Florida Nurses Association

2020 Prospectus

Information on opportunities for partnership, sponsorship, and more

www.floridanurse.org
Contact Kaitlin Scarbary at kscarbary@floridanurse.org for more information
About the Florida Nurses Association

Established in 1909, the Florida Nurses Association is the oldest nursing association in Florida as well as the ONLY association that represents ALL Registered Nurses in Florida, regardless of specialty or practice area. We speak on behalf of nursing in Tallahassee as well as before many regulatory bodies. We partner with other organizations that share our vision to create a unified nursing advocacy program for nurses in our state. We are a strong voice for the nurses of Florida fueled by the strength and commitment of the professional nurses who comprise our membership.

Mission Statement: Advancing the profession of nursing and promoting a healthy Florida.

About FNA’s Members

Our members are Registered Nurses from all areas of practice and speciality. Our membership is comprised of Staff Nurses, Advanced Practice Nurses, Nurse Executives, Educators, Entrepreneurs, and more.

Benefits to Sponsorsng or Partnering with FNA

- Expose your brand to approximately nurses and nursing students from across the state
- Connect with Registered Nurses, Nurse Practitioners, Nurse Executives, Nurse Educators
- Increase your brand awareness to the healthcare marketplace across the State
- Demonstrate your organization’s commitment to excellence in nursing by supporting the only association that represents all nurses in Florida

2020 FNA Calendar

January 22-23 - FNA Advocacy Days
FSU Conference Center, Tallahassee, FL

July 25 - FNA Nursing Research & Evidence-Based Practice Conference
Leu Gardens, Orlando, FL

September - FNA Membership Assembly
Location and Date TBA

Visit our website for updated calendar

www.floridanurse.org/events
About FNA Advocacy Days
Advocacy Days is FNA’s annual event that empowers nurses to become advocates for their profession. Each Advocacy Days, nurses and nursing students gather in Florida’s state capital to learn about current legislative issues and meet with their local legislators to advocate for their profession. Advocacy Days is well attended by both upcoming and seasoned nurses.

Why Sponsor FNA Advocacy Days?
✦ Expose your brand to approximately 200 nurses and nursing students in attendance
✦ Connect with Registered Nurses, Nurse Practitioners, Nurse Executives, Nurse Educators, and Nursing students
✦ Mingle and network with attendees who are the forefront of nursing advocacy work
✦ Expose your brand to members of the only professional association that represents ALL Registered Nurses in Florida, regardless of specialty or area of practice

Gold Level
Advocacy Sponsor - $2,500
✦ Recognition in one (1) issue of The Florida Nurse - one of the highest circulation nursing association publications in the nation (circulation approx. 275,000)
✦ Opportunity to speak for 5 minutes about your brand or product during our Advocacy Luncheon
✦ Scrolling onscreen and verbal recognition at Advocacy Days
✦ Sponsor signage on display during Advocacy Days programs and on program materials
✦ Link to your brand’s site on FNA’s Advocacy Days page
✦ Two (2) individual registrations including all presentations, meals, and Legislative Reception
✦ One (1) exhibit table to showcase your product or service
Silver Level
Reception Sponsor - $1,250
- Sponsor the Legislative Reception where conference attendees and legislators gather at the DoubleTree Hotel
- Scrolling onscreen and verbal recognition at Advocacy Days
- Sponsor signage on display during Legislative Reception
- Link to your brand’s site on FNA’s Advocacy Days page
- Two (2) individual registrations including all presentations, meals, and Legislative Reception
- One (1) exhibit table to showcase your product or service

Bronze Level
Transportation Sponsor - $750
- Sponsor transportation of attendees to their legislative appointments at the Capitol
- Company name and/or logo placed in prominent locations on all shuttle buses used for transportation between events and at bus pick-up location
- Opportunity to place promotional take-away items inside each shuttle bus
- Scrolling onscreen and verbal recognition at Advocacy Days
- Link to your brand’s site on FNA’s Advocacy Days page

Exhibitor
Exhibit Table - $250 (Space Limited)
- One exhibit table to showcase your product or service

Additional Upgrades
- Informational Slideshow - $50 - Send a pre-designed slide to insert in the scrolling informational PowerPoint

Custom Packages
Give us a call to discuss developing a custom package suited for your business!
Kaitlin Scarbary: 407-896-3261
About FNA Membership Assembly
✦ FNA’s largest statewide event of the year
✦ Approximately 200 Registered Nurses from all areas of professional practice in attendance
✦ Nursing Students in attendance from schools across the state (Students attend one day Free)
✦ FNA’s Annual Meeting and By-Law Review
✦ Swearing in of the newly Elected Board of Directors during election years
✦ Nurse Awards Ceremony and Reception
✦ 10+ Breakout sessions and continuing education courses for nurses

Diamond Sponsorships $5,000

Keynote Session Sponsor
✦ Recognition in one (1) issue of The Florida Nurse, one of the highest circulation of nursing association publications in the nation (circulation approx. 275,000)
✦ Scrolling onscreen, verbal, program recognition at Assembly
✦ Deliver a two (2) minute introduction to your organization at Opening Keynote Session
✦ Sponsor signage on display throughout conference venue
✦ One (1) exhibit booth in premium location in exhibit hall
✦ Two (2) registrations including all presentations and meals
✦ Link to your brand on FNA website (conference information page)
✦ Premium listing in conference program

Plenary Session Sponsor
✦ Recognition in one (1) issue of The Florida Nurse, one of the highest circulation of nursing association publications in the nation (circulation approx. 275,000)
✦ Scrolling onscreen, verbal, program recognition at Assembly
✦ Deliver a two (2) minute introduction to your organization at Plenary Session
✦ Sponsor signage on display throughout conference venue
✦ One (1) exhibit booth in premium location in exhibit hall
✦ Two (2) registrations including all presentations and meals
✦ Link to your brand on FNA website (conference information page)
✦ Premium listing in conference program and on conference materials
### Platinum Sponsorships $2,000 - $3,000

#### “Lamplighter” - Awards Dinner Sponsor $3,000
- FNA Awards Dinner Sponsor (The Academy Awards for FL Nurses!)
- Scrolling onscreen & verbal recognition at Assembly and Awards Dinner
- Deliver a two (2) minute introduction to your organization during Awards Dinner welcome
- Sponsor signage on display & program listing at Awards Dinner
- Two (2) registrations includes all presentations & Awards Dinner
- One (1) exhibit booth
- Vendor link on FNA website (conference information page)

#### “Heart and Hand” - Foundation Luncheon Sponsor $2,000
- Florida Nurses Foundation (FNF) Luncheon Sponsor
- Scrolling onscreen & verbal recognition at Assembly and Foundation Luncheon
- Deliver a two (2) minute introduction to your business during the Foundation Luncheon

### Gold & Silver Sponsorships $500 - 1,000

#### Awards Reception Sponsor $1,000
- Sponsor signage on display at Awards Reception
- Deliver a two (2) minute introduction to your organization
- Verbal recognition at the Awards Dinner
- Two (2) tickets for Awards Reception
- Recognition on conference webpage and in program

#### Advocacy Breakfast Sponsor $1,000
- Sponsor signage on display at Advocacy Breakfast
- Deliver a two (2) minute introduction to your organization
- Verbal recognition at the Advocacy Breakfast
- Two (2) tickets for Advocacy Breakfast
- Recognition on conference webpage and in program

#### Breakout Session Sponsor $500
- Sponsor will be included on breakout session room signage
Exhibitors

How to Confirm Space for FNA Membership Assembly Exhibit Hall
Register early to reserve space for the Exhibit Hall and lock in Early Bird rates of only $500 for first-time exhibitors or $450 for returning exhibitors. Send payment and information by July 10 (after July 10, booths will be $600 first-time / $550 returning). Once payment and information are received, you will be sent confirmation of your reservation.

Confirm your booth now to receive...
- Face to face meetings with the best and brightest from the nursing profession, including nurse executives, managers, education leaders, and more.
- Exhibit booth with company ID sign, one draped table, two padded chairs, one wastebasket, and two name badges
- Your organization’s name on assembly program

Exhibit Hall Hours
Friday
7:00am – 8:00am
9:30am – 9:45am
11:30am – 12:00n
2:15pm – 2:30pm

Exhibitor Upgrade Options
Informational Slide Show
Generate additional interest in your booth by purchasing a slide in the informational slide show that will be running in all meeting rooms during breaks. Send us one pre-designed slide to insert and use in our PowerPoint presentation.

Exhibitor Options At-A-Glance
Take Advantage of Early Bird Rates

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<thead>
<tr>
<th></th>
<th>Early Bird</th>
<th>Regular</th>
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<tbody>
<tr>
<td>Exhibit Hall Booth - First-time</td>
<td>$500</td>
<td>$600</td>
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<tr>
<td>Exhibit Hall Booth - Returning</td>
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<td>$550</td>
</tr>
<tr>
<td>Informational Slideshow Upgrade</td>
<td>$50</td>
<td>$80</td>
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To reserve your space, please fill out the enclosed sponsor/exhibitor form and send to the mail/email provided. For additional information regarding sponsorship and exhibitor opportunities, contact Kaitlin Scarbary at kscarbary@floridanurse.org.