



2024 Sales Prospectus

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Contact us today, we look forward to partnering with you

About NAHN

The National Association of Hispanic Nurses is a nonprofit organization devoted to ensuring high-quality health care delivery to Hispanic communities and promoting professional excellence among bilingual and bicultural nurses.

Since 1975, NAHN has been the nation's leading professional society for Latino nurses. With **more than 40 chapters** and **approximately 2,000 members**, NAHN brings together nurses, health care professionals, administrators, students, and academic leaders from across the US and beyond.



We promote the delivery of safe, high-quality health care to Latino communities and individuals

4.6x

The Hispanic community has been disproportionately affected by COVID-19, with almost three times as many cases per head among Latinos than among whites, and a hospitalization rate 4.6 times higher. But the specific challenges faced by Latinos in terms of health outcomes and healthcare access long predate the pandemic.

(Source: The Brookings Institute)

We work to recruit additional Latinos into the nursing profession

>6%

Nearly 1 in 5 people in the United States are Hispanic, according to the recent census, but a 2017 analysis found that out of 3.3 million registered nurses, only 5.7 percent were Latinos; 73.5 percent were white.

(Source: Bureau of Labor Statistics)



Year-Round Opportunities



Corporate Membership

Corporate Membership is one of the most important ways corporations can support NAHN's mission of improving the quality of health care for Hispanics and supporting the nurses who help provide that care.

CORPORATE MEMBER RECOGNITION BENEFITS

- Announcement in NAHN e-newsletter
- Specially designed Corporate Member logo for use in marketing materials
- Logo recognition on event signage, in e-newsletter, and on NAHN website
- Discount on Career Center ads (\$50) and year-round digital ads (30%)

MEMBERSHIP BENEFITS FOR A COMPANY REPRESENTATIVE

- One non-voting national NAHN individual membership for a representative from the company
- Opportunity to purchase chapter memberships for company representative (\$25 per chapter)
- Company representative receives NAHN e-newsletter, member event invitations, subscription to HHCI Journal, opportunity to register for NAHN Annual Conference at member rate

Investment: \$3,000 per year



Council of Business Advisors

Sponsors who support NAHN at the \$30,000 level and above are invited to the Council of Business Advisors (CoBÁ), NAHN's most prestigious collaboration level.

The CoBÁ is comprised of industry-leading professionals who seek to unite their voices with NAHN members to improve Hispanic health.

Through collaboration with the NAHN Board of Directors, the CoBÁ plays a critical role in:

- Helping identify Hispanic health trends and issues for NAHN to address
- Making recommendations on policy and programs that merit monitoring and action by NAHN
- Facilitating engagement with potential partners

CoBA membership extends through the end of the calendar year.

Investment: \$30,000 total over the course of the calendar year

Career Center

Meet your recruitment goals and attract top talent through the NAHN Career Center.

Reach high-quality candidates through the NAHN Career Center and our alliance with the National Healthcare Career Network. The network links the job boards of 275 leading healthcare associations, including NAHN, and is a preferred resource for healthcare talent. Your positions can be posted just to the NAHN Career Center or to the entire network, helping you reach thousands of potential candidates.

- **Discount for Corporate Members:** NAHN corporate members receive a \$50 discount on each post by using a promotional code. Contact NAHN to request your code or to inquire about becoming a Corporate Member.

Investment: \$330 and above

Digital Ads & Marketing

E-Newsletter Ads

- 1 month: \$575 (4 issues)
- 3 months: \$1,525 (12 issues)
- 6 months: \$3,200 (24 issues)
- 12 months: \$5,750 (50 issues)

Sent weekly to NAHN members and public subscribers with an excellent average open rate of 55%.

Banner ad (top of newsletter): One available, 700px wide x 100px high.

Sponsored content ads: Up to three available, 1200px wide x 675px high.

File types: jpg, png. Artwork due one week prior.

Email Blast

- One exclusive e-blast to all NAHN members: \$3,000

Send a focused message highlighting your organization to all NAHN members.

Content to be developed by sponsor, based on mutually selected schedule.

Website Banner Ads

- 1 month: \$475
- 3 months: \$1,225
- 6 months: \$2,250
- 12 months: \$4,100

Be featured on nahnnet.org, receives over 5k pageviews per month.

Three available, 600 x 100 pixels. File types: jpg, png. Artwork due one week prior to first ad placement.

Webinar & Webinar Series

- One-hour webinar: \$3,000
- Series of two one-hour webinars: \$5,400
- Additional webinars at a greater discount

Engage with NAHN members through an educational webinar.

Content to be developed and presented by sponsor, based on mutually selected topics and schedule. Sponsors will receive email list of attendees who opt-in to share their information.



Conference Opportunities



ATLANTA, GA • JULY 31 – AUGUST 3, 2024
Renaissance Atlanta Waverly Hotel & Convention Center

Bienvenidos!

The NAHN Annual Conference attracts approximately 300 nurses, physicians, nurse educators, researchers, clinicians, case managers, healthcare innovators, and students.

Our event is the only nursing association meeting dedicated to exploring healthcare issues affecting the Hispanic population and proposing potential solutions.

The NAHN 49th Annual Conference will be held July 31-August 3, 2024 in Atlanta, Georgia.





The NAHN Annual Conference is the perfect platform for your organization to make new contacts, increase brand awareness and promote your initiatives!

Through our exhibitor and sponsor opportunities, you will expand the reach of your products and services among healthcare's most influential practitioners.

INCLUSIVE
PACKAGES

Presenting Level

SOLD

NAHN 49th ANNUAL CONFERENCE

Benefits

ANNUAL CONFERENCE

- 1-Hour Session Presentation* (*prefer CE-eligible*)
- Exclusive recognition as Presenting Sponsor
- Three conference passes (*excludes admission to Gala*)
- Double exhibit booth package in prime location
- Exhibitor scavenger hunt participation
- Full-page ad* in the Program Guide with prime location (*due 6/1*)
- Logo featured in the Annual Conference app, website, promotional emails, signage and printed materials
- Pre- and post-conference thank you on social media
- Exclusive pre-conference eblast to registrants
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Tote bag insert* (*sponsor provides material by 6/1*)

NON-CONFERENCE

- Seat on the NAHN Council of Business Advisors (CoBÁ) through 12/31/24
- Corporate membership in NAHN through 12/31/24
- Ad* in the NAHN weekly e-newsletter or on the NAHN conference webpage for one month in 2024 (*artwork provided by sponsor, subject to availability*)
- Option to provide Webinar Series of two 1-hour webinars* in 2024

**Subject to NAHN Approval.*

Investment: \$45,000

INCLUSIVE PACKAGES

Platinum Level

Benefits

ANNUAL CONFERENCE

- 45-Minute Session Presentation* (*prefer CE-eligible*)
- Three conference passes (*excludes admission to Gala*)
- Full-page ad* in the Program Guide with prime location (*due 6/1*)
- Logo featured in the Annual Conference app, website, promotional emails, signage and printed materials
- Pre- and post-conference thank you on social media
- Exclusive pre-conference eblast to registrants
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Tote bag insert* (*sponsor provides material by 6/1*)

NON-CONFERENCE

- Seat on the NAHN Council of Business Advisors (CoBÁ) through 12/31/24
- Corporate membership in NAHN through 12/31/24
- Ad* in the NAHN weekly e-newsletter or on the NAHN conference webpage for one month in 2024 (*artwork provided by sponsor, subject to availability*)
- Option to provide a 1-hour webinar* in 2024

**Subject to NAHN Approval.*

Investment: \$37,500

INCLUSIVE
PACKAGES

Diamond Level

ONLY 1
LEFT

Benefits

ANNUAL CONFERENCE

- 30-Minute Mini Session Presentation at the NAHN Annual Conference
- Three conference passes (*excludes admission to Gala*)
- Full-page ad* in the Program Guide with prime location (*due 6/1*)
- Logo featured in the Annual Conference app, website, promotional emails, signage and printed materials
- Pre-conference thank you on social media
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Tote bag insert* (*sponsor provides material by 6/1*)

NON-CONFERENCE

- Corporate membership in NAHN through 12/31/24
- Ad* in the NAHN weekly e-newsletter or on the NAHN conference webpage for one month in 2024 (*artwork provided by sponsor, subject to availability*)
- Option to provide one 1-hour webinar* in 2024

**Subject to NAHN Approval*

Investment: \$25,000

INCLUSIVE PACKAGES

Emerald Level

**SOLD
OUT**

Benefits

ANNUAL CONFERENCE

- Conference Session Welcome* – Up to 5 minutes of stage time to introduce the session speaker or show your promotional video
- Two conference passes (*excludes admission to Gala*)
- Exhibit booth in prime location
- Exhibitor scavenger hunt participation
- Half-page ad* in the Program Guide (*due from sponsor 6/1*)
- Logo featured in the Annual Conference app, website, promotional emails, signage and printed materials
- Pre-conference thank you on social media
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Tote bag insert* (*sponsor provides material by 6/1*)

NON-CONFERENCE

- Corporate Membership in NAHN through 12/31/24
- Ad* in the NAHN weekly e-newsletter or NAHN conference webpage for one month in 2024 (*artwork provided by sponsor, subject to availability*)

**Subject to NAHN Approval.*

Investment: \$20,000

INCLUSIVE
PACKAGES

Session Host

SOLD
OUT

NAHN 49th ANNUAL CONFERENCE

Benefits

ANNUAL CONFERENCE

- Plenary Session Welcome* – Up to 3 minutes of stage time to introduce the session speaker or show your promotional video
- One conference pass (*excludes Gala ticket*)
- Logo featured in the Annual Conference app, website, promotional emails, signage and printed materials
- Post-conference attendee mailing list (*excludes email, phone, fax*)

NON-CONFERENCE

- Corporate Membership in NAHN through 12/31/24
- Ad* on the NAHN conference webpage for one month in 2024 (*artwork provided by sponsor*)

**Subject to NAHN approval*

Investment: \$8,000

INCLUSIVE
PACKAGES

LLI Sponsorship

LLI Premier Sponsorship \$10,000

SOLD

- Full Session Presentation - 45 minutes
- One conference pass (*excludes Gala ticket*)
- Logo featured in the app, website, promotional emails, signage & printed materials
- Post-conference attendee mailing list (*excludes email, phone, fax*)

NON-CONFERENCE

- Corporate Membership in NAHN through 12/31/24

LLI Session Sponsorship \$8,000

ONLY 1
LEFT!

- Mini Session Presentation - 30 minutes
- One conference pass (*excludes Gala ticket*)
- Logo featured in the app, website, promotional emails, signage & printed materials
- Post-conference attendee mailing list (*excludes email, phone, fax*)

NON-CONFERENCE

- Corporate Membership in NAHN through 12/31/24

**Subject to NAHN approval*

Note: The Latino Leadership Institute is a special professional development workshop held the first day of the conference for approximately 75 NAHN chapter leaders and future leaders.

Exhibits

JOIN THE
WAITLIST



PRELIMINARY TIMELINE: (Subject to Change)

- 7/31 afternoon: Exhibitor load-in
- 8/1: Exhibit Hall open during breakfast, lunch, and dinner reception
- 8/2: Exhibit Hall open during breakfast & lunch
- 8/2 afternoon: Exhibitor load-out

8 x 20' Exhibit Booth \$6,000

- 8' x 20' exhibit booth
- Four Exhibit Hall passes for booth staff
- Option to purchase discounted conference registrations
- Two 6' tables, four chairs, booth sign and basic tablecloth
- Listing in the conference app and conference website (*reserve by 6/1 for inclusion*)
- Post-conference attendee mailing list (*excludes email, phone and fax*)

NOTE: Exhibitor opportunities are designed for organizations offering products, equipment and services which will benefit or promote the development of the nursing profession. NAHN reserves the right to determine eligibility of any Exhibitor at any time.

8' x 10' Exhibit Booth \$4,000

- 8' x 10' exhibit booth
- Two Exhibit Hall passes for booth staff
- Option to purchase discounted conference registrations
- One 6' table, two chairs, booth sign and basic tablecloth
- Listing in the conference app and conference website (*reserve by 6/1 for inclusion*)
- Post-conference attendee mailing list (*excludes email, phone and fax*)

DISCOUNTS:

- NAHN Education Partners receive 5% off
- Non-profit medical professional associations (like nursing associations, etc) receive \$500 off. Universities and other nonprofits do not qualify.

Gala Event

Gala Event Sponsor
\$20,000
Exclusive



SPONSORSHIP OPPORTUNITIES

- Introduction speaking opportunity at the Gala (3-5 minutes)
- Reserved table at the Gala in a prime location (*includes 10 Gala tickets*)
- Two NAHN Annual Conference passes
- Ad in digital gala slides (*artwork provided by sponsor by 6/1, subject to NAHN approval*)
- Company logo prominently displayed at the Gala
- Gift of your choosing at each place setting (*materials produced at sponsor's cost*)
- Logo featured in the conference app, website, emails, signage and printed materials
- Pre-conference social media recognition
- One non-exclusive e-mail distribution
- Post-conference attendee mailing list (*excludes email, phone, fax*)

This opportunity is exclusive to one sponsor.

The Gala is one of the most highly anticipated social events at the Annual Conference. It's an opportunity for attendees to unwind, make connections, dance and celebrate Hispanic culture.

Gala Event

Gala Photo Booth Sponsor
\$7,500
Exclusive

**Gala Entertainment
Sponsor**
\$6,000
Exclusive

Gala Table Sponsor
\$4,000 (half table)
\$7,500 (full table)
Up to 5 Available

SPONSORSHIP OPPORTUNITIES

- Logo on physical and digital photos given to participants for sharing
- Logo featured on NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Introduction of the Entertainment/Band
- 5 tickets to the NAHN Gala
- Two NAHN Annual Conference passes
- Ad in digital gala slides (*artwork provided by sponsor by 6/1, subject to NAHN approval*)
- Company logo prominently displayed at the Gala
- Sponsor recognition during the Gala
- Logo featured on NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Half table (5 Gala tickets); Full table (10 Gala tickets)
- Two conference passes
- Ad in digital gala slides (*artwork provided by sponsor by 6/1, subject to NAHN approval*)
- Company logo prominently displayed at the Gala
- Logo featured on NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)



The Gala is one of the most highly anticipated social events at the Annual Conference. It's an opportunity for attendees to unwind, make connections, dance and celebrate Hispanic culture.

Event SPONSORSHIP OPPORTUNITIES

Lunch Sponsor
\$7,500
2 available

ONLY
1 LEFT!

**Breakfast
Sponsor**
\$5,000
2 Available

ONLY
1 LEFT!

Break Sponsor
\$3,000
4 Available

Wellness Event Sponsor
\$3,000
Exclusive

- Opportunity to welcome the audience (3-5 minutes)
 - One conference pass (*excludes Gala ticket*)
 - Logo on event signage and NAHN conference webpage
 - Post-conference attendee mailing list (*excludes email, phone, fax*)
-
- One conference pass (*excludes Gala ticket*)
 - Logo on event signage and NAHN conference webpage
 - Post-conference attendee mailing list (*excludes email, phone, fax*)
-
- One conference pass (*excludes Gala ticket*)
 - Logo on event signage and NAHN conference webpage
 - Post-conference attendee mailing list (*excludes email, phone, fax*)
-
- NAHN will host a wellness activity (yoga, Zumba or running meet-up)
 - Logo on event signage
 - Logo featured on NAHN conference webpage



Social AFFILIATE EVENT

**Affiliate Reception
or Event
\$500**

- Host an affiliate event or reception at the Renaissance Atlanta Waverly Hotel & Convention Center
- Limited time slots are available
- Room reservations must be completed through the National Association of Hispanic Nurses
- Association staff will place you in contact with the hotel to set up food & beverage for your event
- Contact us today at sales@thehispanicnurses.org to set-up your event



Tote Bag SPONSORSHIP OPPORTUNITIES

ONLY
2 LEFT

Tote Bag Sponsor
\$4,000
3 available

**Tote Giveaway Item
Sponsor**
\$2,500
10 available

Tote Bag Insert Sponsor
\$1,500
10 available

- Logo on tote bag distributed to participants
- Logo featured on NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Logo item provided by sponsor included in tote bags (*must be provided by June 1, subject to NAHN approval*)
- Logo featured on NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Printed collateral material provided by sponsor and included in tote bags (*due June 1, subject to NAHN approval*)



Visibility

Water Bottle Sponsor
\$6,000
Exclusive

SOLD

Lanyard Sponsor
\$6,000
Exclusive

Hotel Key Card Sponsor
\$5,500
Exclusive

General Session Seat Drop
\$2,500
3 Availables

SPONSORSHIPS

- Logo on water bottle given to every participant
- Logo featured on NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Logo on lanyard for name badges distributed to all participants
- Logo featured on NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)
- Logo on hotel key cards given to conference participants staying in host hotel (*Note: sponsor will work with hotel and is responsible for the cost of key card production*)
- Logo featured on NAHN webpage
- Place your company literature in the general session
- Sponsor is responsible for the production and delivery of literature
- Proof must be provided by June 1 and approved by NAHN before being sent to print



Digital ADVERTISING & SPONSORSHIP

SOLD

**Mobile App
Sponsor**
\$4,500
Exclusive

Mobile App Ad
\$1,500
3 available

Daily Eblast Sponsor
\$4,500
Exclusive

Sponsored Tweets
\$1,500
3 available

- Sponsor full-page digital splash ad prominently featured on conference app used by participants
- Artwork provided by sponsor by June 1 (*NAHN to provide dimensions and file specifications*)
- Logo featured on NAHN webpage
- Digital rotating horizontal banner ad visible through the conference app
- Artwork provided by sponsor by June 1 (*NAHN to provide dimensions and file specifications*)
- Exclusive banner ad appearing on the top of daily eblasts sent to all conference participants week of conference
- Exclusive banner ad appearing on "Know Before You Go" eblast
- Logo featured on NAHN conference webpage
- Artwork provided by sponsor by June 1 (*NAHN to provide dimensions and file specifications*)
- Receive 4 tweets on NAHN's Twitter feed during week of the NAHN Annual Conference
- Content provided by sponsor by July 1 and approved by NAHN

NOTE: Digital Artwork Due June 1

All designs subject to NAHN approval



Print ADVERTISING OPPORTUNITIES

**Program Guide
Back Cover Ad
\$4,000**

**Program Guide
Full-Page Ad
\$2,500 to \$3,000**

**Program Guide
Half-Page Ad
\$1,500**

- Full-page print ad in the Program Guide given to participants
- Full color and placement on the back cover
- 8.5" wide by 11" high, high resolution pdf at 300 dpi, no bleed
- Advertiser to supply final approved ad by June 1

- Full-page print ad in the Program Guide given to participants
- Full color and placement in the first 5 pages - \$3,000
- Full color and placement at NAHN's discretion - \$2,500
- 8.5" wide by 11" high, high resolution pdf at 300 dpi, no bleed
- Advertiser to supply final approved ad by June 1

- Half-page print ad in the Program Guide given to participants
- Full color and placement at NAHN's discretion
- 8.5" wide by 5.5" high, high resolution PDF at 300 dpi, no bleed
- Advertiser to supply final approved ad by June 1



NOTE: Artwork Due June 1

All designs subject to NAHN approval



HISPANIC
HEALTH POLICY *Summit*

Sponsorship



FEBRUARY 18-19, 2025
WASHINGTON D.C.



INCLUSIVE
PACKAGES

Diamond Level



Benefits

SUMMIT VISIBILITY

- Logo featured on the meeting webpage, promotional emails, signage, mobile site and printed materials
- 3 passes to the Summit
- Opportunity to provide a 45-minutes sponsored presentation
- Pre- and post-event thank you on social media
- Exclusive pre-event eblast to registrants (*content provided by sponsor by December 20 and approved by NAHN*)
- Post-event attendee mailing list (excludes email, phone, fax)
- Tote bag insert (*sponsor provides content by December 20; material approved by NAHN in advance of shipping*)

NON-SUMMIT

- Seat on the NAHN Council of Business Advisors (CoBÁ) through 2025
- Corporate membership in NAHN through 2025
- Ad in NAHN e-newsletter or on the NAHN HHPS webpage for one month in 2025 (*artwork provided by sponsor, subject to availability and NAHN approval*)
- Option to provide one 1-hour webinar before the end of 2025 (*content created by sponsor and approved by NAHN*)

Investment: \$30,000

INCLUSIVE PACKAGES

Emerald Level



Benefits

SUMMIT VISIBILITY

- Logo featured on the meeting webpage, promotional emails, signage, mobile site and printed materials
- Opportunity to provide up to 2 minute video to play at conference
- 2 passes to the Summit
- Pre- and post-event thank you on social media
- Post-event attendee mailing list (*excludes email, phone, fax*)

NON-SUMMIT

- Corporate Membership in NAHN through 2025
- Ad in NAHN e-newsletter or on the NAHN HHPS webpage for one month in 2025 (*artwork provided by sponsor, subject to availability and NAHN approval*)

Investment: \$20,000

Event SPONSORSHIP OPPORTUNITIES



Host Session
\$10,000
2 Available

Reception Sponsor
\$6,500
Exclusive Opportunity

Lunch Sponsor
\$5,000
2 Available

Breakfast or Break Sponsor
\$2,500

- Opportunity to introduce a speaker
- Logo on event signage and NAHN HHPS webpage
- Post-event attendee mailing list (*excludes email, phone, fax*)

- Opportunity to welcome the audience (3-5 minutes)
- Exclusive sponsorship of NAHN reception
- Logo on event signage and NAHN HHPS webpage
- Post-event attendee mailing list (*excludes email, phone, fax*)

- Opportunity to welcome the audience (3-5 minutes)
- Logo on event signage and NAHN HHPS webpage
- Post-event attendee mailing list (*excludes email, phone, fax*)

- Logo on event signage and NAHN HHPS webpage
- Post-event attendee mailing list (*excludes email, phone, fax*)

Visibility SPONSORSHIP OPPORTUNITIES



Exhibit Booth \$250

5 Opportunities (Universities or
Fellowship Programs only)

Flyer Seat Drop \$1,500

Up to 10 Available

Eblast Sponsor \$2,000 Exclusive

- Table-top exhibit display on Friday, February 2nd.
 - One-hour unopposed exhibit time with attendees.
 - Logo featured on NAHN HHPS webpage
-
- Printed collateral material provided by sponsor and given to every attendee *(due January 8, subject to NAHN approval)*
-
- Exclusive opportunity to provide an ad to be included in our NAHN HHPS "Know Before You Go" and "Daily Activity" eblasts sent to attendees.



What's Next?

- ✓ Contact sales@thehispanicnurses.org to reserve your sponsorship.
- ✓ Review the sponsor, exhibitor, and advertiser agreements on the [NAHN website](https://www.nahn.org).
- ✓ Confirm your selection by paying at the time of reservation with a credit card, or submit payment for your invoice by check within 45 days (or before your ad, exhibit, or sponsor event takes place, whichever is first). Please note that your participation is not finalized until payment is received.
- ✓ Provide required materials or information by the deadline provided (logo, ad artwork, company representative information, exhibit details, etc.)

Questions?

- ✓ Contact us at sales@thehispanicnurses.org. We would love to chat with you!



**Thank You for
Supporting Hispanic
Nurses and
Communities**

