



Exhibit & Sponsorship Prospectus 2019



**Caring
for
America's
Heroes**

www.vanurse.org



Nurses Organization of Veterans Affairs

1120 Rt. 73, Suite 200 · Mt. Laurel · New Jersey 08054

Phone: (703) 444-5587 · Fax: (856) 439-0525 · Email: nova@vanurse.org

NOVA is a nationwide, nonprofit professional organization whose members are nurses working for the Department of Veterans Affairs Medical Centers and Clinics. NOVA is not part of the VA, nor is NOVA sanctioned or endorsed by the VA.

About NOVA

Who We Are

NOVA, the Nurses Organization of Veterans Affairs, is a nationwide, nonprofit, professional organization of registered nurses who are employed by the Department of Veterans Affairs Medical Centers and Clinics.

NOVA is dedicated to ensuring quality health care for U.S. Veterans, enhanced nursing educational opportunities, standards of excellence for VA nurses, increased research opportunities and academic excellence in the VA, increased communications among VA nurses, effective recruitment and retention programs, and to providing a strong voice for VA nurses and Veterans.

IMPORTANT: NOVA is a 501(c)(6) non-profit association, whose members are nurses that work for the VA. **NOVA is not a part of the VA, nor is it sanctioned or endorsed by the VA.**

Why Support NOVA?

- Help create a stronger future for VA nursing.
- Support quality health care for America's heroes.
- Support educating, communicating with and advocating for Department of Veterans Affairs Nurses professionally, personally and legislatively.
- Support efforts in shaping, influencing, and advancing the profession of VA nursing.
- Gain maximum exposure with nurses on the frontlines of VA patient care.
- NOVA members serve as content experts, educators and advisors to ensure Veterans receive high quality care.

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Our Mission

**To Educate, Communicate, and Advocate
for the Veterans Administration Nurse
Professionally, Personally, and Legislatively.**



NOVA Members

Who Will You Reach?

With a membership of nearly 3,000 VA nurses, dedicated to the care of our nation's heroes, what better opportunity to get your company's products and services in front of this important audience.

VA nurses spanning all clinical specialties and areas of nursing from across the country, representing top-level nurse executives, advanced practice nurses, nurse practitioners, clinical nurse specialists, nurse researchers and staff nurses.

NOVA Members include:

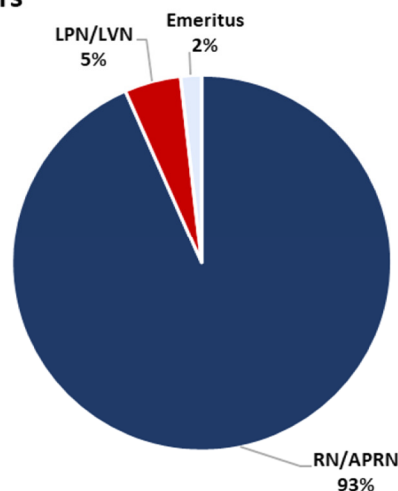
- **Registered Nurses**
- **Advanced Practice Registered Nurses**
- **Licensed Professional/Vocational Nurses**
- **Nurse Emeritus (Retired)**

About NOVA

NOVA Quick Facts

- Founded in 1980
- Nearly 3,000 members
- NOVA News Quarterly E-Newsletter
- 121 Chapters in 46 States
- VA Nurse Continuing Education Webinars
- NOVA Annual Meeting
- Public Policy and Advocacy
- NOVA Mentoring Program
- NOVA Scholarship Program
- NOVA Awards Program

NOVA Members



NOVA Strategic Plan

NOVA's three-year strategic plan is focused on membership growth & engagement, revenue growth, strategic alliances and operational efficiency. We are interested in partnering with corporations and organizations who have an interest in supporting NOVA's growth so that we can continue to deliver high quality nursing education, mentoring and support which will in turn promote high quality care for Veterans.

Membership Growth & Engagement



**Increase Membership
by 15% by 2020**

Revenue Growth



**Increase NOVA Revenue
by 15% by 2020**

Strategic Alliances



**Increase Alliances &
Brand Awareness by 2020**

Operational Efficiency



**Develop Operations
Policies & Leadership
Development Plan by 2020**

Associate Membership

Associate Membership

Associate Members play a vital role within NOVA. They support our mission and vision and help educate our members about products and services improving Veteran patient outcomes and the quality of their care. Become an Associate Member so your company or organization experiences more recognition, value and resources.

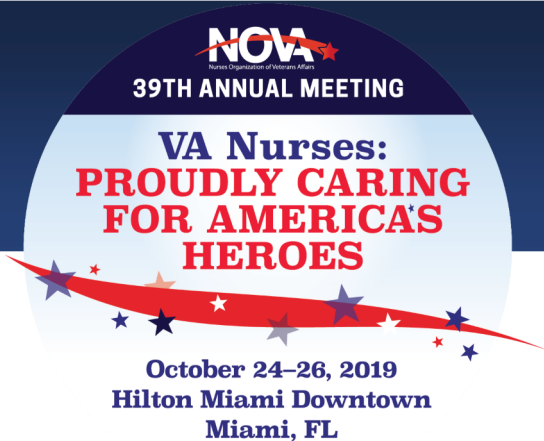
How to Join

- Visit www.vanurse.org to submit an online application with payment.
- You may also download an application online and submit with check payment to NOVA Headquarters.
- For questions, contact Mary Prendergast, Membership Coordinator at 703-444-5587 or via email at nova@vanurse.org.

Associate Membership costs \$250 annually and gives your company/organization access to the following:

Marketing Opportunities	Associate Members	Nonmembers
Recognition on www.vanurse.org with link to your company website	✓	N/A
Acknowledgement in NOVA News - NOVA's quarterly electronic newsletter	✓	N/A
Receive NOVA communications including NOVA News, updates and announcements, and press releases	✓	N/A
Discounts for exhibiting at NOVA's Annual Meeting	\$1575	\$1750
Discounts on vendor-led webinars	\$500	\$1,000
Discounts on NOVA News advertising	\$250	\$750
Discounts on vendor-led chapter events	\$500	\$1,000

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Annual Meeting Exhibits & Sponsorship

Annual Meeting Location

Hilton Miami Downtown

1601 Biscayne Blvd.

Miami, FL 33132

Why Exhibit

With a membership of nearly 3,000 VA nurses, dedicated to the care of our nation's heroes, what better opportunity to get your company's products and services in front of this important audience. VA nurses spanning all clinical specialties and areas of nursing from across the country, representing top-level nurse executives, advanced practice nurses, nurse practitioners, clinical nurse specialists, nurse researchers, staff nurses, and others attend the Annual Meeting. Don't miss this opportunity to meet face to face with those on the frontlines of VA patient care.



Exhibitor Fees

Associate Members:

Table Top Space \$1,575 (10% Discount)

Nonmember Exhibitors:

Table Top Space \$1,750

Each table-top will receive:

- 6 foot draped and skirted table
- 2 chairs
- 2 complimentary registrations for the meeting
- Acknowledgement in Annual Meeting program
- Acknowledgement in NOVA Newsletter
- Company name and website link on NOVA website
- Annual Meeting attendee list

As an exhibitor at the 39th NOVA Annual Meeting, you receive two (2) complimentary registrations to the meeting. NOVA exhibitors are encouraged to attend the educational sessions and the Awards Luncheon on Friday afternoon.

Upon payment in full, NOVA will assign your tabletop space. Space is accommodated on a first paid/first assigned basis. Cancellations received in writing by June 1, 2019 will be subject to a \$75 cancellation processing fee. **There will be no refunds issued after June 1, 2019.**

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Exhibit Hours

Exhibitor Set-Up

Wednesday, October 23, 2019

4:00 PM – 6:00 PM

Thursday, October 24, 2019

6:00 AM – 6:30 AM

Exhibit Hours

Thursday, October 24, 2019

7:00 AM – 8:30 AM Coffee with Exhibitors

11:00 AM – 11:30 AM Morning Break

12:30 PM – 2:00 PM Lunch

3:00 PM – 3:30 PM Afternoon Break

5:30 PM – 7:30 PM Welcome Reception

Exhibitor Move-Out

7:30 PM – 9:00 PM

Annual Meeting Exhibits & Sponsorship

Sponsorship Opportunities

Each registered participant attends the NOVA Welcome Reception and receives a registration bag and lanyard with name badge. Don't miss this opportunity to increase your brand awareness among VA nurses through sponsorship and branding opportunities at NOVA's 39th Annual Meeting.

Sponsorship Opportunity	Exclusive	Shared
Focus Group*— <i>New!</i>	\$2,500	N/A
NOVA Welcome Reception	\$2,500	\$1,250
Registration Bag with Company Logo	\$1,000	N/A
Lanyards for Name Badges with Company Logo	\$500	N/A

*Focus Group will provide the sponsor with the exclusive opportunity to host a focus group with NOVA meeting attendees during the lunch hour on October 24th. NOVA will provide the meeting space and assist in securing focus group participants. Sponsor will be responsible for coordinating and paying for food & beverage and AV costs (if any) for the event. Sponsor will be responsible for securing facilitator for the focus group.

PROGRAM GUIDE ADVERTISING

Each registered participant receives this valuable book containing the program guide with session descriptions and agenda, speaker highlights, room locations, sponsor and exhibitor listings, listings of social events and instructions for obtaining continuing education credits.

Onsite Program Advertising**	
Outside Back Cover (Full Color)	\$600
Inside Front Cover (Full Color)	\$400
Full Page (Full Color)	\$250
Half Page (Full Color)	\$150

**Print ads must have a print quality of at least 300 dpi. Email ads to jdougherty@vanurse.org. Ads must be high resolution PDF to size and must be saved in CMYK. All ads are printed in full-color. Any necessary artwork or additional copy or photograph preparation will be billed to advertiser. Ad deadlines and specifications will be provided to advertiser once payment is received and the advertiser is responsible for making sure the ad fits these specifications. No proofs will be supplied by NOVA. NOVA will not be held liable for any printing errors if the error is with the original PDF sent by the advertiser. All copy is subject to NOVA approval.

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Annual Meeting Exhibits & Sponsorship

EXHIBITOR / SPONSORSHIP APPLICATION FORM

COMPANY

MAIN CONTACT

EMAIL

PHONE

FAX

ADDRESS

CITY, STATE, ZIP

WEBSITE

Exhibit Tabletops		Check Selections Below
Associate Member	\$1,575	
Nonmember	\$1,750	
Sponsorship Opportunities		
Focus Group — <i>New!</i>	\$2,500	
NOVA Welcome Reception	\$2,500	
NOVA Welcome Reception (Shared)	\$1,250	
Registration Bag with Company Logo	\$1,000	
Lanyards for Name Badges with Company Logo	\$500	
Onsite Program Advertising		
Outside Back Cover (Full Color)	\$750	
Inside Front Cover (Full Color)	\$500	
Full Page (Full Color)	\$250	
Half Page (Full Color)	\$150	

PAYMENT METHODS:

Check made payable to NOVA

Mail to: Nurses Organization of Veterans Affairs, Attn: Jessica Dougherty, Meeting Manager
1120 Route 73, Suite 200, Mt. Laurel, NJ 08054

Credit Card

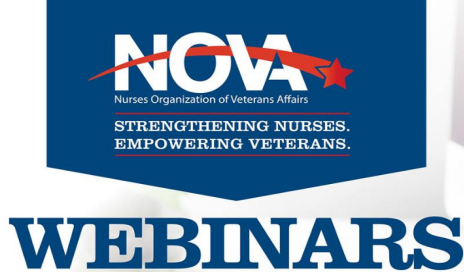
Visa MasterCard American Express Credit Card #: _____

Exp. Date: ____/____/____ CVV Code: _____ Amount Authorized to Charge: _____

Name of Cardholder: _____

Signature: _____

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Vendor-Sponsored Educational Webinars

Nurse Continuing Education

Promote Your Educational Content

The Nurses Organization of Veterans Affairs (NOVA) is accredited with distinction as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. NOVA offers educational webinars on a variety of topics providing nursing continuing education credits for VA nurses at all levels. Webinar attendees receive one CEU for an hour-long webinar.

Companies and organizations can sponsor educational webinars to promote their educational content through NOVA. The webinars are free for NOVA members and are valid for one CEU per hour. Sponsors must provide a copy of the educational presentation for approval by the NOVA Education Committee (including the Nurse Planner for Accreditation) along with the presenter's bio information. Upon approval by the Education Committee, the sponsorship can be secured and the webinar will be hosted at a date and time agreed to by NOVA and the sponsor. Presentations must be educational in nature on topics of interest to VA nurses. No sales pitches!

Sponsors will have the option to utilize NOVA's webinar software hosting or utilize their own software. Webinars will be recorded and made available on-demand on NOVA's website. NOVA markets webinar via email and social media.

Associate Member Price: \$500

Non-Member Price: \$1,000

How to Register

Complete the NOVA Sponsored Webinar Registration Form and submit to Kristy Cohen, Executive Director at kcohen@vanurse.org. You will be notified regarding approval by the NOVA Education Committee. If approved, NOVA staff will coordinate with you on the date, time and logistics for the webinar, along collecting the sponsorship payment.

Limited webinar slots are available. NOVA reserves the right to reject webinar content that may be deemed inappropriate and/or is not aligned with NOVA's educational programs.

Please contact Kristy Cohen, Executive Director at 856-380-6891 or kcohen@vanurse.org for more information.

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Vendor-Sponsored Educational Webinars

Vendor-Sponsored Webinar Registration Form

Submit this completed form to Kristy Cohen, Executive Director at kcohen@vanurse.org. Upon approval of webinar content by the NOVA Education Committee, you will be invoiced for the sponsorship and NOVA staff will coordinate with you on scheduling and promoting the webinar.

COMPANY/ORGANIZATION

MAIN CONTACT

TITLE

EMAIL

PHONE

FAX

ADDRESS

CITY, STATE, ZIP

WEBSITE

Webinar Title

Preferred Webinar Date

Learning Objectives

Presentation Description

Instructor Name & Bio Information



Newsletter Advertising

Advertising in NOVA News

Submit a case study or advertorial content for publication in NOVA's quarterly e-newsletter, *NOVA News*. NOVA's official quarterly electronic newsletter contains relevant articles, legislative updates, case studies, upcoming events, chapter highlights and much more.

Don't miss this opportunity to have your message delivered to nearly 3,000 NOVA members! A one-page spread written by you can include images, charts and other graphics. There are a limited number of positions available in each issue. Subject to NOVA approval.

Full Page Ad

Associate Member Price: \$250

Non-member: \$750



NOVA News is distributed quarterly in accordance with the following schedule:

- | | |
|---------------------------------------|-----------------------------------|
| ♦ Winter Issue - February 2019 | (Ad Submission Deadline 2/11/19) |
| ♦ Spring Issue - May 2019 | (Ad Submission Deadline 4/15/19) |
| ♦ Summer Issue - August 2019 | (Ad Submission Deadline 7/15/19) |
| ♦ Fall Issue - November 2019 | (Ad Submission Deadline 10/16/19) |

Advertising Requirements

Full page ads are 7.5" x 10" and full color. Acceptable files are JPEG, PNG, GIF and PDF. No proofs will be supplied by NOVA. NOVA will not be held liability for any errors if the error is with the original file sent by the advertiser. All copy is subject to NOVA approval.

Send the completed Ad Insertion form with payment to:

Nurses Organization of Veterans Affairs
Attn: Kristy Cohen, Executive Director
1120 Route 73, Suite 200, Mt. Laurel, NJ 08054
Fax: 856-439-0525

Ad copy must be emailed to Kristy Cohen at kcohen@vanurse.org by ad submission deadlines.

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Newsletter Advertising

Ad Insertion Order

COMPANY/ORGANIZATION

MAIN CONTACT

TITLE

EMAIL

PHONE

FAX

ADDRESS

CITY, STATE, ZIP

WEBSITE (Exact URL for Link)

Full Page Ad

Associate Member Price: \$250 _____

Non-member Price: \$750 _____

Ad Schedule

Winter Issue (Submission Deadline 2/11/19) _____

Spring Issue (Submission Deadline 4/15/19) _____

Summer Issue (Submission Deadline 7/15/19) _____

Fall Issue (Submission Deadline 10/16/19) _____

Payment Methods:

Check made payable to NOVA

Mail to: Nurses Organization of Veterans Affairs, Attn: Kristy Cohen, Executive Director
1120 Route 73, Suite 200, Mt. Laurel, NJ 08054

Credit Card

Visa MasterCard American Express Credit Card #: _____

Exp. Date: _____/_____/_____ **CVV Code:** _____ **Amount Authorized to Charge:** _____

Name of Cardholder: _____

Signature: _____

We the undersigned understand that we must follow all requirements for submitting materials and in accordance with deadlines established by NOVA. We also understand that cancellation of this contract prior to completion will result in a penalty fee of \$75. Notice of cancellation must be submitted in writing prior to the materials deadline of the next issue or company will be invoiced for the full cost. We understand that we are solely responsible for the content of our advertisement and agree to indemnify NOVA with respect to any claims, losses and/or expenses for any action relating to or associated with the content. We understand that advertisers must prepay for all advertising. If payment is not received, the advertising will not be included in *NOVA News*.

Signature: _____ **Date:** _____

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Vendor-Sponsored Chapter Events

NOVA has over 120 chapters across the country. Vendor-sponsored chapter events are a great way for you to engage with NOVA members directly.

How It Works

NOVA will work with the sponsor to match them with an appropriate chapter.

NOVA will work with chapter leaders and the sponsor to confirm the date and time of the event, along with the presentation topic. Presentations must be educational in nature on topics of interest to VA nurses. Content is subject to NOVA Education Committee approval. No sales pitches!

The sponsor will be responsible for securing the event location, along with any food & beverage or additional costs associated with the chapter event.

NOVA will promote the event to members of the participating chapter in advance.

Please note that vendor-sponsored chapter events cannot be held at VA facilities and cannot be conducted during work hours for participants. It is the sponsor's obligation and responsibility to follow any applicable rules and regulations regarding interaction with employees of the VA.

Chapter Event Sponsorship

- ◆ Associate Member Price: \$500
- ◆ Non-Member Price: \$1,000

How to Get Started

If you are interested in hosting a vendor-sponsored chapter event, please complete and submit the Vendor-Sponsored Chapter Event Registration Form to Kristy Cohen, Executive Director at kcohen@vanurse.org.

NOVA Chapters



Vendor-Sponsored Chapter Events

Vendor-Sponsored Chapter Event Registration Form

Submit this completed form to Kristy Cohen, Executive Director at kcohen@vanurse.org. Upon approval of presentation content by the NOVA Education Committee and successful matching of sponsor with interested chapter, you will be invoiced for the sponsorship and NOVA staff will coordinate with you on scheduling and promoting the event.

COMPANY/ORGANIZATION

MAIN CONTACT

TITLE

EMAIL

PHONE

FAX

ADDRESS

CITY, STATE, ZIP

WEBSITE

Preferred Event Date

Preferred NOVA Chapter (Visit www.vanurse.org for a complete list) or geographic location

Presentation Title

Learning Objectives

Presentation Description

Instructor Name & Bio Information

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