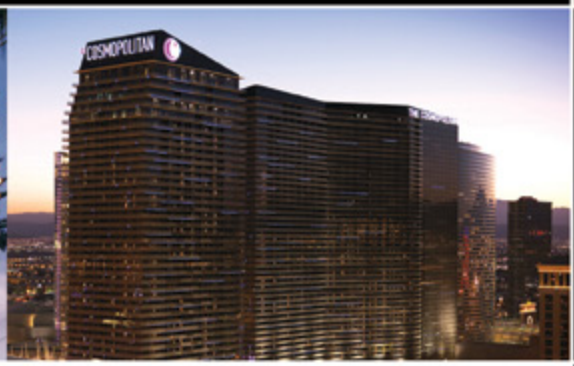
SPONSOR OPPORTUNITIES



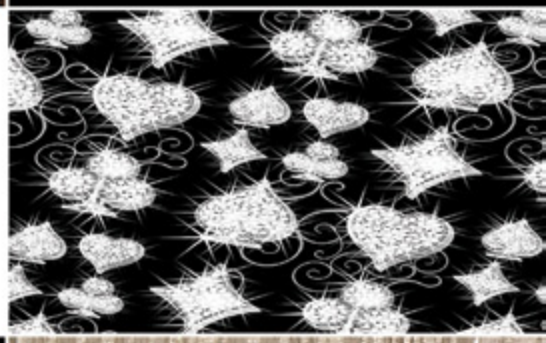
THE COSMOPOLITAN™
of LAS VEGAS

April 15–18, 2013

Preconference April 13–15
Exhibits April 16–17

AAOHN 2013
NATIONAL CONFERENCE

A Winning Future for Occupational Health Nurses



WHAT IS THE AMERICAN ASSOCIATION OF OCCUPATIONAL HEALTH NURSES?

The American Association of Occupational Health Nurses, Inc. (AAOHN), is the professional membership association of more than 6,000 registered nurses who combine their specialized healthcare knowledge and experience with effective business strategies to promote health and focus on prevention of disease and injury in worker populations. AAOHN understands that people, companies, communities, health, and health care are complex and multidimensional entities. As occupational and environmental health nurses (OHNs), they are uniquely positioned to be a critical success factor in a company's healthcare issues and the new healthcare system. The OHN understands that health is more than an individual right; it is a strategic economic imperative.

AAOHN is dedicated to advancing and maximizing the health, safety, and productivity of domestic and global workforces by providing education, research, public policy, and practice resources for OHNs. The mission of AAOHN is to advance the profession of occupational and environmental health nursing through five pillars:

- education and research,
- professional practice/ethics,
- communications,
- governmental issues, and
- alliances.

WHAT IS THE NATIONAL CONFERENCE?

The American Association of Occupational Health Nurses, Inc., will be holding its annual 2013 National Conference in Las Vegas, Nevada:

A Winning Future for Occupational Health Nurses

The conference will take place April 15–18, 2013.

Preconference courses and workshops will be held April 13–15, 2013.

Significant progress has been made in improving worker protection and the health and safety of the work environment, but a great deal more can be done.

AAOHN National Office

7794 Grow Drive, Pensacola, FL 32514–7072
Phone: 800–241–8014 or 850–474–6963
Fax: 850–484–8762
www.aaohn.org

WHO

The American Association of Occupational Health Nurses, Inc. (AAOHN)

WHAT

The AAOHN National Conference is a unique professional forum that engages occupational and environmental healthcare professionals in educational opportunities that enhance their practice and positively impact the health of worker populations.

WHERE

The Cosmopolitan of Las Vegas
Las Vegas, NV

WHEN

April 15 through April 18, 2013

ATTENDANCE

More than 1,000 occupational and environmental health nurses spanning business and academia

REGISTRATION

Attendees pay for registration to the conference. AAOHN National Conference sponsor opportunities are available on a first-come, first-served basis. Advertising opportunities are listed in this brochure. Exhibitor information is available in the Exhibitor Prospectus.

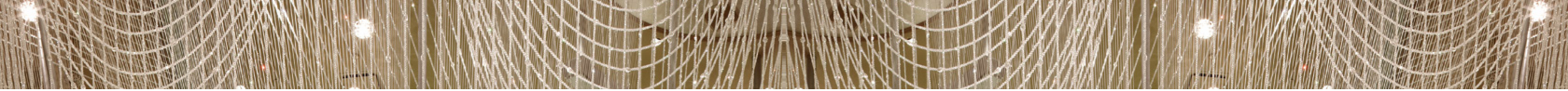
BENEFITS

Benefits to AAOHN Members: This conference allows members to engage in professional continuing education, review practical applications of research during poster sessions, network with their peers, and discuss practice issues. Continuing education credit is awarded for all conference comprehensive courses, workshops, practice exchanges, plant tours, and concurrent and general sessions.

Benefits to Sponsors: In addition to positive corporate citizenship and advertised sponsorship in materials available to conference attendees, sponsoring the AAOHN National Conference provides:

- Business-to-business networking
- Visibility and branding
- Positioning
- Hospitality
- Product sampling
- Company logo* identification on collateral and promotional pieces including (if submitted by deadline):
  - Premium event signage at reception
  - Overall conference program guide
  - Company logo* placement
  - Link to logo* on webpage

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



DIAMOND SPONSOR $50,000

AAOHN 2013 MEMBERSHIP BENEFITS:

- Subscription to *AAOHN Journal* for one calendar year
- Subscription to AAOHN's monthly newsletter for one calendar year
- Tower (130 x 300 px) newsletter ad in six issues
- Half-page color ad in four of the current *AAOHN Journal* issues (Jan.–Dec.)
- AAOHN membership mailing list (two-time use for current calendar year)
  The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the conference. All mailing pieces must be approved by AAOHN.
- Recognition as a conference sponsor on the AAOHN website for one year (12 months)

AAOHN 2013 NATIONAL CONFERENCE EXCLUSIVE EVENT:

- Exclusive 2-hour Opening Reception
- Recognition and signage as the Diamond Sponsor for the Opening Reception
- Logo* on signage at entrance to opening reception, food, and beverage stations
- The opportunity for company representative to welcome attendees during opening session
- PA announcements by staff throughout the reception acknowledging your sponsorship of the reception

AAOHN 2013 NATIONAL CONFERENCE BENEFITS:

- Complimentary 20′ x 20′ exhibit space
- Complimentary registration for up to three (3) company representatives to attend the conference, including facilitating the offering of scholarships for attendance if company representatives cannot attend
- Full-page, black and white ad in conference program guide
- Company name and logo* posted at the:
  - AAOHN Registration
  - AAOHN exhibit booth
- Logo* on sponsor slide throughout conference
- Pre-registration and final participant list including e-mail addresses (one-time use only)
  The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the conference. All mailing pieces must be approved by AAOHN.
- Sponsor ribbons

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

EMERALD SPONSOR $35,000

AAOHN 2013 MEMBERSHIP BENEFITS:

- Subscription to *AAOHN Journal* for one calendar year
- Subscription to AAOHN's monthly newsletter for one calendar year
- Quarter-page newsletter ad in six issues
- Quarter-page color ad in four of the 2013 *AAOHN Journal* issues (Jan.–Dec.)
- Six-month appreciation banner ad on the website
- AAOHN membership mailing list (one-time use for current calendar year)
  The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the conference. All mailing pieces must be approved by AAOHN.
- Recognition as a conference sponsor on the AAOHN website for one year (12 months)

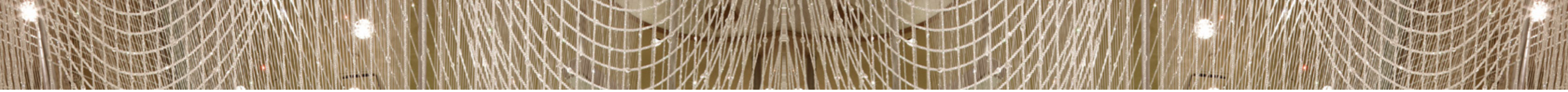
AAOHN 2013 NATIONAL CONFERENCE EXCLUSIVE EVENT:

- Exclusive Awards/Recognition Breakfast
- Opportunity for your company representative to welcome attendees (2–3 minutes maximum) at the Awards/Recognition Breakfast program
- Recognition and signage as the Emerald Sponsor, including table tents

AAOHN 2013 NATIONAL CONFERENCE BENEFITS:

- Complimentary 10′ x 10′ corner exhibit space
- Complimentary registration for up to two (2) company representatives to attend the conference
- Company logo* identification in conference program guide
- Half-page, black and white ad in conference program guide
- Company name and logo* posted as the Emerald Sponsor at the
  - AAOHN Registration
  - AAOHN exhibit booth
- Logo* on sponsor slide throughout conference
- Pre-registration and final participant list including e-mail addresses (one-time use only)
  The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the conference. All mailing pieces must be approved by AAOHN.
- Sponsor ribbons

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



RUBY SPONSOR $25,000

AAOHN 2013 MEMBERSHIP BENEFITS:

- Company logo* identification in conference materials
- Recognition as a conference sponsor on AAOHN website for one year (12 months)
- AAOHN mailing list (one-time use only)
  The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the conference. All mailing pieces must be approved by AAOHN.

AAOHN 2013 NATIONAL CONFERENCE EXCLUSIVE EVENT:

- Exclusive Evening Event
- Recognition and signage as Ruby Sponsor

AAOHN 2013 NATIONAL CONFERENCE BENEFITS:

- Complimentary 10′ x 10′ inline exhibit space
- Complimentary registration for one (1) company representative to attend the event
- Preregistration and final participant list including e-mail addresses (one-time use only)
  The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the conference. All mailing pieces must be approved by AAOHN.
- Company name and logo* posted at the
  - AAOHN Registration
  - AAOHN exhibit booth
- Logo* on sponsor slide throughout conference
- Sponsor ribbons

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

SAPPHIRE SPONSOR $10,000

AAOHN 2013 MEMBERSHIP BENEFITS:

- Recognition as a conference sponsor on AAOHN website for one year (12 months)
- Company logo* identification in conference materials
- AAOHN mailing list (one-time use only)
  The mailing must be conference-related and the list must be used no later than 6 weeks after the close of the conference. All mailing pieces must be approved by AAOHN.
- Option for exclusive Hospitality Suite for duration of National Conference with refreshments paid by sponsor

AAOHN 2013 NATIONAL CONFERENCE BENEFITS:

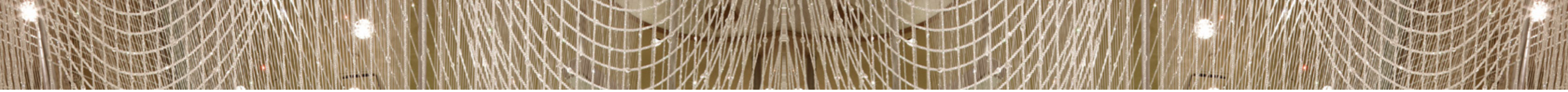
- Complimentary 10′ x 10′ inline exhibit space
- Complimentary registration for one (1) company representative to attend the event
- Company name and logo* posted at the
  - AAOHN Registration
  - AAOHN exhibit booth
- Logo* on sponsor slide throughout conference
- Sponsor ribbons

EVENT SPONSOR OPPORTUNITIES

PRESENTER SPONSOR

- Catherine Dempsey Lecture $3,000
  (includes company logo* in program guide and displayed on screen before lecture)
- Opening Keynote or Closing Session $3,000
  (includes company logo* in program guide and displayed on screen before session)

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



À LA CARTE SPONSOR OPPORTUNITIES

- **Printing of National Conference Program Guide $10,000**
  Your company logo* will appear on front of guide and full-page, four-color ad on back cover. The program guide is an easy-to-use reference for the conference events.

- **Relaxation Station $10,000**
  This feel-good sponsorship builds brand value and creates positive associations with your company. Professional massage therapists give a seated upper body massage. Conference attendees will thank you for the excellent and revitalizing service you are providing. Your company logo* will be on signage promotion for the Relaxation Station.

- **Printing of Pocket Schedule. $7,500**
  Your company name and logo* will be positioned on the bottom of the pocket schedule that each attendee uses to navigate the conference.

- **Conference Tote Bags $7,500**
  (*Exclusive sponsorship must be received by* February 25, 2013)
  Have your company logo* placed prominently on front of each bag (One-color, along with the AAOHN logo). Tote bags are filled with registration materials; one is provided to each attendee to be used throughout the conference.

- **Badge Holders With Lanyards. $5,000**
  (Includes company logo* on signage)
  Badge holders provide highly visible recognition. Place your company logo* on a wallet-style badge holder that includes a place 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.

- **Cyber Café (each) $5,000**
  (Includes company logo* on signage)
  Attendees love to stay connected! The onsite Cyber Café is where attendees check e-mail and connect with home and office throughout the conference. Your logo* will serve as the screen saver and your website will be the default webpage.

- **Water Station (3 stations) $5,000**
  (Includes company logo*/name on water bottles or cooler, optional)

- **Conference Notepad $5,000**
  The conference notepad provides an easy and effective way to get your message in the hands of all the conference attendees. Your company logo* will appear on the cover and be placed in the tote bag received by all registrants.

- **Antibacterial Gel/Hand Sanitizer $3,000**
  Attendees will receive a small bottle of antibacterial gel in the tote bag for use throughout the conference. Your logo* will be imprinted on the bottle.

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

EDUCATIONAL WEBINAR PROGRAM SPONSOR

Webinars (24–36) $20,000

- Subscription to the *AAOHN Journal* for one calendar year
- Subscription to AAOHN's monthly newsletter for one calendar year with half-page ad in each issue
- AAOHN mailing list of participants from each webinar (for one-time use only in a calendar year). *All mailing pieces must be approved by AAOHN.*
- Recognition on the bottom of the home page of the website as webinar sponsor
- Recognition ad in each issue of the newsletter
- Recognition in all electronic e-blasts advertising of webinars to members
- Verbal recognition at the start of all webinars
- Recognition ad in the National Conference program guide

Note: Members receive CEs for two years from date of webinar

Single Webinar (1) $500

- Subscription to AAOHN's monthly newsletter for one calendar year with tower (130 x 300 px) ad for each webinar sponsored
- Recognition ad for webinar in appropriate issue(s) of the newsletter
- Recognition in all electronic e-blasts advertising of webinar to members
- Verbal recognition at the start of all webinars
- Recognition ad in the National Conference program guide

ADVERTISING

AAOHN NATIONAL CONFERENCE PROGRAM GUIDE ADS

Place an ad in the AAOHN 2013 National Conference program guide and your marketing message will reach more than 1,000 participating occupational and environmental health nurses. The program guide is provided to each nurse who attends the convention. It is the attendees' daily on-site and in-session tool to understanding what will be happening over the course of the week. The program guide contains the daily agenda, educational session times and descriptions, general session information, special event times and descriptions, faculty slides, and other convention-related activities and programs.

Program guide ad submission deadline: **February 25, 2013**

AAOHN NEWSLETTER

Place an ad in three or more AAOHN member newsletters and your ad will reach nearly 6,000 occupational and environmental health nurses. The newsletter is e-mailed to members each month and issues are posted on the website for three to four years.

- Lead banner ($600) (580 x 150 px). Sits on top of page under header graphic
- Tower ($390) (130 x 300 px). Sits in right column
- Bottom banner ($300) (580 x 150 px). Sits at bottom of page just above footer
- Half-banner bottom ($270) (250 x 75 px). Sits at bottom of page above footer

AAOHN WEB ADVERTISING

Ads on www.aaohn.org are viewed repeatedly by more than 3,000 visitors each month, mostly occupational and environmental health nurses with purchasing power for their practice. The AAOHN website is the go-to online source for occupational and environmental health nurses looking to obtain the latest information in their practice. Purchase one to twelve months of ads and expand your market.

ARTWORK AND MATERIALS

Ads must be exact size and submitted as camera-ready art or digital files. All images, fonts, and file specifications must be included. Sponsor is responsible for quality of ads submitted in PDF format.

LOGOS

Logos must be submitted as camera-ready art and uploaded to the FTP site by the due date. They must be at least 300 dpi.

Logo submission deadline: **February 25, 2013**

Staff will provide FTP site information.

Contact Leslie Long at the AAOHN National Office by phone at 800–241–8014 or e-mail at aaohn@dancyamc.com for more information and rates.

COMMITMENT FORM

Please Note: This is an interactive form and can be filled out and saved. Save it to your desktop, fill it out, save it, and return to AAOHN to indicate your commitment to becoming a sponsor and/or advertiser.

Your company sponsorship supports the mission of AAOHN: to enable occupational and environmental health professionals to improve worker health and safety by preventing workplace illnesses and injuries.

Company/Organization Name _____
(as it should read on printed materials)

Contact Person and Title _____

Mailing Address _____

City _____ State _____ Zip _____

E-mail _____

Phone _____ Fax _____

Authorization Signature _____

SPONSOR OPPORTUNITIES

❏ Yes! I/We would like to participate in the AAOHN 2013 National Conference as a Sponsor at the following level:

- ❏ Diamond Sponsor.....$50,000
- ❏ Emerald Sponsor $35,000
- ❏ Ruby Sponsor.....$25,000
- ❏ Sapphire Sponsor.....$10,000

❏ Yes! I/We would like to sponsor additional AAOHN National Conference sponsor opportunities:

- ❏ Catherine Dempsey Lecture..... $3,000
- ❏ Opening Keynote..... $3,000
- ❏ Closing Session..... $3,000
- ❏ Program Guide..... $10,000
- ❏ Relaxation Station $10,000
- ❏ Pocket Schedule..... $7,500
- ❏ Cyber Café..... $7,500
- ❏ Conference Tote Bags $7,500
- ❏ Badge Holder w/ Lanyards..... $5,000
- ❏ Water Stations $5,000
- ❏ Conference Notepad..... $5,000
- ❏ Antibacterial Gel/Hand Sanitizer $3,000

❏ Yes! I/We would like to sponsor AAOHN educational webinars:

WEBINAR SPONSOR

- ❏ Series (24–36)..... $20,000
- ❏ Single (1)..... $500

ADVERTISING

❏ Yes! I/We would like to advertise in an AAOHN publication:

AAOHN CONFERENCE PROGRAM GUIDE ADVERTISING

(black and white only)

- ❏ Quarter page ad $100
- ❏ Half page ad $200
- ❏ Full page ad $300

Program Guide Ad Mechanical Specifications

	Width	Height
Trim Size	8.5″	11.0″
Full Page	8.75″	11.25″
½ Page (horizontal)	7.5″	4.875″
¼ Page	3.25″	5.0″

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- ❏ Half-banner bottom (250 x 75 px). Sits at bottom of page above footer $270

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❏ I/We cannot attend but would like to make the following donation to the AAOHN 2013 National Conference in the amount of $ _____ .

Fax or e-mail completed form to:

American Association of Occupational Health Nurses (AAOHN)
ATTN: Leslie Long
7794 Grow Drive, Pensacola, FL 32514

Phone: 800–241–8014 Fax: 850–484–8762

leslie.long@dancyamc.com

❏ I/We are interested in AAOHN Foundation opportunities. Please have someone contact me to provide further information.