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June 2008

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Dear Colleague,

The Pennsylvania Organization of Nurse Leaders (PONL) represents nursing leaders from across the Commonwealth of Pennsylvania. Our members employ, manage, and influence thousands of nurses and health care workers. Among the many responsibilities of these nursing leaders is the fact that they administer multi-million dollar operating budgets annually.

PONL is inviting you to participate as a sponsor and/or exhibitor for our annual statewide conference. This year the conference, appropriately titled "Decision '08: Will You Lead ... Or Follow?", will be held at the Hilton Hotel and Towers, Harrisburg, Pennsylvania on September 29 and 30, 2008. Your support is critical to carrying out the mission and goals of the organization.

We have several support options for you to select from as a sponsor and/or exhibitor. Space at the conference is limited and display space will be reserved on a first-come basis. The attached prospectus provides additional detail about these opportunities.

Don't miss this opportunity to have your organization increase visibility with nurse leaders throughout the Commonwealth of Pennsylvania. You will meet the nursing decision makers of many hospitals and health care facilities. Past sponsors have told us they have found it most valuable to showcase their products and services, and they have benefited from discussions with nurse leaders from across the Commonwealth.

Should you have any questions or need further information please contact Marilyn Pollock, Secretary/Treasurer. Marilyn can be reached by phone (215) 456-6079 or by e-mail at pollock@panurseleaders.org.

Thank you for your support and interest in this year's conference!

Sincerely,

James F. Veronesi, RN, MSN, CNA, CHE
President



**2008 Conference Sponsorship
And
Exhibitor Opportunities**

Name of Organization:	
Street Address:	Phone:
City/State/Zip:	Fax:
Primary Contact Person:	
Primary Contact e-Mail:	
Name of Representative Attending Event:	Title:
Name of Representative Attending Event:	Title:

SPONSOR OPPORTUNITIES

- Platinum Sponsor - \$10,000 (Sponsorship appears on the conference book cover)
- Gold Sponsor - \$5,000 (Full Page Ad inside the conference book)
- Silver Sponsor - \$2,500 (Half-Page Ad inside the conference book)
- Bronze Sponsor - \$1,500 (Quarter-Page Ad inside the conference book)
- Business Card Sponsor - \$1,000 (One-sixth page Ad inside the conference book)

All sponsors will be featured in the Program Material, and on the PONL website. Vendors are responsible for supplying camera-ready ad materials no later than August 10, 2008 for inclusion in the conference book.

Sponsors who contribute \$1,000 to \$2,500 will receive one free program registration, which will include breakfast, breaks, lunch, and CEU credits.

Sponsors who contribute more than \$2,500 receive two free program registrations, and are invited to exhibit their services and/or products during the program breaks and lunch. Exhibit space is limited.

Please complete this form and return to PONL via e-mail, fax or mail.

E-mail Address: conference@panurseleaders.org

Fax: (717) 234-6798

Mail: 2090 Linglestown Road, Suite 107, Harrisburg, PA 17110

***Payment must accompany form unless other prior arrangements have been made.
Make all checks payable to: Pennsylvania Organization of Nurse Leaders***