



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



# 2019

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.

# 2019 IONL Sponsorship & Advertising Opportunities

## Annual Conference

The 2019 IONL Annual Conference is being held on September 19-20, 2019 at The Doubletree by Hilton Chicago in Oak Brook, IL. On average, 200+ members and nurse leaders attend the Annual Conference.

	<b>Presenting Sponsor \$4,000</b>	<b>Gold Sponsor \$2,000</b>	<b>Exhibitor \$950</b>	<b>Pre-Conference Exhibitor \$450</b>
<b>Exhibitor Table in Exhibit Hall</b>	<b>Both Days</b>	<b>Both Days</b>	<b>Both Days</b>	<b>First Day</b>
<b>Complimentary Conference Registrations</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>Recognition on Conference Website</b>	<b>Linked Company Logo</b>	<b>Linked Company Logo</b>	<b>Company Name Only</b>	<b>Company Name Only</b>
<b>Recognition in Final Program with Logo</b>	<b>X</b>	<b>X</b>	<b>Company Name Only</b>	
<b>Ad in Final Program</b>	<b>Full-page Ad</b>	<b>Half-page Ad</b>		
<b>Attendee Mailing List</b>	<b>Pre &amp; Post Event</b>	<b>Pre &amp; Post Event</b>		
<b>Chair Drop</b>	<b>X</b>			

### Questions or Additional Information

For questions and additional information on IONL's 2019 sponsorship & advertising opportunities, please contact Bree Angelo, CMP at [312.265.2996](tel:312.265.2996) or via email at: [bangelo@thesentergroup.com](mailto:bangelo@thesentergroup.com).

# Annual Conference

## Additional 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 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)

### 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 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)

### Welcome Reception Sponsor - \$2,000 (Limit 1)

- 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
- Cocktail napkins with logo
- Opportunity for a company representative to speak during reception (5-minute maximum time limit)

### 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

### Break Sponsor - \$900 (Limit 4)

- One complimentary full conference registration
- Name and logo recognition on the IONL website with link
- Signage on break tables

### 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

# Advertising 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
- Banner Ad - Member Newsletter (Quarterly) - \$500

## Email Banner Ads

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

## 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](http://www.ionl.org) today, to complete your sponsorship application.

For questions and additional information on IONL's 2019 sponsorship & advertising opportunities, please contact Bree Angelo, CMP at [312.265.2996](tel:312.265.2996) or via email at: [bangelo@thesentergroup.com](mailto:bangelo@thesentergroup.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](mailto:execdir@ionl.org) or call 312-265-3743.