



2023 INA LEGISLATIVE DAY

**BE THE VOICE:
TELL YOUR STORY**

MARCH 8, 2023 | DES MOINES, IOWA

SPONSOR & EXHIBITOR PROSPECTUS

DEADLINE: FRIDAY, FEBRUARY 24, 2023

ONLINE REGISTRATION WILL OPEN JANUARY 2023!

Iowa Nurses Association (INA) invites Iowa nurses and nursing students to participate in the 2023 INA Legislative Day. This year's event with exhibitors will take place Wednesday, March 8, 2023, at the Des Moines Marriott Downtown in Des Moines, Iowa. We look to the leadership of companies and educators to keep us informed and would value your representation at this one-day event.

We welcome your presence to be among these high-energy nurse leaders. All sponsorships over \$300 will include a FREE exhibit booth! As a sponsor, your company will be advertised and promoted as a supporter of Iowa nurses. Sponsorship opportunities include educational sessions, mobile app, meals, legislative reception, and much more!

EXHIBITOR BINGO PRIZE DONATIONS

Conference attendees will be encouraged to visit each exhibitor and participate in an exhibitor bingo activity, visits will be tracked via a bingo card on-site, and those will be used to draw names for the raffle prizes. The winner will be selected in a random drawing and notified post-convention. To participate, please note your raffle item in addition to indicating your exhibitor level on the online registration form. We look forward to hearing back from you before the application deadline of Friday, February 24, 2023.

If you have any questions, please contact Sarah Botruff at the INA office at 515.225.0495 or events@iowanurses.org.

EXHIBITORS

Exhibitor Schedule - Wednesday, March 8, 2023

7:00-8:00 am Exhibitor set-up
8:00- 9:00 am Breakfast and exhibit area open
10:00 - 10:15 am Attendee break with exhibitors
11:45 am - 1:00 pm Lunch with exhibitors
1:00 - 2:00 pm Exhibitor teardown

EXHIBITOR TABLE | \$350

Exhibit Hall opens on Wednesday, March 8, 2023

- Company name on mobile app with a clickable link
- Two company representatives at the exhibitor table, extra staff members \$50 each
- Continental breakfast, breaks, and lunch included
- 6-foot linen-draped exhibitor table with two chairs
- Exhibit space is centrally located in the meeting area where food will be served the booth placement will be determined by INA staff with priority given in order of sponsorship levels

SPONSORSHIP OPPORTUNITIES

PRODUCT THEATER SPONSOR | \$5,000

One Available

- **One 45-minute** presentation during a meal with basic audio/visual equipment provided
- Exclusive signage at chosen meal
- Ability to place company literature at each setting during the chosen meal
- One custom push notification/message to attendees through the mobile app
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)

***Vendor provides presentation, speaker, handouts, and product demonstration/materials. INA to provide the F&B.*

BREAKFAST CONNECTIONS SPONSOR | \$3,000

One Available

- Exclusive signage at breakfast and company literature at each breakfast setting
- Clickable logo/banner ad prominently displayed on the virtual platform
- Social media recognition
- One custom push notification/message to attendees through the mobile app
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)

RECEPTION SPONSORSHIP (HAPPY HOUR SPONSOR) | \$2,500

One Available

- Signage at the reception's bar and beverage station thanking your company for the sponsorship.
- Opportunity to work with the event planner to select the drink menu for the night. Depending on the venue, create a signature drink with the bartender
- Including one drink ticket per person with the company logo on them

VIRTUAL PLATFORM/MOBILE APP SPONSOR | \$1,500

One Available

- Clickable logo/banner ad prominently displayed on the virtual platform
- Social media recognition
- One custom push notification/message to attendees through the mobile app
- Recognition from the podium and in scrolling presentations
- Exhibit table (and all associated benefits)

AUDIO/VISUAL & WI-FI SPONSOR | \$1,000

One Available

- Company name/logo on Wi-Fi Cards distributed to attendees during the event. The card will have hotel Wi-Fi connection information listed for each attendee.
- Company profile (name, logo, website, contact information, logo, etc.) on mobile app/ event platform
- One custom push notification to attendees through the mobile app
- Company logo on the conference website with a clickable link to your website
- Social media recognition
- Recognition from the podium and in scrolling presentations

NAME TAG SPONSOR | \$500

One Available

- Company logo and Nursing Association's logo on Nametags
- Company profile (name, logo, website, contact information, logo, etc.) on mobile app/ event platform
- Company logo on conference website with a clickable link to your website
- Social media recognition
- Recognition from the podium and in scrolling presentations

EDUCATION SESSION SPONSOR | \$500

Four Available

- Company name/logo on signage near the registration table
- Mentions prior to the education session noting sponsorship of the specific session presentation.
- Company profile (name, logo, website, contact information, logo, etc.) on mobile app/ event platform
- One custom push notification to attendees through the mobile app
- Company logo on the conference website with a clickable link to your website
- Social media recognition
- Recognition from the podium and in scrolling presentations

ATTENDEE WELLNESS SERVICE SPONSOR | \$500

Four Available

Do you have a service to provide our attendees like chair massage, reiki healing, nutrition counseling, etc.? This sponsorship is available to service providers only. Wellness service providers will be placed at key locations for optimum attendee visibility. Sponsorship benefits include exclusive signage, company name on the mobile app with a clickable link, social media recognition, and one push notification.

- Service space in a high-traffic area (6-foot table with chair, if needed)
- Sign with company name/logo
- Company profile (name, logo, website, contact information, logo, etc.) on mobile app/ event platform
- Company logo on the conference website with a clickable link to your website
- Social media recognition

COFFEE BREAK SPONSOR | \$400

One Available

- Exhibit level benefits
- Exclusive signage at breaks
- Company name on mobile app with clickable link
- Social media recognition
- Podium shout outs and one push notification.

BANNER ADS | \$250

Five Available

Clickable banner app on the mobile app. Sizes needed:

- Large - 800 x 100px
- Medium - 600 x 100px
- Small - 400 - 100px

REGISTRATION & PAYMENT INFORMATION

EXHIBITORS & SPONSORS MUST REGISTER ONLINE

When registering online, you may pay immediately by credit card or generate an invoice to pay by check. We are asking that all payments be received (or are in process) by February 24, 2023. Space and/or exhibit table is not guaranteed until payment is received, or the business office is informed of a delay. Failure to submit payment will result in the sponsorship being re-opened to the general public. ***Online registration will be open in January 2023!***

CANCELLATIONS:

Written cancellation notice must be received via email (events@iowanurses.org) on January 11, 2023, to receive a 50% refund.