

NICHE CONFERENCE

NURSES IMPROVING CARE FOR HEALTHSYSTEM ELDERS

Sponsorship Prospectus

DRIVING GERIATRIC
2018

NICHE
CONFERENCE

ATLANTA, GA

April 10 - 13, 2018

Atlanta Marriott Marquis
265 Peachtree Center Ave., NE
Atlanta, GA

Contact NICHE

212-998-5445 | conference@nicheprogram.org | nicheprogram.org

NYU Rory Meyers College of Nursing

380 Second Avenue, Suite 306, New York, NY 10010

ABOUT

NICHE is a nursing education and consultation program designed to improve geriatric care in healthcare organizations. The NICHE program of NYU Rory Meyers College of Nursing provides resources for nurses and interdisciplinary teams to achieve organizational goals for the care of older adults.



Programs and protocols that empower nurses. By focusing on the performance of nursing practices, NICHE members are able to have a substantive and positive impact on patient care.

ATTENDEES



healthcare professionals

from



hospitals + facilities

WHY SPONSOR

Sponsorship offers high profile visibility at one of the premiere conferences for nurses 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 **800** healthcare professionals, **communicating** with influential nurses, and **gaining** exposure to innovative healthcare leaders.

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PACKAGES



LUNCH SPONSOR | \$30,000 (4 available)

- Signage at lunch location
- Verbal recognition at that day's general assembly
- Written recognition in conference program
- One (1) conference app banner ad with link to website
- Two (2) registration passes (four-day passes)
- 6' exhibitor table with tablecloth and seating for two (2)
- Company logo included on conference webpage
- Conference attendee contact information (upon request)

BREAKFAST SPONSOR | \$20,000 (3 available)

- Signage at breakfast location
- Verbal recognition at that day's general assembly
- Written recognition in conference program
- One (1) conference app banner ad with link to website
- Two (2) registration passes (four-day passes)
- 6' exhibitor table with tablecloth and seating for two (2)
- Company logo included on conference webpage
- Conference attendee contact information (upon request)

PLATINUM | \$20,000 (1 available)

- Sponsorship of opening day poster reception
- Logo on conference tote
- Conference attendee contact information (upon request)
- Full-page conference program ad on back cover
- Four (4) registration passes (four-day passes)
- One (1) conference app banner ad with link to website
- Company logo displayed on conference monitor
- 6' exhibitor table with tablecloth and seating for two (2)
- Company logo included on conference webpage

SILVER | \$10,000

- Full-page conference program ad
- Two (2) registration passes (four-day passes)
- One (1) conference app banner ad with link to website
- Company logo displayed on conference monitor
- 6' exhibitor table with tablecloth and seating for two (2)
- Company logo included on conference webpage

EXHIBITOR | \$3,500

- One (1) registration passes (four-day passes)
- 6' exhibitor table with tablecloth and seating for two (2)
- Company logo included on conference webpage

REFRESHMENT SPONSOR | \$15,000

(2 available)

- Signage at refreshment break location
- Verbal recognition at day's general assembly
- Written recognition in conference program
- One (1) conference app banner ad with link to website
- Two (2) registration passes (four-day passes)
- Company logo included on conference webpage
- Conference attendee contact information (upon request)

GOLD | \$15,000 (2 available)

- Sponsorship of pre-conference
- Conference attendee contact information (upon request)
- Full-page conference program ad; inside front or inside back cover (first placement available)
- Two (2) registration passes (four-day passes)
- One (1) conference app banner ad with link to website
- Company logo displayed on conference monitor
- 6' exhibitor table with tablecloth and seating for two (2)
- Company logo included on conference webpage

BRONZE | \$5,000

- Half-page conference program ad
- One (1) registration pass (four-day passes)
- Company logo displayed on conference monitor
- 6' exhibitor table with tablecloth and seating for two (2)
- Company logo included on conference webpage

ADVERTISEMENTS

PROGRAM

Ad Size	Dimensions	Cost
Full-page	5.5" W x 8.5" H	\$1,500
Half-page	5.5" W x 4.25" H	\$1,000

Artwork should be provided as print-ready PDF files (CMYK, 300 dpi) at the dimensions provided here (width x height). If your artwork bleeds (prints to the edges of your ad), please provide crop marks and include an additional .125 inch on all sides. We cannot accommodate ads that do not meet these requirements.

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