



Illinois Organization of Nurse Leaders
An affiliate of the American Organization of Nurse Leaders



2020

Sponsorship & Advertising
Opportunities

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Who We Are

The Illinois Organization of Nurse Leaders (IONL), formed in 1977, contributes to the advancement of nursing leadership and management through educational, networking and leadership opportunities.

IONL's members are valued members of executive and management teams in health care organizations, key in setting strategic direction for development, implementation and evaluation of evidence-based patient care delivery systems and healthful practice/work environments that produce high quality, cost-effective, safe patient outcomes.

IONL is part of the larger American Organization of Nurse Executives, which is the voice of nursing leadership in health care.

Our Mission

The organization for the advancement of leadership among Illinois nurses.

What We Do

- Provides direction for achievement of excellence in nursing leadership.
- Promotes professional development, networking, research and innovation in nursing executive practice.
- Benefits patients by creating nurse leaders who:
 - Design future patient care delivery systems;
 - Create healthful practice environments;
 - And develop cultures within healthcare organizations in which quality and patient safety are paramount.

2020 IONL Sponsorship & Advertising Opportunities

Annual Conference

The 2019 IONL Annual Conference is being held on September 2-3, 2020 at The Doubletree by Hilton Chicago in Oak Brook, IL. On average, 200+ members and nurse leaders attend the Annual Conference.

	Presenting Sponsor \$4,000	Gold Sponsor \$2,000	Exhibitor \$950 until April 1 \$1,150 after April 1
Exhibitor Table in Exhibit Hall	2.5 Days	2.5 Days	2.5 Days
Complimentary Conference Registrations	4	2	2
Recognition on Conference Website	Linked Company Logo	Linked Company Logo	Company Name Only
Recognition in Final Program with Logo	X	X	Company Name Only
Ad in Final Program	Full-page Ad	Half-page Ad	
Attendee Mailing List	Pre & Post Event	Pre & Post Event	
Chair Drop	X		

Questions or Additional Information

For questions and additional information on IONL's 2020 sponsorship & advertising opportunities, please contact Bree Angelo, CMP at [312.265.2996](tel:312.265.2996) or via email at: bree.angelo@mci-group.com.

Annual Conference

Activation Sponsorship Opportunities

Luncheon Sponsor - \$2,300 (Limit 2)

- Two complimentary full conference registrations
- Name and logo recognition on the IONL website with link
- Recognition in final program & meeting signage with logo
- Quarter page ad in program book
- Literature on attendee chairs
- Opportunity for a company representative to speak during lunch *(5-minute maximum time limit)*
- **ADD ON:** Add an Exhibit Table for \$500

Awards Ceremony Sponsor - \$2,300 (Limit 1)

- Two complimentary full conference registrations
- Name and logo recognition on the IONL website with link
- Recognition in final program & meeting signage with logo
- Quarter page ad in program book
- Literature on attendee chairs
- Opportunity for a company representative to speak during ceremony *(5-minute maximum time limit)*
- **ADD ON:** Add an Exhibit Table for \$500

Welcome Reception Sponsor - \$2,300 (Limit 1)

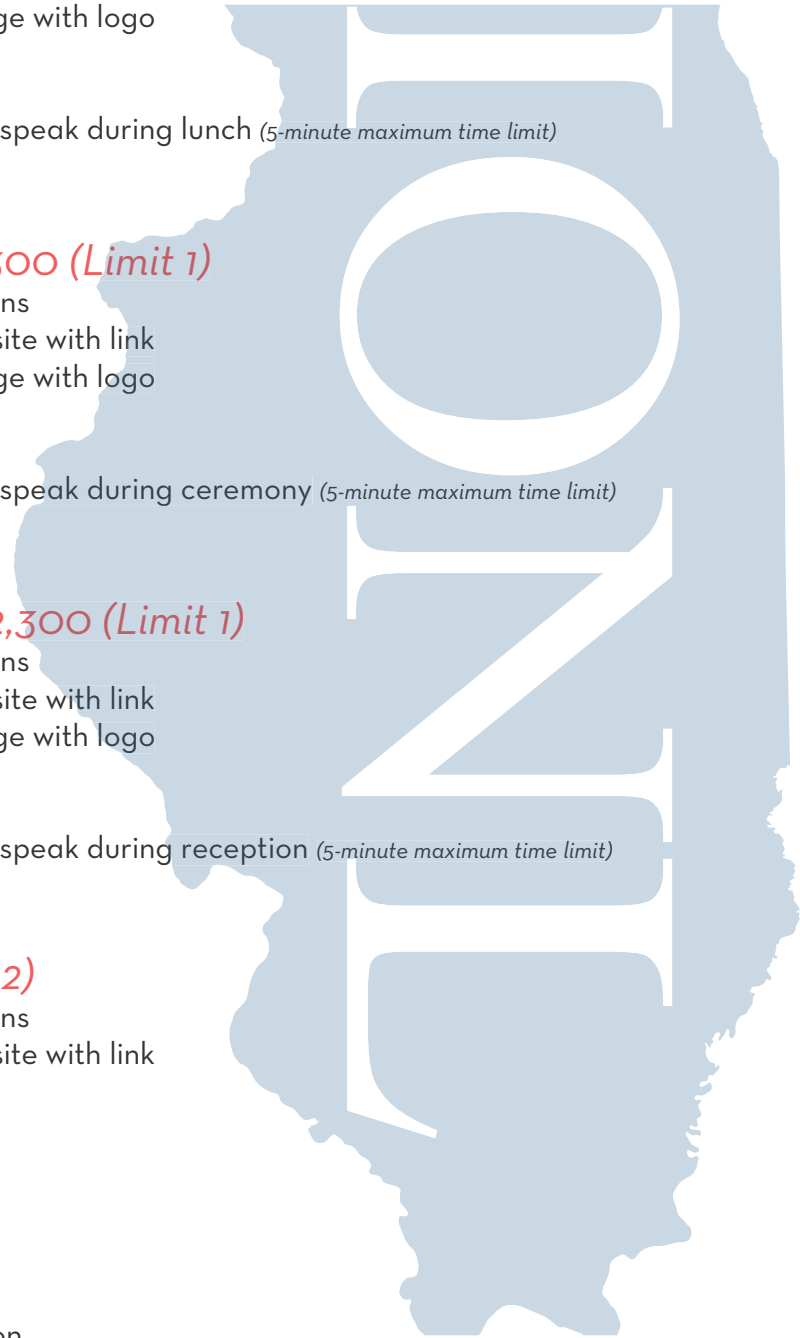
- Two complimentary full conference registrations
- Name and logo recognition on the IONL website with link
- Recognition in final program & meeting signage with logo
- Quarter page ad in program book
- Cocktail napkins with logo
- Opportunity for a company representative to speak during reception *(5-minute maximum time limit)*
- **ADD ON:** Add an Exhibit Table for \$500

Breakfast Sponsor - \$1,800 (Limit 2)

- Two complimentary full conference registrations
- Name and logo recognition on the IONL website with link
- Recognition in final program with logo
- Quarter page ad in program book
- Literature on attendee chairs
- **ADD ON:** Add an Exhibit Table for \$500

Break Sponsor - \$900 (Limit 4)

- One complimentary full conference registration
- Name and logo recognition on the IONL website with link
- Signage on break tables
- **ADD ON:** Add an Exhibit Table for \$500



Annual Conference

Additional Opportunities

Attendify Mobile App Sponsor - \$1,200 (limit 1)

- Logo throughout the app
- Recognition in final program & meeting signage with logo
- Name and logo recognition on the IONL website with link

Registration Bag Sponsor - \$1,000 (Limit 1)

- One color imprinted tote bag with your company logo

Poster Program Sponsor - \$650 (Limit 1)

- Recognition in final program & on the IONL website with link

Badge Lanyard Sponsor - \$600 (Limit 1)

- One color imprinted lanyard with your company logo

Chair Drop - \$400

- A select opportunity to have your company's literature or giveaway placed on attendee chairs

Additional Sponsor Registrations - \$150

- Additional sponsor registrations

Regional Events

Sponsorship Opportunities

Regional Event Exhibitor - \$250 (per event)

Based on venue availability

- Exhibit space at IONL Regional Event
- Name recognition on IONL Regional Event Registration webpage
- **ADD ON:** Add a 5-minute speaking opportunity for \$100

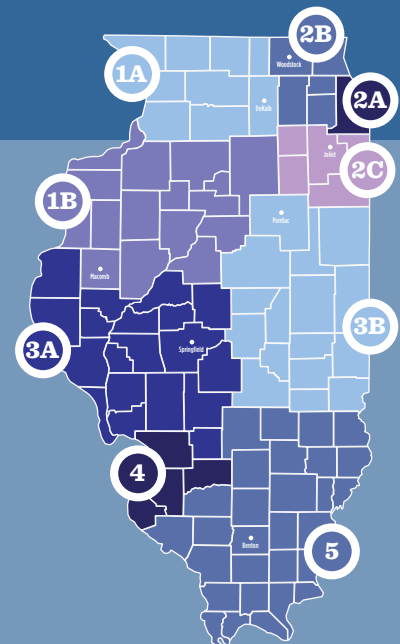
Food & Beverage Sponsor

Pricing will vary.

To discuss options, contact Bree Angelo, CMP

312.265.2996 or via email at: bree.angelo@mci-group.com

- 5-minute speaking opportunity at Sponsored Regional Event
- Name and logo recognition on IONL Regional Event Registration webpage with link



Advertisement Opportunities

Have your company's information in the hands of our attendees by advertising in our meeting Program Book. The Program Book includes program and speaker information, session slides, details on joining IONL and how to become more involved with the organization. This is a great resource that our attendees look forward to at each event! Finally, printing is done in black and white.

Annual Meeting Program Book

Back cover - \$500
Full Page Ad - \$400 (7." x 10")
Half Page Ad - \$200 (Horizontal: 7." x 5" | Vertical: 3." x 9")
Quarter Page Ad - \$125 (3." x 4.")

Website

Banner Ad - Annual - \$200
Banner Ad - NC3 Webinars - \$200

Email Banner Ads

Banner Ad - Annual - \$200
Banner Ad - NC3 Webinars - \$200
Banner Ad - Quarterly Member Newsletter - \$500

Direct Marketing

One time use of membership list. Printed labels only - \$500
Email sent to our membership on your behalf, one time - \$750

NC3 Webinar Sponsor

Dedicated slide with sponsor logo and verbal recognition - \$200

Career Center

One month, weekly ad with link to IONL Career Center - \$350
Career Center Ad on website (30 Days) - \$200
Banner Ad within Career Center Email Blast (one email) - \$200
Two months, announcement posting, published in the IONL e-newsletter - \$500
Learn more at: <https://careers.ionl.org/employer/pricing/>

Questions or Additional Information

The Sponsorship & Advertising Application/Contract is available 24/7 on the IONL website!
Visit: www.ionl.org today, to complete your sponsorship application.

For questions and additional information on IONL's 2020 sponsorship & advertising opportunities, please contact Bree Angelo, CMP at [312.265.2996](tel:312.265.2996) or via email at: bree.angelo@mci-group.com.

Endorsement Program

\$5,000

Purpose: The Illinois Organization of Nurse Leaders (“IONL”) is an Illinois not-for-profit corporation exempt from federal income tax pursuant to Internal Revenue Code Section 501(c)(6). IONL provides the collaborative community to advance nurse leaders in Illinois. (“Exempt Purpose”). In furtherance of its Exempt Purpose, IONL created its Endorsement Program (“Program”). Through the Program, IONL endorses products and services, which may benefit nurse leaders professionally. An IONL Endorsement is a paid endorsement. IONL shall publicly disclose to its members and on its website that the endorsement is a paid endorsement.



Description/Benefits: An IONL endorsement permits the owner of the endorsed product or service to utilize the IONL Endorsement Mark in connection with the promotion and marketing of the endorsed product or service subject to the terms of the IONL Endorsement Agreement. An IONL endorsement is not: (i) a guarantee of the product’s or service’s quality, safety, or fitness for any purpose; (ii) a certification that the product or service meets certain standards; or (iii) a requirement or recommendation that nurse leaders should only purchase or use the endorsed product or service. Rather, it is limited to identifying the product or service as one, which in IONL’s non-expert opinion, may aid Illinois nurse leaders in their profession. An organization interested in applying for an endorsement must complete and submit this IONL Endorsement Application (“Application”). IONL uses the information requested in this Application to learn more about the applicant, the product or service for which the endorsement is sought, and to assess whether endorsing the product or service advances the Program’s purpose and IONL’s Exempt Purpose.

Eligibility: Applicant Minimum Criteria: In order to apply for an endorsement, an applicant must meet the following minimum criteria. The applicant must:

- be duly organized, validly existing, and in good standing in the jurisdiction of its formation;
- be authorized to do business in the State of Illinois;
- not be subject to or located in a country subject to U.S. economic sanctions or trade embargos; and
- be in the business of providing products or services, which may benefit nurse leaders professionally.

Product or Service Minimum Criteria: In order for IONL to consider a product or service for an endorsement, the product or service must:

- be able to be legally marketed, sold, and used in Illinois;
- be sold commercially in the U.S. for more than two years;
- Not be the subject of a criminal or regulatory action;
- Not be subject to a recall; and
- be a product or service, which may benefit nurse leaders professionally.

Instructions: An organization interested in applying for an endorsement must complete and submit an IONL Endorsement Application. IONL uses the information requested in the Application to learn more about the applicant, the product or service for which the endorsement is sought, and to assess whether endorsing the product or service advances the Program’s purpose and IONL’s Exempt Purpose. To request an IONL Endorsement Program application, contact execdir@ionl.org or call 312-265-3743.

Thank you for your interest in sponsoring the Annual Meeting
and initiatives of the Illinois Organization of Nurse Leaders.



www.ionl.org

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