ABOUT THE WOCN SOCIETY

Founded in 1968, the Wound, Ostomy and Continence Nurses Society™ (WOCN®) is a professional, international nursing society of more than 5,000 health care professionals who are experts in the care of patients with wounds, ostomies and incontinence.

OUR MISSION

The WOCN Society is a professional community dedicated to advancing the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs.

We support our members’ practice through advocacy, education, and research.

VISION

Be the trusted global authority and leader in wound, ostomy and continence (WOC) care.

THE WOC NURSE

Wound, Ostomy and Continence (WOC) nurses improve patient outcomes. Nursing associations, policy makers, regulatory agencies, payers, institutions of higher learning and the public look to the WOCN Society and members for guidance, research and resources about the prevention and care of WOC conditions (gastrointestinal, genitourinary and integumentary system problems for acute or rehabilitative care). WOCN members are sought out as experts and advocates, professing the standard of WOC care.
AUDIENCE: WHO WILL YOU REACH?

More than 5,000 members, all specializing in wound, ostomy and/or continence care:
- Advanced Practice Nurses
- Nurse Practitioners
- Inpatient Nurses
- Outpatient Nurses
- Long-Term Care Nurses
- Home Health Nurses
- Acute Care Nurses
- Academic Nurses
- Military Nurses
- Health Care Professionals

WOCN Society members serve as content experts, educators and advisers in collaborative health initiatives to ensure that patients have access to a WOC specialty practice nurse. Industry partners recognize the WOCN Society as a model for all organizational partnerships.

WOC nurses are experienced, baccalaureate-prepared registered nurses with the following credentials: CWOCN, CWCN, CFCN, CWOCN–AP, CWS, CCCN, COCN and CWON.

They attend WOCN-accredited Wound, Ostomy and Continence Nursing Education Programs (WOCNEPs).

WOC nurses are most influenced by the following sources: commercial exhibitors and supporters, print media (Journal of Wound, Ostomy and Continence Nursing, WOCNext Final Program), digital media (WOCNow E-newsletter and the WOCNext News E-newsletter), social media (Facebook, Twitter, Instagram, LinkedIn and YouTube), video, web searching and member referrals. Corporate Membership plays a major role in promoting commercial interests. Corporate Members are featured on the WOCN website. Corporate Members are featured on the WOCN website, which boasts a monthly pageview total of nearly 160,000.

SOCIETY FAST FACTS

- Nearly 100 Corporate Members
- Peer-Reviewed Scientific Journal (JWOCN)
- 33 WOCN Society Regions and Affiliates
- WOC Nursing Education Programs
- Wound Treatment Associate (WTA) Program
- Ostomy Care Associate (OCA) Program
- Continuing Education Center (CEC)
- WOCNext
- Public Policy and Advocacy
- Corporate Development
- Fund the Future (Scholarships)
A recent study investigated how WOC nurses affect patient outcomes in home health care settings and found that patients in home health care agencies with a WOC nurse, compared to patients in agencies without a WOC nurse were:

- Nearly twice as likely to have improvement in pressure ulcers.
- 20% more likely to have improvement in lower extremity ulcers.
- 40% more likely to have improvement in surgical wounds.
- 40% more likely to have improvement in urinary incontinence.
- 14% more likely to have improvement in bowel incontinence.

**CREATING LOYAL NURSES**

Corporate Members play a vital role within the WOCN Society. They support our mission and vision and help educate our members about products and services improving patient outcomes and the quality of their care. **Become a Corporate Member** so your company experiences more recognition, value and resources.

For more information, visit [wocn.org](http://wocn.org).

**LEVELS OF CORPORATE MEMBERSHIP**

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Corporate Membership</td>
<td>$1,500</td>
</tr>
<tr>
<td>Non-Profit/Small Business Corporate Membership</td>
<td>$800</td>
</tr>
</tbody>
</table>

**MARKETING MEDIUM**

<table>
<thead>
<tr>
<th>Marketing Medium</th>
<th>Corporate Members</th>
<th>Small Business Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing List Rental</td>
<td>First mailing list FREE. Additional available at $100 discount</td>
<td>First mailing list FREE. Additional available at $100 discount</td>
<td>$850 for full mailing list $500 per partial mailing list</td>
</tr>
<tr>
<td>Online Job Posting</td>
<td>FREE one month job posting</td>
<td>FREE one month job posting</td>
<td>$400</td>
</tr>
<tr>
<td>Exhibit space at the WOCN Society’s Annual Conference</td>
<td>Unlimited access to exhibit spaces</td>
<td>Limit one 10 x 10 booth space</td>
<td>$430*</td>
</tr>
<tr>
<td>Subscription to the JWOCN and online archives</td>
<td>✓</td>
<td>✓</td>
<td>$106</td>
</tr>
<tr>
<td>Recognition on the WOCN website with a 250 word description, logo, and link to your site</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Special recognition in WOCNow and WOCNext Final program</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Receive all WOCN Society mailings of announcements, brochures and press releases</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Discounts on WOCN Society social media packages</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Frequent email updates on our upcoming programs and activities</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
</tbody>
</table>

* $430 added for each 10x10 space (example – nonmembers pay additional $1,720 for one 20x20 space)

To learn more about Corporate Membership opportunities, please contact:

Megan Rockey  
Membership Coordinator  
856.642.4205  
mrockey@wocn.org

**Proud to be a**

[Corporate Member Logo]

Wound, Ostomy and Continence Nurses Society™
WOCNEXT SUPPORT OPPORTUNITIES

The WOCN Society’s Annual Conference is now WOCNext! WOCNext will merge the historic legacy of the specialty with the next generation of the WOC practice. From interactive sessions and varied educational formats to increased product knowledge and enriched networking opportunities, WOCNext will provide attendees with an enhanced conference experience that will advance the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs.

**FEATURED SUPPORT OPPORTUNITIES**

**WOCNext Daily E-Newsletter**
Support one issue, or the entire publication, of the official WOCNext Daily E-Newsletter. Recognition includes acknowledgment in the supported issue(s), a 100-word promotional text and web link to promote your booth, incentives and special booth activities.

**Power Lounge**
Every one needs to recharge their phones, electronics and themselves from the busy schedule. Support the Power Lounge — a relaxing area with seating and charging stations. You will have a captive audience to sit and relax while browsing your materials. A lounge area outside of the General Session room or Exhibit Hall will be provided and furnished along with branded device charging stations.

**Hotel Reservation Confirmations**
Efficiently promote your company’s message and website. Confirmation includes your company name and link to your website. Promote special event offers, incentives and product launches.

**Water Stations**
Sponsoring the water coolers will not only give exclusive brand exposure at all water stations but will align your company with the importance of going green. Sponsors are responsible for supplying the water cooler jug wraps. Branded cups/refillable bottles may also be available.

If you have a unique idea that is not listed, please contact us to customize an opportunity that fits your needs:

Brooke Passy
Meeting Manager

Phone: 856.380.6815
Email: bpassy@wocn.org

The WOCN Society’s Annual Conference is now WOCNext! WOCNext will merge the historic legacy of the specialty with the next generation of the WOC practice. From interactive sessions and varied educational formats to increased product knowledge and enriched networking opportunities, WOCNext will provide attendees with an enhanced conference experience that will advance the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs.
EXHIBITING AT WOCNEXT

Meet Face-To-Face with WOC Nurses & Generate Qualified Sales Leads

» Become an Exhibitor and View the Benefits of Exhibiting

Exhibit dates are Sunday–Tuesday, June 23–25, 2019, at the Nashville Music City Center, 201 5th Ave. S., Nashville, TN 37203 USA.

TENTATIVE EXHIBIT SCHEDULE

Sunday, June 23, 2019
4:15 PM – 6:15 PM Opening Reception for Attendees and Exhibitors

Monday, June 24, 2019
11:00 AM – 12:00 PM Attendee and Exhibitor Appointments
12:00 PM – 3:00 PM Lunch/Hall Open
3:15 PM – 4:00 PM WOCNext Exhibitors’ Meeting

Tuesday, June 25, 2019
11:00 AM – 12:00 PM Attendee and Exhibitor Appointments
12:00 PM – 3:00 PM Lunch/Hall Open
1:30 PM Poster Awards Ceremony

BOOTH RATES: PRICE PER 10’X10’, USD:

Booth rates through June 21, 2019
Corporate Member: $2,895
Non-member: $3,325
Non-Profit Association: $500
Location type: Corner $100 additional; Island $400 additional

WOCNEXT CONFERENCE DEMOGRAPHICS

85% OF ALL ATTENDEES evaluate, recommend and/or initiate the purchase of WOC patient care equipment and supplies.

WOC nurses are ENGAGED with exhibitors for as long as four months before, during and after the WOCNext conference through MyWOCN — WOCNext’s e-community networking program.

Nurses think the EXHIBIT PROGRAM IS APPLICABLE to their work setting and relevant to their practice/profession, second only to earning continuing education credits.

WOC NURSES are practicing in acute care, outpatient care, home healthcare, education, nursing home/extended care, private practice.

Annual conference attendance growth: ↑Up to **14% growth** per event.

Almost ONE-THIRD of all conference nurses are **first-time attendees**.

ATTENDEE demographics are aligned with our MEMBER demographics (See page 4).

2018: 16 COUNTRIES WERE REPRESENTED: Belgium, Brazil, Canada, Chili, Costa Rica, France, Japan, Philippines, Portugal, Saudi Arabia, Singapore, South Korea, Sweden, Taiwan, United Kingdom and United States

Our **5,000+ MEMBERS** are waiting to hear from your company!

For more information and to reserve your exhibit space, visit wocnext.org or contact:

Chris Brown
Director of Exhibits and Advertising
856.642.4401  cbrown@wocn.org

2019 SUPPORT AND MARKETING PROSPECTUS | wocn.org 7
DURING 2019:

Corporate Members receive up to 42% discount on advertising rates.

Specials: All advertising rates discounted by 50%, one-time, for first-time exhibitors. OR Place two advertisements at regular rates and the third advertisement, of equal or smaller size, is free.

Pricing: Up to 40% discount for nine or more insertions. Payment must be received prior to distribution. Special placement available for an additional $300. Rates are net, non-commissionable.

2018 advertisers receive first right through October 12, 2018, to renew premium positions for 2019. All advertising must be paid prior to distribution. Premium position refunds are not available once reserved.

**WOCNow**

Published every two weeks on the 1st and 3rd Wednesday of each month. Distributed to more than 8,000 individuals. The digital ad file (.jpg or .png) and payment are due one week prior to publication. Rates are net, non-commissionable.

» View sample WOCNow newsletter

**Analytics:**

- **Average Open Rate:** 29%
- **Average Click Rate:** 13%

**TWO CHOICES**

1. **Exclusive “Leaderboard” Advertisement**
   - 600x100 pixel
   - Corporate Member: $1,150
   - Non-member: $1,400

2. **“Square” Advertisement**
   - 125x125 pixel
   - Corporate Member: $750
   - Non-member: $1,050

**ADVERTISING IS ONE OF THE MOST EFFICIENT WAYS TO SHORTEN SALES CYCLES, REDUCE COSTS AND BOOST SALES WHILE PROMOTING AND SELLING YOUR PRODUCTS TO THOUSANDS OF WOC PROFESSIONALS**

For more information please contact:

Chris Brown
Director of Exhibits and Advertising
856.642.4401 cbrown@wocn.org
WOCNEXT NEWS

Published every two weeks, starting October 11, 2018, on the 2nd and 4th Thursday of each month through the WOCNext conference. Distributed to more than 9,000 individuals. The digital ad file (.jpg or .png) is due one week prior to publication. Inquire about Pre-Conference News and Post-Conference News options. Rates are net, non-commissionable. 

For more information please contact:
Chris Brown
Director of Exhibits and Advertising
856.642.4401 cbrown@wocn.org

THREE CHOICES:

1. **Supporter Spotlight**
   - 100-word promotional text and web link to promote your booth, incentives and special booth activities.
   - Corporate Member: $1,375
   - Non-Member: $1,775

2. **Exclusive “Leaderboard” Advertisement**
   - 600x100 pixel
   - Corporate member: $1,475
   - Non-member: $1,825

3. **“Square” Advertisement**
   - 125x125 pixel
   - Corporate Member: $950
   - Non-member: $1,350

4. **New Product/Product Launch Video Featured**: $350
5. **Additional E-Mail Messages, 100**: $250 or 
   **Additional Appointment Requests, 100**: $125
6. **Mobile App Buzz Message**: $2,000 per message with a limit of two messages per day; Limited to 3 exhibitors ONLY

Galleries of images are promoted to the WOCNext conference attendees. Analytics available upon request.

MyWOCN

1. **Featured Exhibitor** Your company name is displayed at the top of the exhibitor search engine for each search (maximum of three exhibitors, rotating): $750
2. **Banner advertisement on the Interactive Exhibit Hall Floor Plan**, random rotation: $750
3. **Company or Product logo visually featured either inside your booth footprint or displayed when hovering over your booth**: $500

PROUD SUPPORTER CHALLENGE

Exhibitors market conference registration by including a special badge in print/digital marketing campaigns. One participating exhibitor will be selected at random to win a free 10 x 10 booth at the following year’s WOCNext Conference.

JOB POSTINGS

WOCN Society connects WOCN Members with potential employers and posts resumes to match your company hiring needs.

» Visit wocn.careerwebsite.com
To learn more about advertising in the WOCNext conference program, please contact:

Chris Brown
Director of Exhibits and Advertising

856.642.4401 cbrown@wocn.org

This spiral-bound printed promotion features session details, convention center and exhibit/poster hall floor plans and an exclusive exhibitor directory used by nurses as a post-event buyers guide. Advertising reservations due by March 25, 2019. Advertising file/payment due by March 27, 2019. Options include full or half pages, four color or black and white.

Preferred positioning such as page opposite Table of Contents available, $350.00 additional. Pricing is discounted up to 30% for Corporate Members. Rates below are for four-color, net, non-commissionable.

**Full Page Advertisement**
- Corporate Member: $2,200
- Non-Member: $2,600

**Half-Page Advertisement**
- Corporate Member: $1,300
- Non-Member: $1,700

**One-Third Page Advertisement (Vertical)**
- Corporate Member: $775
- Non-Member: $1,175

**C3 (Inside Back Cover)**
- Corporate Member: $3,300
- Non-member: $3,700

**C4 (Back Cover)**
- Corporate Member: $4,800
- Non-Member: $5,200

Front and back cover foldout, center spread, belly wrap and inserts available. Contact us for additional information and pricing!

**SPECIFICATIONS FOR AD FILES**

<table>
<thead>
<tr>
<th>Live Area</th>
<th>Trim Size</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7&quot;x9.75&quot;</td>
<td>8.75&quot;x11.25&quot;</td>
</tr>
<tr>
<td>Half Page</td>
<td>3.5&quot;x4.875&quot;</td>
<td>4.25&quot;x5.5&quot;</td>
</tr>
</tbody>
</table>

**4C FILE REQUIREMENTS:**
- CMYK only, Hi-resolution (300 dpi) .eps, .tif, or PDF files (containing full bleeds) accepted. Also, Native file, Adobe InDesign for Mac (with all related fonts and linked images embedded). Advertisements created in programs such as Word or Excel cannot be accepted. Advertising materials received in other formats will require resubmission.

**B&W FILE REQUIREMENTS:**
- Hi-resolution .eps, .tif or .jpg graphics accepted. Grayscale scans should be at least 300 dpi. B/W Line Art scans must be 600 ppi or more. Resolutions of a higher ppi will reproduce with better quality.
**SOCIAL MEDIA PACKAGES**

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
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</thead>
</table>
| Social Media Bundle| • One post to each social media outlet (Facebook, Twitter, Instagram & LinkedIn).  
• The Society must approve the text/image before posting.  
• No boosting option available. | Corporate Member: $800  
Non-member: $1,100 |
| Facebook Only      | • Two posts to Facebook within seven days.  
• The Society must approve the text/image before posting.  
• Boosting option available for Corporate Members. | Corporate Member: $400 or $750 for boosted post  
Non-member: $650  
No boosting option available |
| Email Blasts       | • The Society must approve the text/image before sending.  
• The Society will send the email on behalf of the customer.  
• Maximum of two email blasts per year per customer.  
• Maximum of two rounds of edits per email blast. | Corporate Member: $1,700  
Non-member: $2,200 |

**MAILING LIST RENTAL**

We are receiving reports of UNOFFICIAL companies offering to sell attendee data, hotel rooms at a reduced rate, survey information, etc., claiming to represent the WOCN Society. For a list of official vendors, [click here](#). If you receive communications from other companies not affiliated with the Society, please notify the National Office via email at [info@wocn.org](mailto:info@wocn.org).

<table>
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<tr>
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<th>DESCRIPTION</th>
<th>PRICE</th>
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</thead>
</table>
| Mailing List Rental| • One time use of the Society’s mailing list (street addresses only).  
• The Society must approve the piece prior to mailing.  
• Corporate Members get one free mailing list per year. | Corporate Member: $600 per full mailing list  
Non-member: $300 per partial mailing list  
$850 per full mailing list,  
$500 per partial mailing list |

**Please note:**

Society email blasts cannot be scheduled during Conference blackout dates: May 1–July 17. Contact Brooke Passy, [bpassy@wocn.org](mailto:bpassy@wocn.org), phone 856-380-6815 if you wish to send an attendee email blast during these blackout dates.

**For more information please contact:**

Megan Rockey  
*Membership Coordinator*  
856.642.4205  
mrockey@wocn.org

Megan Ramirez  
*Director of Marketing and Public Relations*  
856.642.4207  
mramirez@wocn.org

For more information please contact: