



Year-Round Sponsorship and Advertising Opportunities

Put your brand in front of the professionals shaping the future of pressure injury prevention and treatment. NPIAP offers a variety of sponsorship and advertising opportunities that allow you to connect with our audience throughout the year, including sponsored podcasts, webinars, infographics, email blasts, and surveys. Whether your goal is lead generation, brand awareness, product education, or thought leadership, NPIAP can help you reach the right audience at the right time. Complete the form below or contact [Angela Hare](#), NPIAP's Industry Relations Manager, to discuss available opportunities. Special pricing is available for [CAC](#) and [HOC](#) Members.

"What is the Evidence For" Sponsored Webinar

CAC/HOC Members: \$10,000 | Non-Members: \$15,000

Demonstrate your organization's commitment to pressure injury prevention and treatment through NPIAP's sponsored webinar series. Broadcast every other month, these webinars provide an excellent opportunity to support evidence-based education while connecting your brand with a targeted audience of clinicians, researchers, educators, and healthcare decision-makers.

By sponsoring a webinar, your organization will gain valuable brand exposure through event promotion, recognition during the live program, and continued visibility through post-event communication. Sponsors also receive access to attendee contact information for participants who opt in, providing an opportunity for meaningful follow-up and continued engagement beyond the live event.

Please note that any honoraria, speaker fees, or interviewee-related expenses are the responsibility of the sponsor. NPIAP does not administer or cover these costs.

Sponsored Podcasts

CAC/HOC Members: \$2,500 | Non-Members: \$3,500

Position your organization as a trusted voice in pressure injury prevention by sponsoring an NPIAP podcast episode. These engaging, on-demand conversations provide an opportunity to share insights, highlight innovations, and connect with clinicians, educators, and decision-makers across the wound care community.

Sponsors would select the featured guest and help shape the discussion through suggested interview questions, ensuring content aligns with key industry topics and areas of interest. Each approximately 20-minute episode is moderated by renowned wound care expert Joyce Black, who will recognize your organization during the recording.

Because these are non-CE podcasts, relevant products, technologies, and solutions may be discussed, providing a unique opportunity to showcase your organization's expertise and contributions to the field. Sponsors will receive the final podcast recording and link for promotion through their own marketing channels, extending the reach and value of their investment.

Please note that any honoraria, speaker fees, or interviewee-related expenses are the responsibility of the sponsor. NPIAP does not administer or cover these costs.

Infographic and Webinar Sponsorship

CAC/HOC Members: \$20,000 | Non-Members: \$25,000

This combined sponsorship extends your reach beyond a single live program by pairing webinar engagement with a polished, shareable infographic. Sponsors benefit from campaign visibility, educational alignment, and a finished resource that can continue supporting conversations with healthcare professionals after the webinar has ended.

Sponsors benefit from association with trusted educational content and continued exposure as the infographic is distributed through NPIAP channels and used as an ongoing resource. This creates repeated touchpoints with professionals in wound care while reinforcing your organization's commitment to education and evidence-based practice.

In addition to the live webinar experience, sponsors receive a professionally designed infographic that can be incorporated into their own sales and marketing efforts, providing lasting value and continued engagement well beyond the initial event. This opportunity is ideal for organizations seeking to increase brand awareness, demonstrate thought leadership, support clinician education, and build meaningful connections within the wound care community.

Please note that any honoraria, speaker fees, or interviewee-related expenses are the responsibility of the sponsor. NPIAP does not administer or cover these costs.

Sponsored Email Blast

CAC/HOC Members: \$2,500 | Non-Members: \$3,500

Deliver a dedicated message directly to NPIAP's audience through a sponsored email blast. This option gives your organization a focused channel to promote product updates, education, events, research opportunities, career openings, or other relevant industry announcements without competing for attention within a larger campaign.

Sponsored email blasts can help increase traffic, support lead generation, and give your announcement a clear call to action. By using a dedicated send, your organization can speak to a qualified wound care audience with messaging built around one focused goal.

Email blasts are ideal for organizations looking to promote:

- Product launches and innovations
- Educational programs and training opportunities
- Industry events and webinars
- Research initiatives and surveys
- Recruitment and career opportunities

- Clinical resources and patient care solutions

All email content is subject to NPIAP review and approval to ensure relevance and alignment with the interests of our audience.

NPIAP Survey Distribution Opportunity

CAC/HOC Members: \$3,000 | Non-Members: \$4,500

Use NPIAP survey distribution to gather feedback from professionals connected to pressure injury prevention and treatment. Whether your organization is conducting market research, exploring clinical needs, testing interest in a topic, or collecting input for future planning, NPIAP can help place your survey in front of a relevant audience.

NPIAP manages the distribution process so your organization can collect input without building or purchasing a separate contact list. This option is best suited for companies seeking timely feedback, audience insights, or data to guide future education, product development, or partnership decisions.

All survey content is subject to NPIAP review and approval to ensure relevance, appropriate audience fit, and alignment with NPIAP standards.

Opportunity Selection

Please select the advertising and sponsorship opportunities you wish to reserve. Opportunities are available on a first-come, first-served basis and are subject to availability and NPIAP approval.

Educational Sponsorship Opportunities

☐ **Podcast Sponsorship** — CAC/HOC Member: \$2,500 | Non-Member: \$3,500

☐ **“What is the Evidence For” Sponsored Webinar** — CAC/HOC Member: \$10,000 | Non-Member: \$15,000

☐ **Infographic & Webinar Sponsorship** — CAC/HOC Member: \$20,000 | Non-Member: \$25,000

Advertising Opportunities

☐ **Sponsored Email Blast** — CAC/HOC Member: \$2,500 | Non-Member: \$3,500

☐ **Sponsored Survey Distribution** — CAC/HOC Member: \$3,000 | Non-Member: \$4,500

Scheduling Information

Preferred Month/Date: _____

Alternative Month/Date (if preferred date is unavailable): _____

Organization Information

Organization Name: _____

Primary Contact: _____

Title: _____

Email: _____

Phone: _____

Investment Summary

Selected Opportunities: _____

Total Investment: \$ _____

Acknowledgement

By signing below, the Sponsor acknowledges that they have reviewed and agree to the NPIAP Sponsorship and Advertising Terms & Conditions contained within this application. Submission of this form does not guarantee availability of any opportunity. All opportunities are subject to NPIAP approval and availability.

Authorized Signature: _____

Printed Name: _____

Date: _____

Thank you for partnering with NPIAP and for your commitment to advancing pressure injury prevention and treatment. We greatly value the support of organizations like yours, whose collaboration helps expand access to evidence-based education, promote clinical excellence, and improve patient outcomes worldwide. We appreciate the opportunity to work with you and look forward to building a successful partnership that supports both your organizational goals and NPIAP's mission.

General Terms & Conditions

The following Terms & Conditions apply to all NPIAP sponsorship, advertising, webinar, podcast, infographic, email blast, survey distribution, and other promotional opportunities unless otherwise specified.

Payment Terms

Upon approval of the opportunity, an invoice will be issued to the Sponsor. Payment is due in full within thirty (30) days of the invoice date.

Failure to remit payment within thirty (30) days may delay the fulfillment of sponsorship or advertising benefits. Benefits will not be activated, scheduled, distributed, or delivered until payment has been received in full. Due to production schedules, inventory limitations, publication deadlines, or event timelines, certain benefits may become unavailable if payment is delayed. In such cases, NPIAP may, at its sole discretion, offer comparable alternative benefits.

Cancellation and Rescheduling Policy

All sponsorship, advertising, and promotional opportunity purchases are final and non-refundable. If a Sponsor is unable to fulfill or participate in a reserved opportunity, NPIAP may, at its sole discretion and subject to availability, permit the opportunity to be rescheduled to a future date or comparable opportunity. Rescheduling requests are not guaranteed. Alternative dates, placements, inventory, or promotional opportunities may not be available. If a suitable alternative opportunity cannot be identified, or if the Sponsor elects not to participate in available alternatives, no refund, credit, or transfer of funds will be provided. Funds associated with a canceled sponsorship, advertising, or promotional opportunity may not be applied to a different opportunity unless expressly approved by NPIAP in writing.

Content Review and Approval

NPIAP reserves the right to review and approve all sponsorship, advertising, educational, survey, webinar, podcast, infographic, email, and promotional materials prior to distribution or publication. NPIAP may request revisions or reject content that does not align with its mission, educational standards, audience interests, organizational policies, or applicable laws and regulations.

Marketing and Communications Approval

Sponsors and advertisers agree that any external communications, marketing materials, promotional content, social media posts, press releases, advertisements, email campaigns, website content, or other public-facing messaging that references NPIAP, NPIAP programs, educational activities, sponsorships, advertising opportunities, or the Sponsor's relationship with NPIAP must be submitted to NPIAP for review and written approval at least seven (7) business days prior to distribution or publication. Sponsors may not publish, distribute, or otherwise use such materials without prior written approval from NPIAP. NPIAP reserves the right to require revisions to ensure accuracy, appropriate use of branding, and consistency with NPIAP messaging.

Anti-Endorsement Disclaimer

Advertising, sponsorship, participation in an NPIAP opportunity, or inclusion within NPIAP communications does not constitute an endorsement, approval, recommendation, certification, or verification by NPIAP of any company, organization, product, service, claim, statement, viewpoint, research finding, or business practice.

Sponsors and advertisers shall not state or imply, directly or indirectly, that NPIAP endorses, recommends, approves, or validates their organization, products, services, or positions as a result of their participation in any NPIAP-sponsored opportunity.

Use of NPIAP Name and Logo

Sponsors and advertisers may not use NPIAP's name, logo, trademarks, branding elements, conference names, program names, likeness, or references to NPIAP in any marketing, sales, promotional, advertising, public relations, media, or social media materials without prior written approval from NPIAP.

Sponsor Logo License

Sponsor grants NPIAP a non-exclusive, non-transferable, royalty-free license to use the Sponsor's name and logo solely for purposes of fulfilling the sponsorship or advertising benefits associated with the selected opportunity and related promotional materials. The Sponsor retains all right, title, and interest in its name, logo, trademarks, and associated intellectual property. All goodwill resulting from NPIAP's use of the Sponsor's name and logo shall inure solely to the benefit of the Sponsor. Upon completion or termination of the sponsorship or advertising opportunity, NPIAP will discontinue use of the Sponsor's logo, except where previously distributed materials, archived content, or historical records cannot reasonably be modified or removed.

Data Privacy and Contact Information

NPIAP does not sell, rent, or distribute member, attendee, subscriber, or customer contact information. Any attendee or recipient information provided as a sponsorship or advertising benefit will be limited to individuals who have expressly consented to share their information. Sponsors agree to use any provided contact information solely for purposes related to the sponsored opportunity and in compliance with all applicable privacy, data protection, and anti-spam laws and regulations.

Webinar Sponsorship & CE Requirements

Educational Content Requirement

Sponsored webinars are intended to provide evidence-based educational content to healthcare professionals. Webinar content must be educational in nature and may not contain promotional claims, sales messaging, product comparisons, pricing information, or comparative advertising. Sponsor is responsible for finding a speaker for this opportunity. It is the responsibility of the sponsor to determine and fulfill any speaker honorarium expectations. Speaker selection must be approved by NPIAP, and speaker cannot be a NPIAP Board Member.

Sponsor Recognition

Sponsor name recognition may be included in webinar promotional materials and during the live webinar. Sponsor acknowledgements must remain factual and non-promotional.

Company logos may appear in pre-event marketing materials but may not be displayed during the live educational session unless otherwise approved by NPIAP and its continuing education provider.

Attendee Information

Sponsors may receive attendee names and email addresses only for attendees who explicitly opt in to sharing their information. Contact information may only be used for purposes related to the sponsored webinar and associated follow-up communications.

Promotional Restrictions

QR codes, website links, promotional offers, sales materials, advertisements, product promotions, or commercial content may not be displayed during the live educational session. At NPIAP's discretion, sponsor resources, QR codes, or website links may be distributed to attendees following the webinar through post-event communications.

Continuing Education Compliance

All webinar content, speakers, materials, and presentations must comply with NPIAP continuing education requirements and any applicable accreditation standards. NPIAP reserves the right to request revisions to content, speakers, slides, learning objectives, or supporting materials to maintain CE eligibility and ensure compliance with accreditation requirements.