

Sponsor Prospectus

Virtual Annual Conference Tennessee Nurses Association

**YEAR OF THE
NURSE**

2020 

Friday, October 30, 2020

**Register online today under the Events
tab: www.TNAOnline.org**



**Applications will be accepted
until October 23!**

Maximize Your Organization's Exposure to Tennessee Nurses at TNA's Annual Conference!

It seems fitting that our 2019 conference theme was "Nurses: The Real Super Heroes." Little did we know a few months later, we would be fighting together with our communities to flatten the curve, protect one another, and adapt to our changing reality. Our communities continue to need us to provide care, support and resources. Just as our communities need us, we need you to support Tennessee Nurses at our Annual Conference this year.

The Tennessee Nurses Association is the only professional organization representing ALL registered nurses in Tennessee. Our members and conference attendees are leaders in the fields of research, education, management, and providing healthcare services. This conference provides TNA members and attendees opportunities to network and continue their education. The Tennessee Nurses Foundation members and the Tennessee Nurses Political Action Committee members are also a part of the TNA Annual Conference.

As a sponsor of our conference, Tennessee nurses will know that your organization supports the nursing profession. Maximize your exposure to over 115,000 nurses across Tennessee by being listed in the *Tennessee Nurse* publication. This is an opportunity to enhance your brand, increase sales, educate customers, gain valuable input and feedback, generate leads, and forge new relationships and partnerships!

If you provide any of these or similar products or services, you should be a sponsor of our conference: assessment/diagnostic devices or services, drug therapies, educational opportunities, health and wellness products, health information exchanges or software, healthcare uniforms or accessories, injury prevention and resources, innovative health care products, market research, medical supplies or equipment, military service opportunities, nonprofit organizations, nurse recruitment, nursing apparel and lifestyle, nursing specialty certifications, nutritional products, patient management services, pharmaceuticals, record management, or self-care products.

New Opportunities for our Virtual Annual Conference:

Recognition on TNA Website Banner Ads and in TNA email newsletters: We want to make sure Tennessee Nurses know you support them! That's why this year we will be creating banner ads on our website and promote you in our email newsletters to ensure you get the same, if not more, exposure than at our traditional in person event.

Attendee mailing list: This year's sponsors will automatically be eligible for a mailing list of attendees after the conference.

Virtual Exhibit Site: For the first time ever, Sponsors will be able to showcase up to five one-page PDFs for attendees to access and download through December 2020.

Literature Display Program: We understand not everyone is able to participate as fully as in the past. You may provide your PDFs to us for our Virtual Exhibit Site.

Important Deadlines:

September 23: All information must be received to be included in the printed program.

October 23: All information must be received to be included in conference material and virtual exhibit hall.

October 29: Final day to register as a sponsor. Payment must be received unless other arrangements are made with TNA directly.

2020 TNA Virtual Annual Conference

Sponsorship Levels and Benefits:

Gold Sponsorship: \$5,000

- Recognition at beginning of Membership Assembly and throughout the conference
- Recognition in Conference Program Book
- Recognition in the 2020 Winter Edition of the *Tennessee Nurse* publication
- Recognition on the TNA website with Gold Sponsor banner ad through January 2021
- Recognition in 2 TNA Email news blasts
- Logo, link, contact information and up to 5 PDF handouts to be posted for attendees to download through December 31, 2020

Silver Sponsorship: \$2,500

- Recognition at beginning of Membership Assembly and throughout the conference
- Recognition in Conference Program Book
- Recognition in the 2020 Winter Edition of the *Tennessee Nurse* publication
- Recognition on the TNA website with Silver Sponsor banner ad through December 2020
- Recognition in 2 TNA Email news blasts
- Logo, link, contact information and up to 3 PDF handouts to be posted for attendees to download through December 31, 2020

Bronze Sponsorship: \$1,000

- Recognition at beginning of Membership Assembly and throughout the conference
- Recognition in Conference Program Book
- Recognition in the 2020 Winter Edition of the *Tennessee Nurse* publication
- Recognition on the TNA website with Bronze Sponsor banner ad through November 2020
- Recognition in 1 TNA Email news blasts
- Logo, link, contact information and up to 2 PDF handouts to be posted for attendees to download through December 31, 2020

Sponsor: \$500

- Recognition in Conference Program Book
- Recognition in the 2020 Winter Edition of the *Tennessee Nurse* publication
- Recognition on the TNA website with Sponsor banner ad through November 2020
- Logo, link, contact information and up to 1 PDF handout to be posted for attendees to download through December 31, 2020

Year of the Nurse Sponsorship: \$150

- Recognition in the 2020 Winter Edition of the *Tennessee Nurse* publication
- Recognition in Conference Program Book

Literature Display Program: \$135

- Logo, link, contact information and up to 1 PDF handout to be posted for attendees to download.

Prices include all processing fees.

Sponsorship levels are eligible to request mailing lists after the event.

Conference will be held on Oct. 30, 2020.

Register by September 23, 2020 to be included in printed materials. All other materials must be submitted by October 23, 2020 to be available to conference attendees.

If you have questions or need to pay offline, contact: Kathleen Murphy 615-828-4713 or Kathleen.Murphy@TNAOnline.org; 545 Mainstream Dr. Suite 405, Nashville, TN 37228

Virtual Conference Rules and Regulations

General Information:

- In order to prepare for the Annual Conference in a timely and efficient manner, third parties acting on behalf of, or representing sponsors, must adhere to and abide by all established deadlines rules and regulations. It is the sponsor's responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates, and to forward promotional materials, and forms to third parties. The sponsor contact remains TNA's primary contact person in all circumstances.
- Due to the nature of our continuing education process, TNA does not allow exhibitors in educational or other sessions without registering as a conference attendee.

Association Tax ID Number: 62-0382015.

Contractual Agreement:

By applying online, or otherwise, the individual represents and warrants authorization to execute this binding contractual agreement on behalf of the named company/organization with TNA. TNA reserves the right to decline any application at our sole discretion. As a condition of sponsoring, the sponsor agrees to adhere to all conditions and regulations outlined in this Sponsorship Prospectus. The spirit in which the rules and regulations have been prepared is to best serve the interests of the sponsors and attendees. It is intended to create and maintain a productive experience for all. Mutual cooperation will ensure mutual success!

TNA does not endorse or promote any products or services related to an exhibit and sponsors will not suggest otherwise. Sponsors will not ether prior to, during, or after the event use TNA, TNF, or TN Nurse PAC names or logos unless specifically authorized in writing by the organization.

If you have questions or need to pay offline, contact: Kathleen Murphy 615-828-4713 or Kathleen.Murphy@TNAOnline.org

Mailing Address: 545 Mainstream Dr. Suite 405, Nashville, TN 37228

Registration:

Please register and make payments online at www.TNAOnline.org under the Events tab.

Contact TNA if you need to send a check for payment or make other arrangements. Once you have completed the application and paid in full, you will receive an email with your registration confirmation number.

Cancellation Policy:

If you wish to cancel, cancellations must be received in writing to TNA. The date that TNA receives the cancellation request will be considered the official cancellation date. If cancelled prior to October 1, you will be assessed a minimum processing/administration fee of \$50.

After October 1, at the discretion of TNA, you may be charged up to the full amount of your payment. Refunds will not be issued to sponsors that do not provide logo's or PDF's and have not submitted a written cancellation notice to TNA in accordance with this policy.

TNA, at its discretion, shall have the right to cancel the conference and shall not be liable to any sponsor for losses resulting from cancellation. TNA will not be liable for fulfillment of this contract if non-delivery is due to any of the following reasons: by reason of the facility being damaged or destroyed, act of God, public enemy, war or insurrections, strikes, the authority of the law, or other force majeure.

TNA will notify you via email if this should happen. Upon notification you will need to notify TNA within 2 weeks if you would like your payment to be reimbursed, apply towards the 2021 Annual Conference, applied as a tax deductible donation to the TN Nurses Foundation, or donated to the TN Nurses PAC, less the expenses that are incurred by TNA up to the date of termination and are allocable to the sponsors after proration thereof among all sponsors. Refunds will be processed within 4 weeks of notification to TNA of how you would like your refund handled.

Logos and PDF's for print materials, downloads, and advertisement:

To guarantee inclusion in the TNA printed program book, you must complete your application and upload your logo by September 23. To be included in other conference materials, you must still upload your logo with your application online by October 23.