

Sixteenth National DNP Conference - Virtual

2023 Exhibitor's Prospectus

August 10-11, 2023



Dear Valued Partner:

Doctors of Nursing Practice, Inc. (DNP, Inc.) is pleased to invite you to the Sixteenth National DNP Virtual Conference taking place August 10-11, 2023.

The 16th National DNP Conference is anticipating more than 350-advanced practice-doctoral prepared nursing professionals. Please consider sharing your products and services to this target audience. DNP Conference attendees include managers, administrators, educators, nurse practitioners and government contractors. In previous conferences over 45 states were represented at the conference. The Doctors of Nursing Practice Conference is the only conference in the country specifically designed for DNP graduates and educators of the nursing practice doctorate.

The platform used for this virtual conference promotes your presence and offerings before, during, and after the conference event. Site visitors, registrants, and those that have a curiosity about the conference will be able to view your services and access your information both synchronously and asynchronously.

Maximize your exposure at the conference by choosing specific **DNP, Inc.** sponsorship opportunities to fit your marketing needs. If you have any questions about this event or suggestions for other sponsorship opportunities that will fit the format of the Doctors of Nursing Practice Conference, please contact me at 1.888.651.9160 or skco@dnpinc.org. We look forward to seeing you - Virtually!

Sincerely,

Stephen Campbell-O'Dell
COO & Director of Operations
Doctors of Nursing Practice, Inc.

Doctors of Nursing Practice, Inc. is proud to present a virtual conference for 2023. A wide range of engaging and unique offerings are provided in this virtual format. It increases the accessibility for presenters, attendees, exhibitors, and sponsors who may not have the opportunity to join face-to-face due to the cost of venues and travel. We embrace technology that provides a value-added functionality that maximizes the experience and opportunities for all involved.

This Virtual Conference format supports the growth and development of doctoral prepared nurses to favorably impact healthcare outcomes. This conference mission aligns with the mission and vision of Doctors of Nursing Practice, Inc.

2023 Exhibit and Sponsor Availability

- All day both Thursday and Friday, August 10 and 11, 2023
- Website display before and after the event
- Mobile application accessibility by you and all registrants before, during, and after the scheduled events
- Dedicated Virtual Conference Exhibitor/Sponsor liaison to build and help manage your booth/sponsorship

Application and Eligibility

Applications for exhibiting and sponsorship must be made on the online form provided by the **Doctors of Nursing Practice, Inc. (DNP, Inc.)** on the conference website. These forms must contain the information requested and executed by an individual who has authority to act for the applicant organization. This exhibition or sponsorship is designed for the display and demonstration of products and services related to the practice of and professional education of those attending the Doctors of Nursing Practice Conference.

DNP, Inc. shall determine the eligibility of any company, product or service. **DNP, Inc.** may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the **DNP, Inc.** when considering the service characteristics, mission of the DNP Inc. organization, and anticipated demographics of attendees and site visitors. In the event an application is not accepted, any paid space rental fees will be returned.

2023 Exhibitor/Sponsor Packages

Single Exhibitor: \$1500.00

- Identification as an exhibitor on the virtual conference platform
- Dedicated booth management liaison who will set up your booth and upload your content, provide 3 training sessions, and resize images for your booth
- Opportunity to have a private video chat with attendees provided through links on your sponsor profile
- Dedicated banner ad on the virtual platform from your branded account included in platform site on web and mobile devices
- Leader board contest to encourage participation by conference attendees with higher point value reflective of the level of sponsorship
- Analytics detailing data on traffic and leads at the conclusion of the conference
- One-month 1/2-page, full-color add in OUTCOMES, the monthly electronic Newsletter for and about doctoral prepared nurses that improve healthcare outcomes
- One-month advertising on DNP Inc. website

2023 SPONSORSHIP OPPORTUNITIES

Bronze Sponsorship \$2000.00

The Bronze Sponsorship package includes:

- Identification as a premier sponsor with logo and links to your organization in the conference agenda
- Dedicated booth management liaison who will set up your booth and upload your content, provide 3 training sessions, and resize images for your booth
- Opportunity to have a private video chat with attendees provided through links on your sponsor profile
- Dedicated banner ad on the virtual platform from your branded account included in platform site on web and mobile devices
- Leader board contest to encourage participation by conference attendees with higher point value reflective of the level of sponsorship
- Analytics detailing data on traffic and leads at the conclusion of the conference
- Three-month 1/2-page, full-color add in OUTCOMES, the monthly electronic Newsletter for and about doctoral prepared nurses that improve healthcare outcomes
- Three-month advertising on DNP Inc. website

Silver Sponsorship \$3000.00

The Silver Sponsorship package includes:

- Identification as a premier sponsor with logo and links to your organization in the conference agenda
- Dedicated booth management liaison who will set up your booth and upload your content, provide 3 training sessions, and resize images for your booth
- Opportunity to have a private video chat with attendees provided through links on your sponsor profile
- Dedicated banner ad on the virtual platform from your branded account included in platform site on web and mobile devices
- Leader board contest to encourage participation by conference attendees with higher point value reflective of the level of sponsorship
- Analytics detailing data on traffic and leads at the conclusion of the conference
- Six-month ½-page, full-color add in OUTCOMES, the monthly electronic Newsletter for and about doctoral prepared nurses that improve healthcare outcomes
- Six-month advertising on DNP Inc. website

Gold Sponsorship \$4000.00

The Gold Sponsorship package includes:

- Identification as a premier sponsor with logo and links to your organization in the conference agenda
- Dedicated booth management liaison who will set up your booth and upload your content, provide 3 training sessions, and resize images for your booth
- Opportunity to have a private video chat with attendees provided through links on your sponsor profile
- Dedicated banner ad on the virtual platform from your branded account included in platform site on web and mobile devices
- Leader board contest to encourage participation by conference attendees with higher point value reflective of the level of sponsorship
- Your logo on conference advertising, email campaigns, and website display
- Analytics detailing data on traffic and leads at the conclusion of the conference
- Nine-month full-page, full-color add in OUTCOMES, the monthly electronic Newsletter for and about doctoral prepared nurses that improve healthcare outcomes
- Nine-month advertising on DNP Inc. website

Platinum Premier Sponsorship \$6000.00

This is the most robust sponsorship package that includes:

- Opportunity to share a brief recorded video and introduce a presenter during the general session
- Identification as a premier sponsor with logo and links to your organization in the conference agenda
- Dedicated booth management liaison who will set up your booth and upload your content, provide 3 training sessions, and resize images for your booth
- Opportunity to have a private video chat with attendees provided through links on your sponsor profile
- Leader board contest to encourage participation by conference attendees with higher point value reflective of the level of sponsorship
- Dedicated banner ad on the virtual platform from your branded account included in platform site on web and mobile devices
- Your logo on conference advertising, email campaigns, and website display
- Analytics detailing data on traffic and leads at the conclusion of the conference
- One year full-page, full-color add in OUTCOMES, the monthly electronic Newsletter for and about doctoral prepared nurses that improve healthcare outcomes
- One year advertising on DNP Inc. website

Sponsor the Keynote Speaker \$2000.00

Demonstrate your support by sponsoring a keynote speaker. Your contribution highlights the education of doctoral prepared nurses through continuing education. Your sponsorship is acknowledged:

- Through an announcement before the presentation,
- Inclusion in the web site conference page speaker/faculty listing
- Three-month 1/2-page, full-color add in OUTCOMES, the monthly electronic Newsletter for and about doctoral prepared nurses that improve healthcare outcomes
- Three-month advertising on DNP Inc. website

Payment Dates

A 50% deposit is due with the completed Application and Contract to Exhibit. The deposit must accompany the online application for processing. If the contract is submitted on or after **July 1st, 2023**, the full booth rental fee is due with the completed contract. Payment may be made by check or credit card. Exhibitors are responsible for ensuring their corporate office sends payment in a timely manner.

Full payment for booth space rental is due by July1, 2023.

In the event that full payment is not received by that date, **DNP, Inc.** reserves the right to release space back into general inventory. Exhibitor space will be limited so please reserve early.

Cancellation Policy

Cancellation of exhibit or sponsor services must be made in writing and sent to Stephen Campbell-O'Dell at skco@dnpinc.org. In the event of cancellation, **DNP, Inc.** has the right to use said space to suit its own convenience, including selling space to another exhibitor, without rebate or allowance to the cancelled exhibitor.

DNP, Inc. reserves the right to cancel or postpone any or all conference activities due to unforeseen circumstances. In the event the conference is cancelled all exhibitor registrations will be transferred to the next conference. Refunds will not be offered. Refunds that meet the requirements will be processed within 30 days of receipt of written cancellation based on the original form of payment.

Cancellation Date Penalty

DNP, Inc. policy of cancellation is as follows: Cancellations received on or before **May 31, 2023**, will incur a \$200 administrative fee. Cancellations between **June 1 and July 12, 2023** will have 50% of original contracted booth rental fee returned. For cancellations received on or after **July 13, 2023**, **no refund is provided.**

Raffle/Prize Drawings

Exhibitors are encouraged to hold prize drawings in their digital/virtual exhibitor/sponsor services. at their booths. All prize drawing activities may be conducted at your convenience before, during, or after the actual event. We recommend that any prize or drawing results take place within 7 days of the conclusion of the conference.

Miscellaneous

DNP, Inc. shall have the sole authority to interpret and enforce all terms and conditions governing exhibits and sponsors. Any and all matters not specifically covered herein are subject to decision by **DNP, Inc.** These terms and conditions may be amended at any time by the Organization upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the **DNP, Inc.** from time to time.