NOVA is a nationwide, nonprofit professional organization whose members are nurses working for the Department of Veterans Affairs Medical Centers and Clinics. NOVA is not part of the VA, nor is NOVA sanctioned or endorsed by the VA.
Who We Are

NOVA, the Nurses Organization of Veterans Affairs, is a nationwide, nonprofit, professional organization of registered nurses who are employed by the Department of Veterans Affairs Medical Centers and Clinics.

NOVA is dedicated to ensuring quality health care for U.S. Veterans, enhanced nursing educational opportunities, standards of excellence for VA nurses, increased research opportunities and academic excellence in the VA, increased communications among VA nurses, effective recruitment and retention programs, and to providing a strong voice for VA nurses and Veterans.

IMPORTANT: NOVA is a 501(c)(6) non-profit association, whose members are nurses that work for the VA. **NOVA is not a part of the VA, nor is it sanctioned or endorsed by the VA.**

Why Support NOVA?

- Help create a stronger future for VA nursing.
- Support quality health care for America’s heroes.
- Support educating, communicating with and advocating for Department of Veterans Affairs Nurses professionally, personally and legislatively.
- Support efforts in shaping, influencing, and advancing the profession of VA nursing.
- Gain maximum exposure with nurses on the frontlines of VA patient care.
- NOVA members serve as content experts, educators and advisors to ensure Veterans receive high quality care.

Our Mission

To Educate, Communicate, and Advocate for the Veterans Administration Nurse Professionally, Personally, and Legislatively.

NOVA Members

Who Will You Reach?

With a membership of nearly 3,000 VA nurses, dedicated to the care of our nation’s heroes, what better opportunity to get your company’s products and services in front of this important audience.

VA nurses spanning all clinical specialties and areas of nursing from across the country, representing top-level nurse executives, advanced practice nurses, nurse practitioners, clinical nurse specialists, nurse researchers and staff nurses.

NOVA Members include:

- Registered Nurses
- Advanced Practice Registered Nurses
- Licensed Practical/Vocational Nurses
- Nurse Emeritus (Retired)
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**NOVA Quick Facts**

- Founded in 1980
- Nearly 3,000 members
- NOVA News Monthly E-Newsletter
- 121 Chapters in 46 States
- VA Nurse Continuing Education Webinars
- NOVA Annual Meeting
- Public Policy and Advocacy
- NOVA Mentoring Program
- NOVA Scholarship Program
- NOVA Awards Program

**NOVA Strategic Plan**

NOVA’s three-year strategic plan is focused on membership growth & engagement, revenue growth, strategic alliances and operational efficiency. We are interested in partnering with corporations and organizations who have an interest in supporting NOVA’s growth so that we can continue to deliver high quality nursing education, mentoring and support which will in turn promote high quality care for Veterans.
## Associate Membership

Associate Members play a vital role within NOVA. They support our mission and vision and help educate our members about products and services improving Veteran patient outcomes and the quality of their care. Become an Associate Member so your company or organization experiences more recognition, value and resources.

## How to Join

- Visit [www.vanurse.org](http://www.vanurse.org) to submit an online application with payment.
- You may also download an application online and submit with check payment to NOVA Headquarters.
- For questions, contact Ashley Lovelace, Membership Coordinator at 703-444-5587 or via email at nova@vanurse.org.

## Associate Membership costs $250 annually and gives your company/organization access to the following:

<table>
<thead>
<tr>
<th>Marketing Opportunities</th>
<th>Associate Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on <a href="http://www.vanurse.org">www.vanurse.org</a> with link to your company website</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Acknowledgement in NOVA News - NOVA’s monthly electronic newsletter</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Receive NOVA communications including NOVA News, updates and announcements, and press releases</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Discounts for exhibiting at NOVA’s Virtual Annual</td>
<td>$1,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>Discounts on vendor-led webinars</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Discounts on NOVA News advertising</td>
<td>$50</td>
<td>$100</td>
</tr>
<tr>
<td>Discounts on vendor-led chapter events</td>
<td>$500</td>
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Why Exhibit

With a membership of nearly 3,000 VA nurses, dedicated to the care of our nation’s heroes, what better opportunity to get your company’s products and services in front of this important audience. VA nurses spanning all clinical specialties and areas of nursing from across the country, representing top-level nurse executives, advanced practice nurses, nurse practitioners, clinical nurse specialists, nurse researchers, staff nurses, and others attend the Annual Meeting. Don’t miss this opportunity to exhibit virtually with those on the frontlines of VA patient care.

Virtual Exhibitor Fees

Associate Members:
$1,000 to virtually exhibit on the conference platform

Nonmember Exhibitors:
$1,200 to virtually exhibit on the conference platform

Each Exhibitor will receive:
- Listing in meeting program with link to your site
- Running Banner Ad on meeting platform site
- Opportunity to provide meeting bag inserts to share with attendees
- Acknowledgement in NOVA Newsletter
- Company name and website link on NOVA website
- Annual Meeting attendee list

Upon payment in full, NOVA will contact you with the requirements for your virtual exhibit. For cancellations and refunds please see page 14 for the status of the NOVA 40th Conference cancellation policy.

Why a Virtual Conference

As NOVA closely monitored the evolution and spread of the COVID-19 virus, and its potential effects on Conference attendees, it became increasingly evident that the pandemic would be a lingering challenge. On June 12, the Executive Committee of NOVA voted to cancel the onsite 40th Annual Conference and go virtual. The health and safety of our attendees, speakers, vendors and community have always been NOVA’s top priority. Cancelling our onsite Conference was seen as the only prudent option and was in keeping with NOVA’s mission and values of improving patient safety and meeting the needs of the healthcare environment.
Sponsorship Opportunities

Even though the NOVA conference is virtual this year, don’t miss this opportunity to increase your brand awareness among VA nurses through sponsorship and branding opportunities at NOVA’s 40th Annual Meeting. Our registration bags will be personally mailed to all attendees and stuffed with any company products that are donated to NOVA.

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Exclusive</th>
<th>Shared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus Group Lunch and Learn (2 available opportunities—Thursday and Friday)</td>
<td>$1,500</td>
<td>N/A</td>
</tr>
<tr>
<td>15 Minute Commercial Video Spot</td>
<td>$500</td>
<td>N/A</td>
</tr>
<tr>
<td>Registration Bag with Company Logo (1 opportunity)</td>
<td>$1,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Sidebar Ads on Virtual Platform</td>
<td>$250</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Focus Group will provide the sponsor with the exclusive opportunity to host a pre-recorded lunch and learn program with NOVA meeting attendees during the lunch hour on October 29th or 30th. NOVA will provide the virtual platform space and assist in securing focus group participants. Sponsor will be responsible for securing facilitator for the focus group.

PROGRAM GUIDE ADVERTISING

Each registered participant receives this valuable, digital book containing the program guide with session descriptions and agenda, speaker highlights, sponsor and exhibitor listings, and instructions for obtaining continuing education credits.

<table>
<thead>
<tr>
<th>Program Advertising**</th>
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</thead>
<tbody>
<tr>
<td>Outside Back Cover (Full Color)</td>
<td>$600</td>
</tr>
<tr>
<td>Inside Front Cover (Full Color)</td>
<td>$400</td>
</tr>
<tr>
<td>Full Page (Full Color)</td>
<td>$250</td>
</tr>
<tr>
<td>Half Page (Full Color)</td>
<td>$150</td>
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</tbody>
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**Print ads must have a print quality of at least 300 dpi. Email ads to nwilliams@vanurse.org. Ads must be high resolution PDF to size and must be saved in CMYK. All ads are printed in full-color. Any necessary artwork or additional copy or photograph preparation will be billed to advertiser. Ad deadlines and specifications will be provided to advertiser once payment is received and the advertiser is responsible for making sure the ad fits these specifications. No proofs will be supplied by NOVA. NOVA will not be held liable for any printing errors if the error is with the original PDF sent by the advertiser. All copy is subject to NOVA approval.

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## EXHIBITOR / SPONSORSHIP APPLICATION FORM

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>MAIN CONTACT</th>
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</thead>
<tbody>
<tr>
<td>EMAIL</td>
<td>PHONE</td>
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<tr>
<td>ADDRESS</td>
<td>CITY, STATE, ZIP</td>
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</table>

### Exhibitors on the Virtual Platform

| Selection                                                      | Price
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Associate Member</td>
<td>$1,000</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$1,200</td>
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</tbody>
</table>

### Sponsorship Opportunities

| Selection                                                      | Price
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### Digital Program Advertising

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<tbody>
<tr>
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**PAYMENT METHODS:**

Check made payable to NOVA  
Mail to: Nurses Organization of Veterans Affairs, Attn: Natascha Williams, Meeting Manager  
1120 Route 73, Suite 200, Mt. Laurel, NJ 08054

**Credit Card**

- Visa  
- MasterCard  
- American Express  

Credit Card #:______________________________________________________________

Exp. Date: _______/__________ CVV Code:__________ Amount Authorized to Charge:______________

Name of Cardholder:________________________________________________________________

Signature:________________________________________________________________________

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**Vendor-Sponsored Educational Webinars**

The Nurses Organization of Veterans Affairs (NOVA) is accredited with distinction as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. NOVA offers educational webinars on a variety of topics providing nursing continuing education credits for VA nurses at all levels. Webinar attendees receive one CEU for an hour-long webinar.

Companies and organizations can sponsor educational webinars to promote their educational content through NOVA. The webinars are free for NOVA members and are valid for one CEU per hour. Sponsors must provide a copy of the educational presentation for approval by the NOVA Education Committee (including the Nurse Planner for Accreditation) along with the presenter’s bio information. Upon approval by the Education Committee, the sponsorship can be secured and the webinar will be hosted at a date and time agreed to by NOVA and the sponsor. Presentations must be educational in nature on topics of interest to VA nurses. No sales pitches!

Sponsors will have the option to utilize NOVA’s webinar software hosting or utilize their own software. Webinars will be recorded and made available on-demand on NOVA’s website. NOVA markets webinar via email and social media.

**Associate Member Price: $500**

**Non-Member Price: $1,000**

**How to Register**

Complete the NOVA Sponsored Webinar Registration Form and submit to Deb Dupnik, Executive Director at ddupnik@vanurse.org. You will be notified regarding approval by the NOVA Education Committee. If approved, NOVA staff will coordinate with you on the date, time and logistics for the webinar, along collecting the sponsorship payment.

Limited webinar slots are available. NOVA reserves the right to reject webinar content that may be deemed inappropriate and/or is not aligned with NOVA’s educational programs.

Please contact Deb Dupnik, Executive Director at 856-316-0928 or ddupnik@vanurse.org for more information.

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Vendor-Sponsored Educational Webinars

Vendor-Sponsored Webinar Registration Form

Submit this completed form to Deb Dupnik, Executive Director at ddupnik@vanurse.org. Upon approval of webinar content by the NOVA Education Committee, you will be invoiced for the sponsorship and NOVA staff will coordinate with you on scheduling and promoting the webinar.

<table>
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</tr>
<tr>
<td>WEBSITE</td>
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</table>

Webinar Title
Preferred Webinar Date

Learning Objectives

Presentation Description

Instructor Name & Bio Information

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Advertising in NOVA News

Submit a case study or advertorial content for publication in NOVA’s monthly e-newsletter, NOVA News. NOVA’s official electronic newsletter contains relevant articles, legislative updates, case studies, upcoming events, chapter highlights and much more.

Don’t miss this opportunity to have your message delivered to nearly 3,000 NOVA members! Subject to NOVA approval.

Banner Ad (600 x 100 pixels) PNG, GIF, or JPG
Associate Member Price: $50/month
Non-member: $100

Sample ad

NOVA News is distributed according to the following schedule for 2020:

- January 30th  
- April 21st  
- July 21st  
- October 20th  
- February 18th  
- May 19th  
- August 18th  
- November 17th  
- March 17th  
- June 16th  
- September 22nd  
- December 21st

All ads must be submitted by the 20th of the prior month.

Advertising Requirements

Ads must be submitted as 600 x 100 pixels and full color. Acceptable files are PNG, GIF, or JPG. No proofs will be supplied by NOVA. NOVA will not be held liability for any errors if the error is with the original file sent by the advertiser. All copies are subject to NOVA approval.

Send the completed Ad Insertion form with payment to:

Nurses Organization of Veterans Affairs
Attn: Deb Dupnik, Executive Director
1120 Route 73, Suite 200, Mt. Laurel, NJ 08054
Fax: 856-439-0525

Ad copy must be emailed to Deb Dupnik at ddupnik@vanurse.org by ad submission deadlines.

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NOVA has over 120 chapters across the country. Vendor-sponsored chapter events are a great way for you to engage with NOVA members directly.

**How It Works**
NOVA will work with the sponsor to match them with an appropriate chapter.

NOVA will work with chapter leaders and the sponsor to confirm the date and time of the event, along with the presentation topic. Presentations must be educational in nature on topics of interest to VA nurses. Content is subject to NOVA Education Committee approval. No sales pitches!

The sponsor will be responsible for securing the event location, along with any food & beverage or additional costs associated with the chapter event.

NOVA will promote the event to members of the participating chapter in advance.

*Please note that vendor-sponsored chapter events cannot be held at VA facilities and cannot be conducted during work hours for participants. It is the sponsor’s obligation and responsibility to follow any applicable rules and regulations regarding interaction with employees of the VA.*

**Chapter Event Sponsorship**
- **Associate Member Price:** $500
- **Non-Member Price:** $1,000

**How to Get Started**
If you are interested in hosting a vendor-sponsored chapter event, please complete and submit the Vendor-Sponsored Chapter Event Registration Form to Deb Dupnik, Executive Director at ddupnik@vanurse.org.

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Vendor-Sponsored Chapter Events

Vendor-Sponsored Chapter Event Registration Form

Submit this completed form to Deb Dupnik, Executive Director at ddupnik@vanurse.org. Upon approval of presentation content by the NOVA Education Committee and successful matching of sponsor with interested chapter, you will be invoiced for the sponsorship and NOVA staff will coordinate with you on scheduling and promoting the event.

COMPANY/ORGANIZATION

MAIN CONTACT

EMAIL

ADDRESS

WEBSITE

Preferred Event Date

Preferred NOVA Chapter (Visit www.vanurse.org for a complete list) or geographic location

Presentation Title

Learning Objectives

Presentation Description

Instructor Name & Bio Information

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