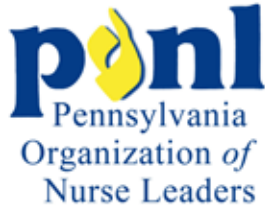


# Sponsorship and Exhibitor Prospectus



**Transforming Healthcare  
through Leadership and  
Innovation**

September 15 & 16, 2010  
Crowne Plaza Hotel, Harrisburg, PA



461 Cochran Rd., Box #246  
Pittsburgh, PA 15228  
Phone: 412.344.1414  
Fax: 412.344.0599  
Email: [vogel@panurseleaders.org](mailto:vogel@panurseleaders.org)  
[www.panurseleaders.org](http://www.panurseleaders.org)

May 2010

Dear Colleague,

Determining where and how to spend your sponsorship and exhibiting dollars is a difficult decision with today's economic climate. We, at The Pennsylvania Organization of Nurse Leaders (PONL), realize that fact greater than anyone. Our 500+ members from across the state continually deal with and manage issues such as nursing shortages, budget cuts, tight resources and reductions in education and travel allowances on both a supervisory and administrative level.

Our 2010 Annual Leadership Symposium will be held in Harrisburg, PA September 15-16 at The Crowne Plaza Hotel. Your organization will have direct access to key nurse leaders and decision-makers through sponsorship and exhibiting opportunities.

This year's theme is **"Transforming Healthcare through Leadership and Innovation."** At the PONL Symposium, we provide ample opportunity for our sponsors and exhibitors to make vital contact with strategic leaders who plan and implement fundamental changes within their organizations. We invite you to increase the visibility of your organization by sponsoring a speaker, event, booth or branding item at the PONL Symposium this year.

Attached is a listing of sponsorship and exhibitor opportunities. I am sure that you will find a sponsorship/exhibitor level that will be beneficial to both your organization and to PONL. We appreciate your time, consideration and dedication to educating nurse leaders in Pennsylvania.

Should you have any questions or need further information please contact Pam Vogel at PONL. Pam can be reached by phone (412) 344-1414 or by e-mail at [vogel@panurseleaders.org](mailto:vogel@panurseleaders.org).

Sincerely,

A handwritten signature in black ink, appearing to read 'Natalie Heilig Troup', written in a cursive style.

Natalie Heilig Troup, RN, MS, NEA-BC  
PONL Symposium Chair and President-Elect



# 2010 Annual Leadership Symposium

## Sponsor and Exhibit Opportunities

### PLATINUM SPONSOR

\$5,000

Quantity: 1

Your company/hospital/university will be recognized as the official sponsor of the 2010 PONL Symposium.

Benefits of **Platinum** sponsorship are:

- Internet visibility through **one year placement of corporate/hospital logo** on the PONL website homepage with a link back to your company/hospital page
- One-time **banner advertisement** placed on all PONL e-blast communications sent through Constant Contact® for one month during the month of your choice.
- **Corporate signage at the event.**
- **Complimentary exhibit space**, including one six-foot table and two chairs. An additional fee is required if additional space is required to display equipment or machines and/or for special AV or electrical needs.
- **Verbal and printed recognition** through brochures, handouts, registration materials, signage, and announcements.
- Use of PONL **membership mailing list**, for direct mail piece or communication, **twice** throughout a one-year period.
- Personalized **access** to all PONL attendees **during breakfast and luncheon hours**, and all refreshment breaks.
- An invitation to **participate in the business luncheon** while sitting with PONL members.
- Copy of **attendee list**.
- Two program registrations which will include breakfast, breaks, and lunch and CEU credits.

### GOLD SPONSOR

\$3,500

Quantity: 4

This level entitles the sponsor to a number of possibilities for the placement of **branded items** directly into the hands of PONL attendees. Gold sponsors are selected on a first-come, first-served basis. Sponsors at this level may select one of the following branded items for which they need only provide their **corporate/hospital logo**. Design and production of the actual item will be handled by PONL staff.

- Tote bags
- Flash Drive (or CD) w/conference handouts
- Name badge/Lanyards
- Folders and pens w/your logo
- Post It Notes
- Business Card Holder

In addition to the branding of one of the above items, **Gold Sponsors** will also receive:

- **Complimentary exhibit space**, including one six-foot table and two chairs. An additional fee is required if additional space is required in order to display equipment or machines and/or for special AV or electrical needs.
- **Corporate Logo on branded item.**
- **Verbal and printed recognition** through brochures, handouts, registration materials, signage, and announcements
- One-time use of PONL **membership mailing list**, for direct mail piece or communication.
- Personalized **access** to all PONL attendees **during breakfast and luncheon hours**, and all refreshment breaks.
- An invitation to **participate in the business luncheon** while sitting with PONL members.
- Copy of **attendee list**.
- Two program registrations which will include breakfast, breaks, and lunch and CEU credits.



# 2010 Annual Leadership Symposium

## Sponsor and Exhibit Opportunities

### SILVER SPONSOR \$3,000 (Speaker Sponsor) Quantity: 7

Companies/hospitals/universities interested in sponsoring or co-sponsoring a speaker for the PONL 2010 Symposium may do so by working with the PONL Planning Committee prior to June 30, 2010. **Speaker Sponsors** are also entitled to:

- **Complimentary exhibit space**, including one six-foot table and two chairs. An additional fee is required if additional space is required in order to display equipment or machines and/or for special AV or electrical needs.
- **Corporate signage at the event.**
- **Verbal and printed recognition** through brochures, handouts, registration materials, signage, and announcements
- One-time use of PONL **membership mailing list**, for direct mail piece or communication.
- Personalized **access** to all PONL attendees **during breakfast and luncheon hours**, and all refreshment breaks.
- An invitation to **participate in the business luncheon** while sitting with PONL members.
- Copy of **attendee list**.
- **Two program registrations** which will include breakfast, breaks, and lunch and CEU credits.

### BRONZE SPONSOR \$2,500 Quantity: 2

This level entitles companies/hospitals/universities to be the recognized sponsor of one of the following events:

- Business luncheon
- Networking reception

In addition to being the sponsor of one of the events listed above, **Bronze Sponsors** will also receive:

- **Complimentary exhibit space**, including one six-foot table and two chairs. An additional fee is required if additional space is required in order to display equipment or machines and/or for special AV or electrical needs.
- **Corporate signage at the event.**
- **Verbal and printed recognition** through brochures, handouts, registration materials, signage, and announcements
- One-time use of PONL **membership mailing list**, for direct mail piece or communication.
- **Introduction and key visibility** of your staff or representatives at the **event**.
- Personalized **access** to all PONL attendees **during networking reception and/or luncheon hours**, and all refreshment breaks.
- An invitation to **participate in the business luncheon** while sitting with PONL members.
- Copy of **attendee list**
- One program registrations which will include breakfast, breaks, and lunch and CEU credits.

# 2010 Annual Leadership Symposium

## Sponsor and Exhibit Opportunities

### BREAK OR BREAKFAST SPONSOR

\$1,500

Quantity: 3

Day 1 - Break

Day 2 - Breakfast

Day 2 - Break

**Break or Breakfast Sponsors** will receive the following benefits:

- **Complimentary exhibit space**, including one six-foot table and two chairs. An additional fee is required if additional space is required in order to display equipment or machines and/or for special AV or electrical needs.
- **Corporate signage at event.**
- **Verbal and printed recognition** through brochures, handouts, registration materials, signage, and announcements
- **Introduction and key visibility** of your staff or representatives at the **event**
- Personalized **access** to all PONL attendees **during breakfast or break time.**
- Copy of **attendee list.**

### EXHIBITOR

\$1,000

Quantity: 10

**Exhibitors** will receive the following benefits from reserving a table in our exhibit area:

- **Complimentary exhibit space**, including one six-foot table and two chairs. An additional fee is required if additional space is required in order to display equipment or machines and/or for special AV or electrical needs.
- **Verbal and printed recognition** through brochures, handouts, registration materials, signage, and announcements
- Personalized **access** to all PONL attendees **during breakfast and luncheon hours**, and all refreshment breaks.
- Copy of **attendee list.**

For additional information please contact:

Pam Vogel

Phone: (412) 344-1414

Fax: (412) 344-0599

Email: [vogel@panurseleaders.org](mailto:vogel@panurseleaders.org)

### Host Hotel Information

#### **Crowne Plaza Hotel**

23 South Second Street

Harrisburg, PA 17101

Toll Free Reservations: 1-800-2CROWNE

Crowne Plaza Hotel Reservations: 717-234-5021

Room Rate: \$101.00 **if reserved by 8/14/2010**

After 8/14/2010 reservations will be accepted on a space and rate available basis only.

**Click here** to access online reservations or copy and paste the following link into your browser.

[http://ichotelsgroup.com/redirect?path=rates&brandCode=CP&regionCode=1&localeCode=en&GPC=PON&hotelCode=MDTDT&\\_PMID=99801505](http://ichotelsgroup.com/redirect?path=rates&brandCode=CP&regionCode=1&localeCode=en&GPC=PON&hotelCode=MDTDT&_PMID=99801505)

Valet parking for overnight guests is available for \$9 per day with unlimited in/out service. Self parking is within walking distance of the hotel.





# 2010 Symposium Sponsorship And Exhibitor Opportunities

**Pennsylvania Organization of Nurse Leaders**

## Sponsor/Exhibitor Registration Form

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**

(Check one)

- Platinum Sponsor                      \$5,000
- Gold Sponsor                                \$3,500 - (preferred branded item)\_\_\_\_\_
- Silver Sponsor                                \$3,000
- Bronze Sponsor                              \$2,500 -  Luncheon or  Networking Reception
- Break Sponsor, Day 1                      \$1,500
- Break Sponsor, Day 2                      \$1,500
- Breakfast Sponsor, Day 2                \$1,500
- Exhibitor                                        \$1,000

**Register early,  
exhibit space  
is limited.**

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

E-mail Address: vogel@panurseleaders.org

Fax: (412) 344-0599

Mail: 461 Cochran RD, Box #246, Pittsburgh, PA 15228

Phone: (412) 344-1414

***Payment must accompany form unless other prior arrangements have been made.***

***Make all checks payable to: Pennsylvania Organization of Nurse Leaders***