



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

# Illinois Organization of Nurse Leaders 2018 Sponsorship & Advertising Opportunities

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## ABOUT THE ILLINOIS ORGANIZATION OF NURSE LEADERS

### **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.

### **IONL Mission**

Providing the collaborative community to advance Illinois nurse leaders.

### **IONL Vision**

Organization of choice for nurse leaders throughout Illinois.

### **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.



## 2018 IONL Sponsorship & Advertising Opportunities

# PRESENTING SPONSOR \$3,500

The highest level of sponsorship available, offers exposure year round at IONL's Mid-Year, Annual Conference and Aspiring Nurse Leader Workshop.

**Benefits Include:**

- Four complimentary full conference registrations
- 6ft Tabletop exhibit space
- Name and logo recognition on the IONL website with link
- Full page ad in program book
- Chair drop
- Post event attendee mailing list

## ANNUAL CONFERENCE

The 2018 IONL Annual Conference is being held in September 2018 in the greater Chicagoland area. On average, 175 members and nurse leaders attend the Annual Conference and Business Meeting.

Gold - \$1,800

**Single event sponsorship at the Annual Conference**

**Benefits Include:**

- Two complimentary full conference registrations
- 6ft Tabletop exhibit space
- Name and logo recognition on the IONL website with link
- Half page ad in program book
- Post-event attendee mailing list

Exhibitor - \$850

**Single event exhibitor at the Annual Conference**

**Benefits Include:**

- Two complimentary full conference registrations
- 6ft Tabletop exhibit space
- Company name listed on the IONL website

## MID-YEAR CONFERENCE

The 2018 IONL Mid-Year conference is being held in April 2018. On average, 120 members and nurse leaders attend the Mid-Year Conference.

Gold - \$1,300

**Single event sponsorship at the Mid-Year Conference**

**Benefits Include:**

- Two complimentary full conference registrations
- 6ft Tabletop exhibit space
- Name and logo recognition on the IONL website with link
- Half page ad in program book
- Post-event attendee mailing list

Exhibitor - \$700

**Single event exhibitor at the Mid-Year Conference**

**Benefits Include:**

- Two complimentary full conference registrations
- 6ft Tabletop exhibit space
- Company name listed on the IONL website



## Additional Opportunities

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### ANNUAL CONFERENCE

#### **Chair Drop - \$350**

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

#### **Luncheon Sponsor - \$1,200 (Limit 1)**

Two complimentary full conference registrations  
Name and logo recognition on the IONL website with link  
Quarter page ad in program book  
Literature on attendee chairs

#### **Badge Lanyard Sponsor - \$500 (Limit 1)**

One color imprinted lanyard with your company logo

#### **Break Sponsor - \$700 (Limit 2)**

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

#### **Additional Sponsor Registration - \$150**

### MID-YEAR CONFERENCE

#### **Chair Drop - \$250**

A select opportunity to have your company's literature placed on attendee chairs.

#### **Luncheon Sponsor - \$900**

Two complimentary full conference registrations  
Name and logo recognition on the IONL website with link  
Quarter page ad in program book  
Literature on attendee chairs

#### **Badge Lanyard Sponsor - \$500**

One color imprinted lanyard with your company logo

#### **Break Sponsor - \$350**

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

#### **Additional Sponsor Registration - \$75**



# ASPIRING NURSE LEADERS WORKSHOP

The 2018 IONL Aspiring Nurse Leaders Workshop is being held in Chicago, IL in November 2018. On average, 110 members attend the workshop. This one-day intensive program is designed for staff nurses, charge nurses, nurse coordinators, nurse managers and directors who aspire to achieve higher heights in their career.

## Gold - \$800

Single event sponsorship for a single meeting during 2018

- Two complimentary full conference registrations
- Tabletop exhibit space
- Name and logo recognition on the IONL website with link
- Post-event attendee mailing list

## Exhibitor - \$400

Single event exhibitor for a single meeting during 2018

- Two complimentary full conference registrations
- Tabletop exhibit space

## Additional Opportunities

### Chair Drop - \$250

A select opportunity to have your company's literature placed on attendee chairs.

### Additional Sponsor Registration - \$75

# FINANCE WORKSHOP

The 2018 IONL Finance Workshop date and location will be announced soon. The workshop is intended for charge nurses, new nurse managers, directors, and supervisors who want to learn more about specific financial topics related to nursing administration.

## Gold - \$800

Single event sponsorship for a single meeting during 2018

- Two complimentary full conference registrations
- Tabletop exhibit space
- Name and logo recognition on the IONL website with link
- Post-event attendee mailing list

## Exhibitor - \$400

Single event exhibitor for a single meeting during 2018

- Two complimentary full conference registrations
- Tabletop exhibit space



# 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 ½" x 10")  
Half Page Ad - \$200 (Horizontal: 7 ½" x 5"  
| Vertical: 3 ¾" x 9")  
Quarter Page Ad - \$125 (3 ¾" x 4 ½")

## Mid-Year Meeting Program Book

Back cover - \$400  
Full Page Ad - \$300 (7 ½" x 10")  
Half Page Ad - \$100 (Horizontal: 7 ½" x 5" |  
Vertical: 3 ¾" x 9")  
Quarter Page Ad - \$75 (3 ¾" x 4 ½")

## Direct Marketing

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

## Job Posting on the IONL website

One month, weekly ad with link to IONL Career Center - \$350  
Two months, announcement posting, published in the IONL e-newsletter - \$500  
Learn more at: <http://www.ionl.org/networking/>

## WEBINAR SPONSORSHIP

IONL offers lunch hour webinars monthly over the course of the year. Webinar sponsors will receive their logo and link within the webinar and on the website for the month.

**Four Part Webinar Series: Charge Nurse Workshop - \$500**

# 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.



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# 2018 SPONSORSHIP & ADVERTISING APPLICATION/CONTRACT

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 2018 sponsorship & advertising opportunities, please contact Bree Angelo at 312. 265.2996 or via email at: [bangelo@thesentergroup.com](mailto:bangelo@thesentergroup.com).