITHDRAWAL

Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received on or before July 30, 2021, a refund of all monies minus a charge of \$200 will be refunded. **Cancellation for any reason after July 30, 2021, will not be eligible for any refund.**

COVID-19 PUBLIC MEETING GUIDELINES

The 2021 PONL Annual Nursing Leadership Conference will strictly adhere to the Centers for Disease Control (CDC) guidelines in order to keep all meeting attendees safe. While our conference is the hallmark of our community, we understand the ongoing pandemic continues to create unforeseeable circumstances for in-person events. PONL Leadership is proactively monitoring COVID-19 updates and will alert attendees should this year's meeting pivot virtually. Should we provide a virtual or hybrid format, we will allow this year's sponsors to convert their opportunities electronically. Stay tuned for more 2021 PONL Leadership Conference updates in the future.

HOTEL INFORMATION

LANCASTER MARRIOTT AT PENN SQUARE

25 South Queen Street
Lancaster, PA 17603



Experience this landmark hotel in Lancaster, PA, a city named a “Top 10 U.S. City to Visit” by Forbes. Central to Downtown Lancaster and beautifully integrated with a world-class convention center, Lancaster Marriott at Penn Square offers a prime location in Lancaster City within walking distance to full-time entertainment and trendy dining. This historic Lancaster, Pennsylvania, hotel offers amenities discerning guests expect - featuring elegant interiors, impeccable service and dining, as well as remarkable architecture and history, including a preserved section of the Underground Railroad. Brand new, upscale guestrooms offer sweeping city views, LCD TVs, granite countertops, and lavish bedding. Just steps away in Downtown Lancaster, guests can explore over 90 art galleries, a burgeoning food scene, shopping, and historic landmarks including one of the largest National Historic Register Districts in the country. Depart from ordinary hotels and discover the illustrious Lancaster.

PONL ROOM BLOCK OPENING IN MAY

Register to Exhibit Online

Secure your spot online through the PONL 2021 Leadership Conference Exhibitor Registration. Pay instantly via credit card or mail a check with the online form.

For additional information, please contact vendor coordinator
Helena (Woolslayer) Karlinski
e: hkarlinski@cmemanage.com
p: 412-723-2535 x 111