EXHIBITOR PROSPECTUS

IAFN 2020
International Conference on Forensic Nursing Science and Practice
September 22–25
Palm Springs, California

Meet key decision makers in the forensic healthcare community

www.ForensicNurses.org/conference
The IAFN 2020 International Conference on Forensic Nursing Science and Practice puts state-of-the-art science into action and creates best practices for forensic nursing around the world and across the patients’ lifespan.

Join us in Palm Springs, California, September 22–25 for four days full of opportunities for learning and connecting with your peers—where you can showcase the latest innovations, upgrades, and advances in healthcare technology!

**IAFN is one of the best conferences we exhibit at every year! They have a well planned program that keeps attendees in the exhibit hall!**

2018 Exhibitor

**1000 Attendees Expected**

Forensic nurses are specially trained registered or advanced practice nurses. They provide specialized care for patients who have experienced acute and long-term health consequences of victimization or violence, and those who have unmet evidentiary needs after having been victimized or accused of such. Forensic nurses provide consultation and testimony in civil and criminal proceedings about nursing practice, care given, and opinions regarding findings. Forensic nursing care is integrated into the overall care needs of individual patients. Access this vital and fast-growing nursing specialty—its key decision makers, researchers, and front-line practitioners in the field!

**Quick Facts**

- **1000** forensic healthcare professionals attend
- Top-notch education program with **100+ concurrent breakout sessions, posters and workshops offered**
- Expo Hall featuring **35+ Exhibitors**—many of the world’s leading medical device manufacturers and service providers
- **Product Showcases**—A way to meet with customers and prospects in a theatre-like atmosphere
- **22+ hours** of exhibit time over 3 days

**DATA BASED ON IAFN 2018 ATTENDEE GRAPHICS AND SURVEY DATA**

- **98%** Attendees visit the Exhibit Hall
- **79%** Attendees noted excellent quality and variety of exhibitors

**Did You Know?**

IAFN’s attendees represent a vast range of multidisciplinary professionals including:
- Registered and Advanced Practice Forensic Nurses
- Law Enforcement
- Prosecutors
- Advocates
- Criminalists
- Physicians
- Physician Assistants
- Coroners
- Medical Examiners

**IAFN Delivers Leads**

IAFN strategically brings attendees to the exhibit hall—and to your booth—by hosting these activities on the exhibit hall floor: breakfast daily, Silent Auction, Chain of Custody exhibit booth incentive game, Poster Presentations, and Welcome Reception. We also offer opportunities for vendor demo sessions.

**Diverse Exhibitors Draw a Variety of Visitors**

The exhibit hall features a variety of product and pharmaceutical exhibitors, professional texts and book vendors, small scale vendors, the IAFN store, and nonprofit partners.
Tuesday, September 22
12:00 pm – 7:00 pm  Exhibitor Set-up

Wednesday, September 23
8:00 am – 4:00 pm  Exhibit Hall Open
6:00 pm – 8:00 pm  Reception in Exhibit Hall

Thursday, September 24
8:00 am – 4:00 pm  Exhibit Hall Open

Friday, September 25
8:00 am – 3:15 pm  Exhibit Hall Open
3:30 pm – 5:00 pm  Exhibitor Tear-down

• Hours subject to change
• Note: Late arrival and early tear-down are NOT permitted. Early tear-down will result in a $500 charge to the organization.
• Exhibit Hall closed daily for exhibitor lunch break.

WHO ATTENDS

97% Nurses
87% Sexual Assault Nurse Examiners
3% Research/Educators
29% Child Abuse and Neglect Clinicians
30% Intimate Partner Violence Clinicians
17% Armed Forces

IAFN has a more casual evening event that gives the attendees a chance to mingle and ask questions. I highly recommend this conference.

2018 Exhibitor

EXHIBIT IN THE FORENSIC MARKETPLACE

Marketplace Booth Space Includes:
• 10 ft x 10 ft booth w/ pipe and drape
• One skirted table, two chairs, and a wastebasket
• One standard identification sign
• One post-conference electronic copy attendee list (name, city, state, zip code, email)
• Company/institution listing and description in the onsite program
• Interactive Conference website and mobile app
• Inclusion on interactive exhibit hall floor plan
• Participation in the Chain of Custody booth incentive game
• Opportunity to donate item to IAFN Foundation Silent Auction, directing traffic to your booth
• Two exhibitor registrations (includes continental breakfast only and access to exhibit hall); $50 for each additional exhibitor registration

Tickets for Thursday and/or Friday Keynote luncheons are available to exhibitors for $50 each.

$1,500 (early bird rate) / $1,800 on or after May 21, 2020

Foundation Silent Auction – Highlight your group by donating an item to be auctioned. The Silent Auction will be open during exhibit hours, and final auction sales will occur on site. Proceeds benefit the Foundation whose mission is to promote the legacy of forensic nursing by supporting forensic nurses and the ongoing advancements in nursing practice. For more information about the Silent Auction, contact us at info@ForensicNurses.org.
**SPONSOR PACKAGES**

**Gold Conference Package**
- One conference exhibitor booth (10’x10’)
- A mobile app rotating sub-page banner or rotating main screen tile (specific option based on availability)
- A product showcase—20 minutes to conduct a customized presentation
- One pre-conference email sent to registrants by IAFN on sponsor’s behalf
- Two push notifications in mobile app
- Sponsor recognition on conference website, in mobile app, in printed program, and in registration area
- Two luncheon tickets
- Promotional pdf page in app Grab Bag
- Post-conference electronic copy of attendee list

Package price $8,500

**Welcome Reception (Exclusive)** $10,000
Includes recognition provided by IAFN throughout exhibit hall during event, on conference website, in mobile app, in printed program, and in registration area; a sponsor-provided app push notification invitation to the reception.

**Opening Keynote Sponsor (Exclusive)** $10,000
Sponsor recognition and visibility during keynote session, on conference website, in mobile app, in registration area, and in printed program.

**Branded Charging Station Tower** $5,000
A multi-cord station – 12-inch diameter, 7 feet high, 360 degrees around – that puts your brand front and center.

**Conference Program Ads**
The full-color Conference program is distributed to ALL conference attendees in the conference bag and includes full conference schedule, exhibit guide, venue maps, and more.

- **Back Cover** - $2,500
- **Front Cover** - $2,000

**Conference Bags (Exclusive)** $6,000
Display your logo on the IAFN-provided conference tote bag.

**Lanyards (Exclusive)** $2,500
Attendees will advertise your business by wearing lanyards branded with your group’s name and logo. IAFN provides lanyards.

**Custom Hotel Key Cards (Exclusive)** $6,000
Place an alternative to a business card in the hands of every conference hotel guest. A key card is sleek and portable, making it easy for your marketing message to travel beyond the time frame of the event.

**Private Sponsor-Hosted Event (Exclusive)** $7,500
(Tues or Friday evening at conference hotel)
Complimentary space provided in conference hotel for Sponsor’s event. Sponsor to cover costs for food, beverage, AV, and/or entertainment of their choice. Sponsor will have the opportunity to view attendee names, titles, companies prior to conference and identify selected attendees to invite to their hosted event. IAFN will send a pre-conference invitation/announcement on sponsor’s behalf, two weeks prior to conference.

**SOLD**

**Silver Conference Package**
- One conference exhibitor booth (10’x10’)
- A mobile app rotating sub-page banner or rotating main screen tile (specific option based on availability)
- A product showcase—20 minutes to conduct a customized presentation
- Sponsor recognition on conference website, in mobile app, in printed program, and in registration area
- Two luncheon tickets
- Promotional pdf page in app Grab Bag
- Post-conference electronic copy of attendee list

Package price $6,000

- **Conference Bags (Exclusive)** **SOLD** $6,000
  Display your logo on the IAFN-provided conference tote bag.

- **Lanyards (Exclusive)** **SOLD** $2,500
  Attendees will advertise your business by wearing lanyards branded with your group’s name and logo. IAFN provides lanyards.

**Bronze Conference Package**
- One conference exhibitor booth (10’x10’)
- Sponsor recognition on conference website, in mobile app, in printed program, and in registration area
- Two luncheon tickets
- Promotional pdf page in app Grab Bag
- Post-conference electronic copy of attendee list

Package price $3,500

- **Conference Bags (Exclusive)**
- **Lanyards (Exclusive)**
- **Custom Hotel Key Cards (Exclusive)**
- **Private Sponsor-Hosted Event (Exclusive)**

**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**Mobile App Splash Screen (Exclusive)** $5,000
Attendees will see your message for 3.5 seconds every time they launch the app for the entire conference week.

**Main Screen Sticky Banner (Exclusive)** $5,000
Your banner remains stationary and visible while attendees scroll on the main screen. Include a link to your website or content within the app.

**Digital One-page Ad in Mobile App** $500
(Replaces printed, bag inserts)
Provide your full-color, one-page ad for inclusion in the App Grab Bag. No Wi-Fi required to view your page any time attendees are in the app.

**SPACE IS LIMITED
SO ACT NOW!**

**SOLD**

**Contact:** exhibitor@ForensicNurses.org • www.ForensicNurses.org/conference

IAFN 2020 Exhibitor Prospectus

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The IAFN 2020 International Conference on Forensic Nursing Science and Practice will take place at the Westin Mission Hills Golf Resort and Spa in beautiful Rancho Mirage, California. The Westin offers two championship 18-hole courses and is surrounded by the deserts and mountains of Rancho Mirage. IAFN has secured discounted rooms at the Westin. The room block will open June 1, 2020.

Register Now! Booths will be assigned in the order IAFN receives paid registrations. To secure your booth at the 2020 conference, email exhibitor@ForensicNurses.org.

The International Association of Forensic Nurses is an international membership organization comprised of forensic nurses working around the world and other professionals who support and complement the work of forensic nursing. Our mission is to provide leadership in forensic nursing practice by developing, promoting, and disseminating information internationally about forensic nursing science.