



SOUTHWESTERN PENNSYLVANIA ORGANIZATION OF  
*Nurse Leaders*

**SWPONL 38th Annual Educational Conference**  
**August 31 - September 1, 2017**  
**Nemacolin Woodlands Resort**  
**Farmington, Pennsylvania**

**Sponsor and Exhibitor Prospectus**

**Dear Prospective Exhibitor,**

The Southwestern Pennsylvania Organization of Nurse Leaders (SWPONL) invites you to join us for our 38th Annual Educational Conference at Nemacolin Woodlands Resort in Farmington, Pennsylvania! This conference represents great value when it comes to fulfilling your marketing needs.

SWPONL exhibitors gain unique access to some of the area's top nurse leaders. Our members and the conference attendees are nurses holding a variety of healthcare leadership positions. They represent healthcare facilities and academic institutions throughout Southwestern Pennsylvania and surrounding areas. They are typically responsible for overseeing staff nurses or other nurse leaders. Our attendees hold titles such as: Chief Nursing Officer, Director of Patient Care Services, Chief Clinical Officer, VP of Nursing, Division Director and so many others.

During this conference, SWPONL exhibitors have the opportunity to network one-on-one with leaders in the nursing field. SWPONL offers dedicated time with the attendees during the breakfasts and breaks as well as additional networking opportunities during the lunch and reception.

I am confident that SWPONL's conference can fulfill your corporate marketing needs and I encourage you to contact me or Linda Mason at 412-344-1414 if you have any questions or if you would like to discuss sponsorship opportunities.

Warm Regards,  
Beth A. Kassalen, MBA  
Executive Director, SWPONL

## Conference Venue

SWPONL's 38th Annual Educational Conference will be held once again at Nemacolin Woodlands Resort due to popular demand. Located in Farmington, Pennsylvania, Nemacolin has the best of both worlds: meeting rooms that allow attendees to engage fully in the educational sessions as well as an array of activities to enjoy at your leisure.

This luxury resort on 2,000 wooded acres is one of only six hotels and resorts in the world to host Forbes Five-Star and AAA Five-Diamond lodging and dining ratings. In addition to the internationally acclaimed Woodlands Spa, the resort offers 36-holes of championship golf on two courses - the Pete Dye designed, PGA-tested Mystic Rock and the traditional Links Course, Nemacolin Field Club, featuring the Shooting Academy, an outdoor sporting facility on 140 acres complete with 30-stations, wing shooting, a spacious lodge, and fly fishing. Nemacolin Woodlands Resort offers guests so many options that it is often referred to as a 2,000 acre resort playground!

Nemacolin Woodlands Resort  
1001 Lafayette Drive  
Farmington, PA 15437  
724-329-8555

### SWPONL Group Conference Room Rates

The Lodge: \$175 Single/Double plus taxes  
Chateau Lafayette: \$205 Single/Double plus taxes  
Reservations Phone: 800-422-2736  
Group code: SWPONL

All reservations must be received by **July 31, 2017** to ensure you get the discounted rate. The special conference rate and room availability cannot be guaranteed after the **July 31, 2017** cut-off date.



## Opportunities

Sponsorship and Exhibiting at the Conference provide the opportunity to network with key representatives and attendees while gaining exposure for your company/institution.

### Premium Conference Exhibitor

**Early Bird** - \$950 (until July 1, 2017) or \$1,150 (after July 1, 2017)

This level offers additional exhibit area space to display large equipment.

#### **Exhibitor benefits include:**

- Complimentary SWPONL Conference Registration for one representative.
- Additional representative registrations offered at \$125/each (discounted from the full conference rate.)
- 6' skirted table, two chairs and a wastebasket.

### Conference Exhibitor

**Early Bird** - \$750 (until July 1, 2017) or \$900 (after July 1, 2017)

- Your company logo on the SWPONL website.
- Your company logo on all electronic communications with members and attendees.
- Your company logo on all Conference signage.
- Your company description in the SWPONL Conference brochure (100 words or less.)

## Additional Sponsorship Opportunities

Sponsorship offers many exciting marketing opportunities to increase the visibility of your company with direct exposure to key representatives. **Sponsors receive the Exhibitor Benefits listed above in addition to the Sponsorship Opportunity selected.**

### Gold

#### ~~Luncheon - \$1,600~~ - **SOLD**

This lunch will allow attendees to network with colleagues and exhibitors in a relaxed setting. Receive an opportunity to briefly introduce your company at the beginning of the luncheon, recognition on all conference materials, signage at the conference during the luncheon and priority booth placement.

#### **Scientific Posters and Reception Sponsor - \$1,000**

Support this important educational component and the highly anticipated networking event at the annual Conference. Receive recognition on the Poster Boards, all conference materials, signage at the reception and priority booth placement.

#### **Keynote Speaker - \$1,000**

Receive an opportunity to briefly introduce your company before the speaker begins, acknowledgment in conference materials, recognition on conference signage and priority booth placement.

### Silver

#### **Continental Breakfast - \$800**

This breakfast served in the exhibit hall will allow attendees to network with colleagues and exhibitors. Receive recognition on all conference materials as well as signage at the conference during the breakfast.

#### **Conference Brochure Sponsor - \$800**

Receive a full-page ad on the inside front cover or back cover of the conference brochure for increased visibility.

#### ~~Logo Branded Lanyards - \$700~~ - **SOLD**

With your support, name badge lanyards will be distributed to all conference registrants. These lanyards will showcase your logo for increased visibility.

### Bronze

#### **Afternoon Dessert Break - \$700**

This beverage and dessert break served in the exhibit hall will allow attendees to network with colleagues and exhibitors. Receive recognition on all conference materials as well as signage at the conference during the break.

#### **Refreshment Break - \$500**

This beverage break in the exhibit hall will allow attendees to network with colleagues and exhibitors between morning sessions. Receive recognition on all conference materials as well as signage at the conference during the break.

**Exhibitor Form**

Company Name for the Program \_\_\_\_\_

Contact Name/Title \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

- Please return the completed form to SWPONL at the address listed below or to [Lindam.kme@gmail.com](mailto:Lindam.kme@gmail.com).
- Submit your company description and logo (high quality jpeg) in an attachment to [Lindam.kme@gmail.com](mailto:Lindam.kme@gmail.com).

**Premium Conference Exhibit Space**

- \$950 (*Early Bird, by July 1, 2017*) or  \$1,150 (after July 1, 2017)
- Additional Representative(s) - \$125 each

Name(s): \_\_\_\_\_

Email(s): \_\_\_\_\_

**Conference Exhibit Space**

- \$750 (*Early Bird, by July 1, 2017*) or  \$900 (after July 1, 2017)
- Additional Representative(s) - \$125 each

Name(s): \_\_\_\_\_

Email(s): \_\_\_\_\_

**Additional Sponsorship Opportunities**

Gold	Silver	Bronze
<input type="checkbox"/> <del>Luncheon - \$1,600</del> <input type="checkbox"/> Scientific Posters and Reception Sponsor - \$1,000 <input type="checkbox"/> Keynote Speaker - \$1,000	<input type="checkbox"/> Continental Breakfast - \$800 <input type="checkbox"/> Conference Brochure Sponsor - \$800 <input type="checkbox"/> <del>Logo Branded Lanyards - \$700</del>	<input type="checkbox"/> Afternoon Dessert Break - \$700 <input type="checkbox"/> Refreshment Break - \$500

Total Amount Due \$ \_\_\_\_\_

**Payment Options:**

**Check** - Make Payable to SWPONL and mail to:

SWPONL  
 461 Cochran Road  
 Box 246  
 Pittsburgh, PA 15228

**Credit Card** - I authorize SWPONL to charge this card in the amount of \$ \_\_\_\_\_

Card Number:

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CID \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Email \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Credit card payment may be mailed to the SWPONL Office or faxed to **(412) 344-0599**.

Please contact the SWPONL office if you would like to discuss sponsorship opportunities or if you have any questions: *Linda R. Mason* at: [Lindam.kme@gmail.com](mailto:Lindam.kme@gmail.com) or 412-344-1414.

We understand and agree to hold harmless SWPONL, their officers, directors, contractors and agents from any and all claims, demands or liabilities of any kind that we may have against them by reason of any cause arising out of or in any way related to the conference. We assume entire responsibility and hereby agree to protect, indemnify, defend and save SWPONL, Nemacolin Woodlands Resort and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the hotel, its employees and its agents. In addition, we acknowledge that SWPONL and Nemacolin Woodlands Resort do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

\_\_\_\_\_  
 Company Representative Name (Please Print)

\_\_\_\_\_  
 Company Representative Signature and Date

## Exhibitor FAQs and Information

### Reserving and Installing your Booth

The exhibit table assignments are based at the discretion of SWPONL. The exhibitors will receive priority assignments by group of sponsorship level (Gold, Silver and Bronze). SWPONL tries to make sure competitors are not placed by one another, but cannot guarantee placement.

Standard inline booth maximum height is 8 feet. No signage or display features are permitted above this height. Booths must maintain line of sight for neighboring exhibitors.

SWPONL will email your exhibitor kit to the primary exhibitor contact in early August 2017. If you have questions prior to this date, please contact the SWPONL office.

The exhibitor kit will include:

- Details on how to order electricity, internet, labor and other booth essentials.
- Details on how to ship and/or deliver materials to and from the hotel.
- Exhibitor and Conference Schedule.

### In and Around Your Booth

Exhibitors may demonstrate their products and equipment. However, demonstrations must be conducted within the confines of your booth space so as not to block neighboring booths.

Social functions sponsored independently by exhibitors during the SWPONL conference cannot conflict with scheduled conference education sessions or social events.

Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation; if written notice is received on or before July 1, 2017, a refund of all monies minus a charge of \$300 will be refunded. Cancellations after July 1, 2017 will not be eligible for a refund.

### Hotel Reservations

Please refer to page two when making your conference room reservations to receive the group room rate. **Make note of the early cut-off date for this property.**

## Past Exhibitors and Sponsors

3M Infection Protection  
Abbott  
Abbott Nutrition  
Abbvie  
AccuVein  
Amico Corporation  
ASCC  
BARD Statlock  
Blackburns  
Boehringer Laboratories  
California University of Pennsylvania  
CareFusion  
Centocor  
Centurion Medical Products Cerner  
Cerner  
Chatham University  
CHG Hospital Beds  
Clinical Technology  
Community Life  
Covidien  
Dale Medical

Duquesne University  
Genentech  
Grand Canyon University  
Herman Miller Healthcare  
Hill-Rom  
Hospira Worldwide, Inc.  
ICU Medical, Inc.  
Intelligent Electronic Systems  
iPatient inTouch  
Leaders for Today  
Linet Americas  
Mallinckrodt Pharmaceuticals  
MEDHOST, Inc.  
Medtronic  
Nemschoff  
NeuroOptics  
Nihon Kohden  
Omniceil  
Posey  
Presidio Networked Solutions  
Qualaris Healthcare Solutions

Resources  
Sanofi-Aventis  
Siemens  
SizeWise  
Stanley Healthcare Solutions  
Steelcase  
Teleflex Medical  
Teletracking Technologies  
The Medicines Company  
University of Pittsburgh School  
of Nursing  
UPMC - Center for Nursing  
Excellence and Innovation  
Vocera Communications, Inc.  
Waynesburg University  
Welch Allyn  
Wheeling Jesuit University  
Wieland  
Wolters-Kluwer  
Zoll Medical Corporation