



2023 INA VIRTUAL LEGISLATIVE DAY

**BE THE VOICE:  
TELL YOUR STORY**

WEDNESDAY, MARCH 8, 2023 | VIRTUAL

**SPONSOR & EXHIBITOR PROSPECTUS**

DEADLINE: MARCH 3, 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, Virtually. 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!**

## EXHIBITORS

### **Exhibitor Schedule - Wednesday, March 8, 2023**

10:00 - 10:15 am Virtual attendee break with exhibitors

11:15 AM- 11:30 AM Virtual Exhibitor Break

### EXHIBITOR TABLE | \$350

Exhibit Hall opens on Wednesday, March 8, 2023

- Company name on mobile app with a clickable link
- Display your logo both in the event platform
- Display your logo and company link on the conference webpage
- Customize your company listing within the event platform
- The opportunity to schedule a 5-10-minute zoom session to connect with attendees during our scheduled breaks

## 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.*

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## 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

## 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 presentation

## 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

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# 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 March 3, 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](mailto:events@iowanurses.org)) on January 11, 2023, to receive a 50% refund.