



2025 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.

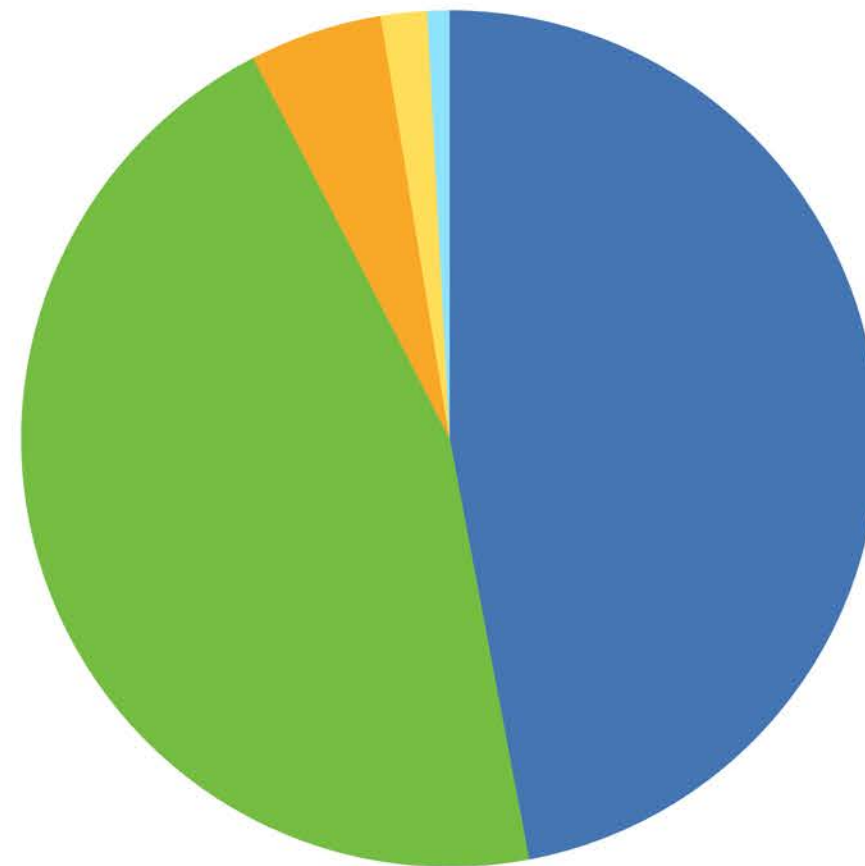
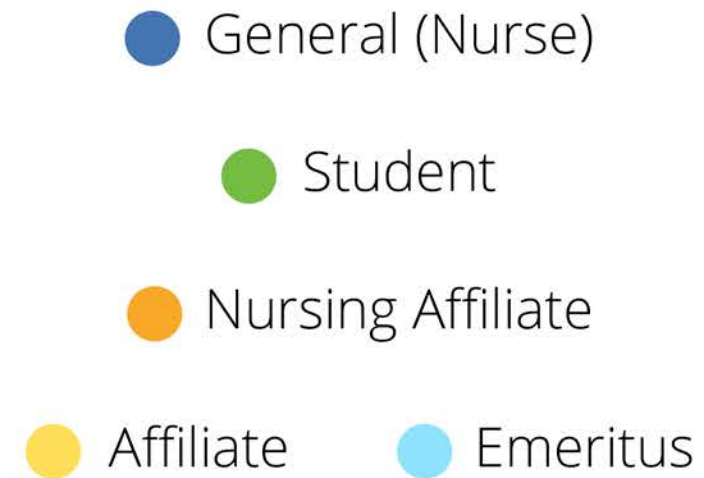
Since 1975, NAHN has been the nation's leading professional society for Latino nurses. With **more than 40 chapters** and **approximately 2,750 members**, NAHN brings together nurses, health care professionals, administrators, students, and academic leaders from across the United States and beyond.



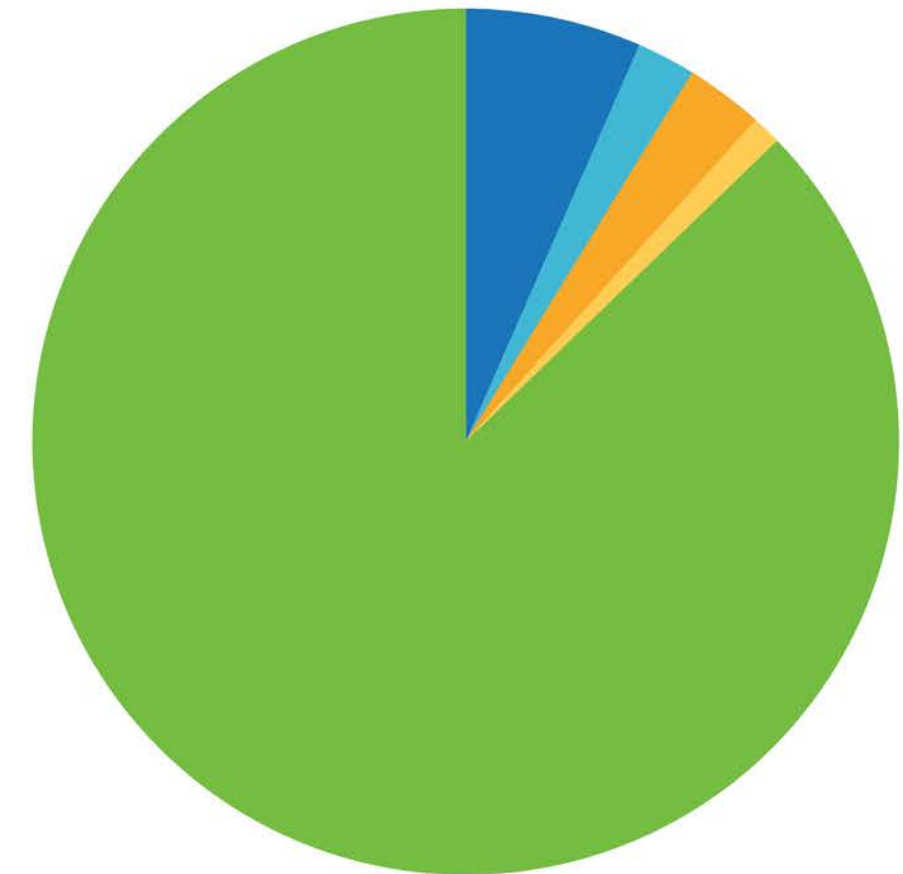
About NAHN

Who are NAHN members?

Member Type



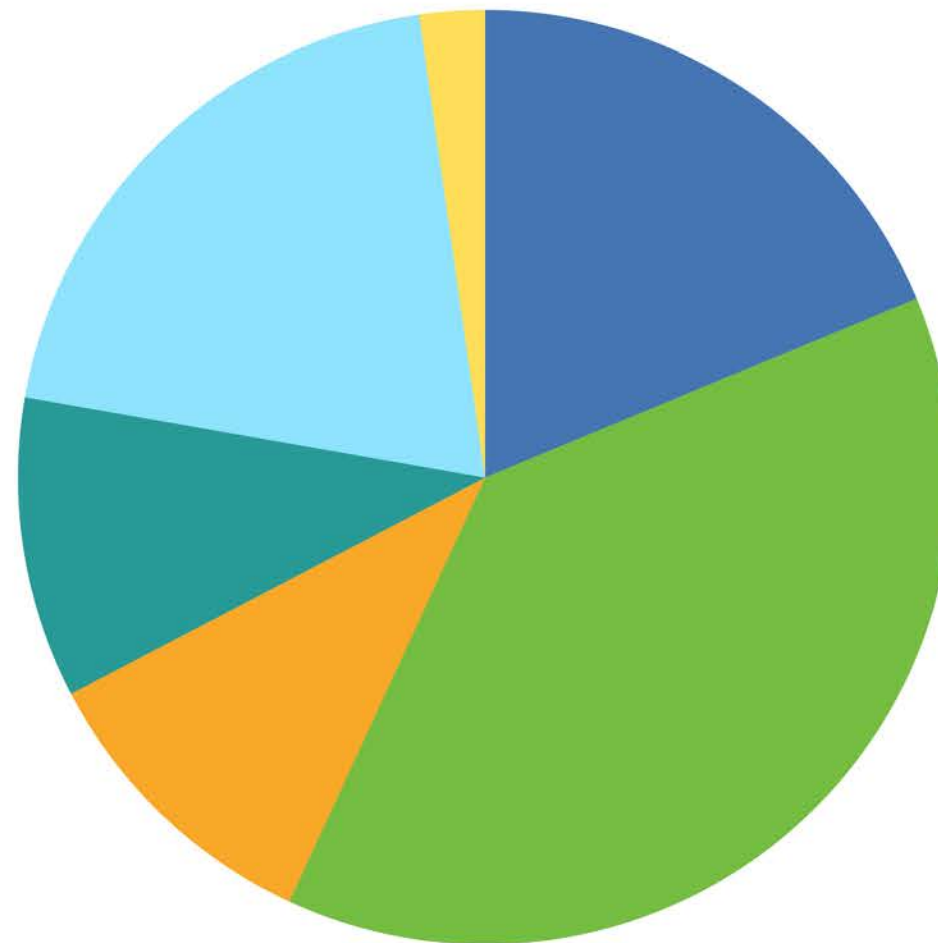
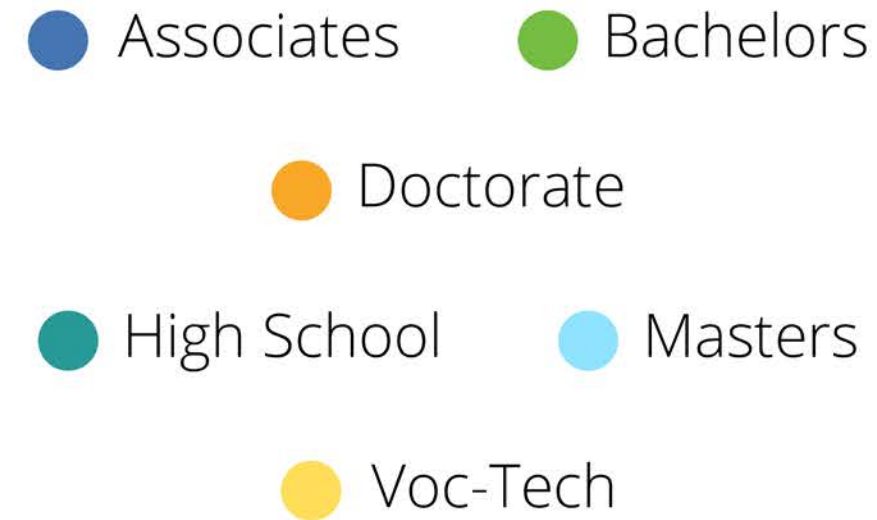
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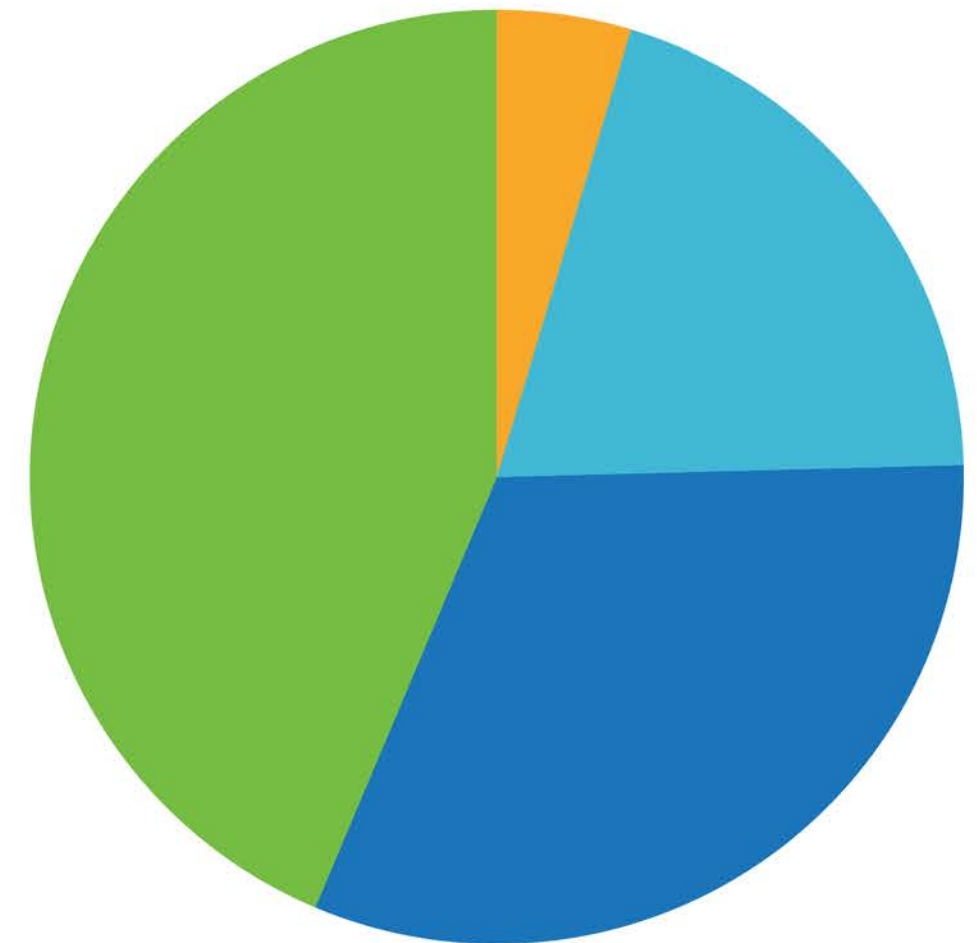
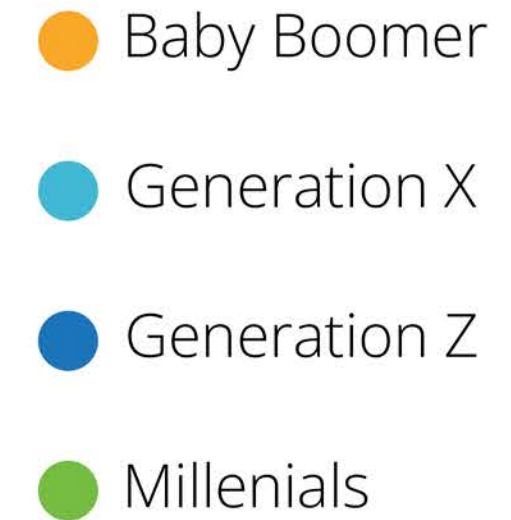
About NAHN

Who are NAHN members?

Highest Degree



Generation



About NAHN

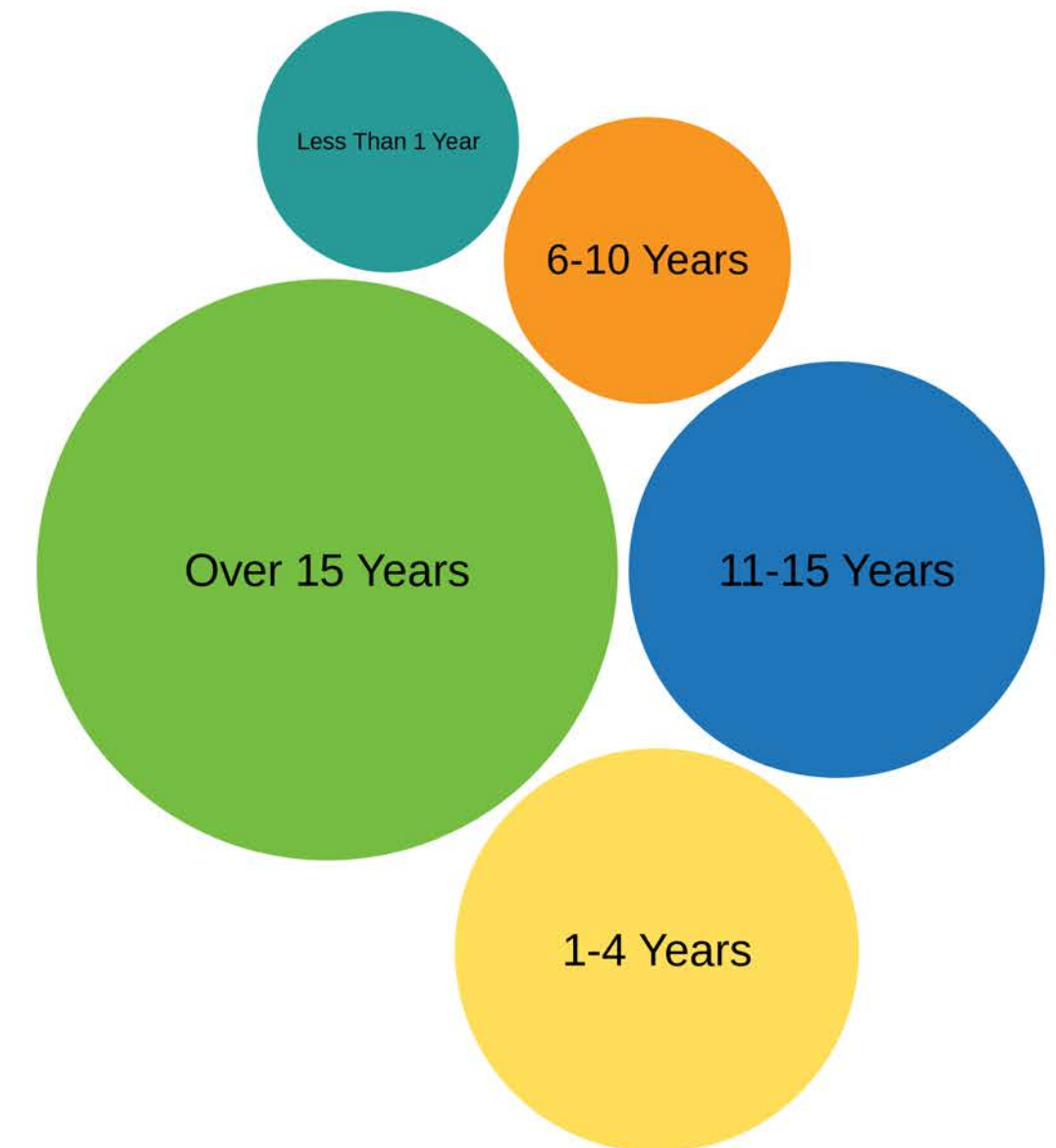
Who are NAHN members?

Workplace

- Acute Care Hospital / Multihospital System
- Ambulatory Care/ Clinic/ HMO
- Academic / Education
- Government / Public Health Agency
- Nursing Home/ Long Term Care / Home Care
- Private Industry / Self Employed
- Other



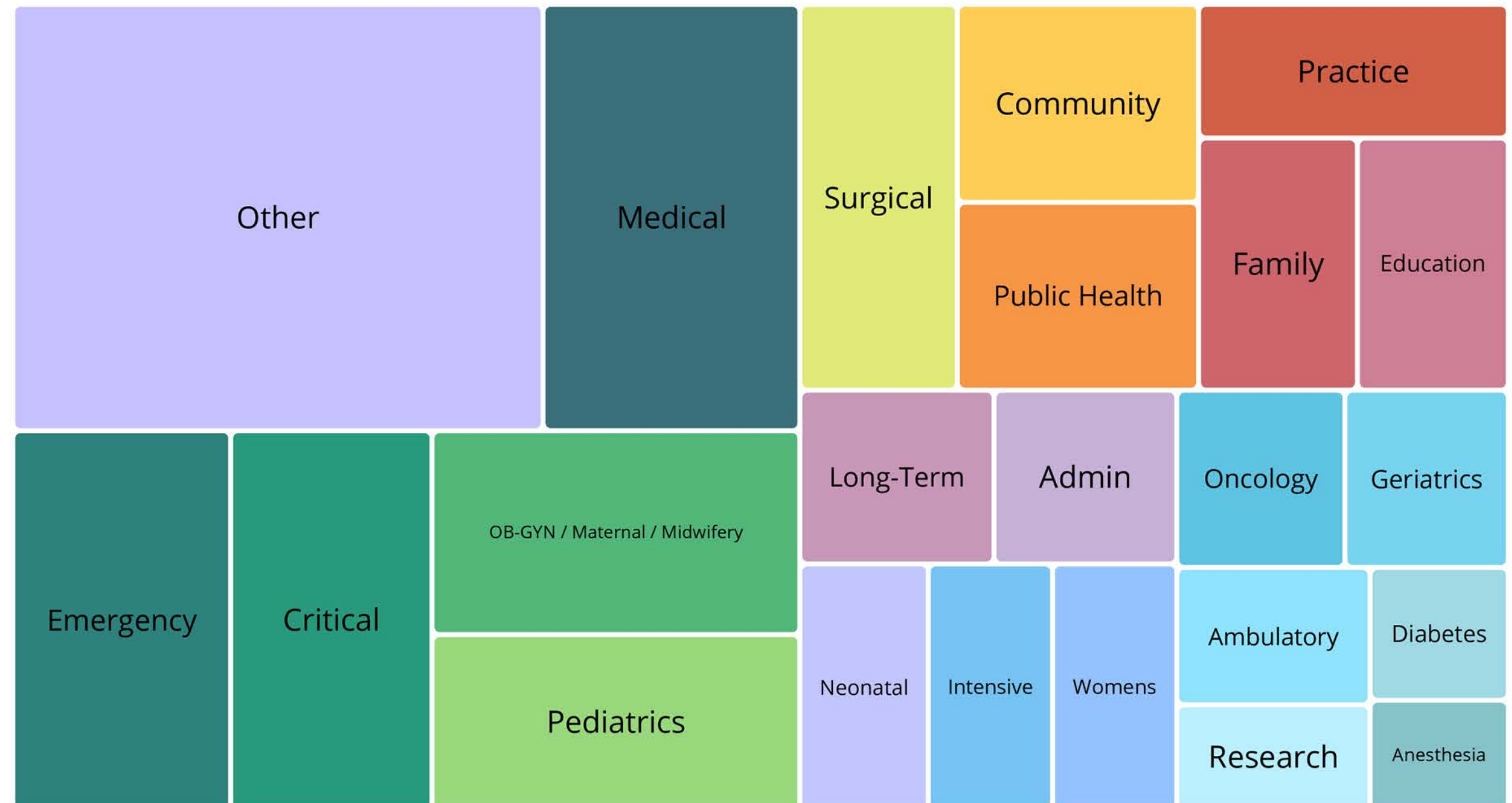
Years of Experience



About NAHN

Who are NAHN members?

Top Specialties





NAHN works to recruit Latinos into the nursing profession.

5.6%

According to 2020 Census data, there are 62.1 million Hispanics living in the United States, representing 18.9% of the total US Population.

However, of the more than 4 million registered nurses in the US, only 5.6% identify as Hispanic or Latino.

(Sources: 2020 National Nursing Workforce Study and Office of Minority Health)



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: \$600 (4 issues)
- 3 months: \$1,600 (12 issues)
- 6 months: \$3,000 (25 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: \$525
- 3 months: \$1,325
- 6 months: \$2,375
- 12 months: \$4,500

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

NAHN 50th ANNUAL CONFERENCE



DALLAS, TX • JULY 16 - JULY 18, 2025
The Westin Irving Convention Center at Las Colinas



Bienvenidos!

The NAHN Annual Conference attracts over 400 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 50th Annual Conference will be held July 16-18, 2025 in Dallas, Texas.





NAHN 50th ANNUAL CONFERENCE



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.

Exhibits



10' x 20' Exhibit Booth \$6,000

- 10' 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 6/2 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.



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

- 10' 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 6/2 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

**SOLD
OUT**

Photo Booth Sponsor
\$7,500
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*)
-
- Half table (5 *Gala tickets*); Full table (10 *Gala tickets*)
 - Two conference passes
 - Ad in digital gala slides (*artwork provided by sponsor by 6/2, 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

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

**ONLY
1 LEFT!**

Break Sponsor
\$3,000
3 Available

**Professional
Headshot Sponsor**
\$4,000
Exclusive

- One conference pass (*excludes Gala ticket*)
- Logo on event signage and NAHN conference webpage
- Post-conference attendee mailing list (*excludes email, phone, fax*)

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



Student

SPONSORSHIP OPPORTUNITIES

**Student Bootcamp
Lunch Session Sponsor**
\$6,500
(Exclusive)

Student Travel Sponsor
\$2,000
4 Available

Student Bootcamp Coffee
\$1,500
(Exclusive)

- Opportunity to offer a 30-minute session during lunch at the NAHN Student Bootcamp, held the day prior to the conference for approximately 50 student members.
 - One conference pass (excludes Gala ticket)
 - Logo on event signage and NAHN conference webpage
 - Post-conference attendee mailing list (excludes email, phone, fax)
-
- Help NAHN students attend the conference! Funds will support their registration and/or travel expenses.
 - One conference pass (*excludes Gala ticket*)
 - Logo on event signage and NAHN conference webpage
 - Post-conference attendee mailing list (*excludes email, phone, fax*)
-
- Sponsor coffee at the NAHN Student Bootcamp, held the day prior to the conference for approximately 50 student members.
 - One conference pass (excludes Gala ticket)
 - Logo on event signage and NAHN conference webpage
 - Post-conference attendee mailing list (excludes email, phone, fax)



Ads

ADVERTISING & SPONSORSHIP

Mobile App Sponsor
\$4,500
Exclusive

Daily Eblast Sponsor
\$4,500
Exclusive

Sponsored Tweets
\$1,500
3 available

Seat Drop Flyer
\$2,500
3 Availables

- Sponsor full-page digital splash ad prominently featured on conference app used by participants
- Artwork provided by sponsor by July 2 (*NAHN to provide dimensions and file specifications*)
- Logo featured on NAHN webpage
- Exclusive banner ad appearing on the top of daily eblasts sent to all conference participants
- Exclusive banner ad on "Know Before You Go" eblast
- Logo featured on NAHN conference webpage
- Artwork provided by sponsor by July 2 (*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 2
- Place your company literature in the general session
- Sponsor responsible for the production and delivery
- Proof must be provided by July 2 and approved by NAHN before being sent to print

NOTE: Digital Artwork Due July 2

All designs and content subject to NAHN approval





HISPANIC
HEALTH
POLICY *Summit*

FEBRUARY 2026
WASHINGTON, DC

Sponsorship



INCLUSIVE
PACKAGES

Diamond Level



Benefits

SUMMIT VISIBILITY

- Opportunity to provide a 45-minutes sponsored presentation
- Logo featured on the meeting webpage, promotional emails, signage, mobile site and printed materials
- 3 passes to the Summit
- Pre- and post-event thank you on social media
- Exclusive pre-event eblast to registrants (*content provided by sponsor by January 8 and approved by NAHN*)
- Post-event attendee mailing list (excludes email, phone, fax)
- Tote bag insert (*sponsor provides content by January 8; material approved by NAHN in advance of shipping*)

NON-SUMMIT

- Seat on the NAHN Council of Business Advisors (CoBÁ) through 2026
- Corporate membership in NAHN through 2026
- Ad in NAHN e-newsletter or on the NAHN HHPS webpage for one month in 2026 (*artwork provided by sponsor, subject to availability and NAHN approval*)
- Option to provide one 1-hour webinar before the end of 2026 (*content created by sponsor and approved by NAHN*)

Investment: \$30,000

INCLUSIVE PACKAGES

Silver Level



Benefits

SUMMIT VISIBILITY

- Opportunity to provide a 30-minutes sponsored presentation
- Logo featured on the meeting webpage, promotional emails, signage, mobile site and printed materials
- 2 passes to the Summit
- Pre- and post-event thank you on social media
- Post-event attendee mailing list (excludes email, phone, fax)
- Tote bag insert (sponsor provides content by January 8; material approved by NAHN in advance of shipping)

NON-SUMMIT

- Corporate membership in NAHN through 2026
- Ad in NAHN e-newsletter or on the NAHN HHPS webpage for one month in 2026 (artwork provided by sponsor, subject to availability and NAHN approval)

Investment: \$20,000

INCLUSIVE PACKAGES

Emerald Level

2 Available



Benefits

SUMMIT VISIBILITY

- 5 minutes of stage time to promote your organization or play a promotional video for the full summit audience
- Logo featured on the meeting webpage, promotional emails, signage, mobile site and printed materials
- 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 2026
- Ad in NAHN e-newsletter or on the NAHN HHPS webpage for one month in 2026 (*artwork provided by sponsor, subject to availability and NAHN approval*)

Investment: \$15,000

Event SPONSORSHIP OPPORTUNITIES



Reception Sponsor \$6,500

Exclusive Opportunity

Lunch Sponsor \$5,000

Exclusive Opportunity

Breakfast or Break Sponsor \$3,000

Flyer Seat Drop \$2,000

Up to 2 Available

- 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*)
-
- Printed collateral material provided by sponsor and given to every attendee (*due January 2026, subject to NAHN approval*)

Visibility SPONSORSHIP OPPORTUNITIES



Eblast Sponsor
\$3,000
Exclusive

Digital Slide Ad
\$1,500
Up to 5 available

Webpage Ad
\$750
Up to 3 available

- Exclusive opportunity to provide an ad to be included in our NAHN HHPS “Know Before You Go” and “Daily Activity” eblasts sent to attendees. *(content due January 2026, subject to NAHN approval)*
- Have a slide advertising your organization and initiatives shown to the full summit audience on the stage *(slide due January 2026, subject to NAHN approval)*
- Provide a digital ad, 600px wide by 100px high, with a URL to appear on the NAHN Summit webpage for one month *(due January 2026, subject to NAHN approval)*



What's Next?

- ✓ Contact sales@thehispanicnurses.org to reserve your sponsorship.
- ✓ Review the sponsor, exhibitor, and advertiser agreements on the [NAHN website](#).
- ✓ 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**

