

Southwestern Pennsylvania  
Organization of  
**NURSE LEADERS**



# 43<sup>rd</sup> Annual Educational Conference Sponsorship and Exhibitor Opportunities

September 1 - 2, 2022  
Nemacolin Woodlands Resort  
Farmington, PA



## Join Us

The Southwestern Pennsylvania Organization of Nurse Leaders (SWPONL) invites you to join us for our 43<sup>rd</sup> Annual Educational Conference at Nemaocolin Woodlands Resort in Farmington, Pennsylvania.

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 the surrounding areas. They are typically responsible for overseeing staff nurses or other nurse leaders. Our attendees hold titles such as Chief Nursing Officer, VP of Patient Services, Chief Clinical Officer, Service Line Directors and so many others.

We are confident that the SWPONL Conference can fulfill your corporate marketing needs and we encourage you to contact the SWPONL office at 412-344-1414 or at swponlhq@gmail.com if you have any questions or would like to discuss sponsorship opportunities.

Warm Regards,  
Camellia Herisko, DNP, MSN, RN, PMHCNS-BC, CRNP  
SWPONL Chair

## SWPONL Sponsorship and Exhibitor Opportunities

All sponsors receive these exceptional deliverables:

- Your company featured as a sponsor on the SWPONL website
- Exhibit table and chairs
- Your company highlighted as a sponsor in the Program and App
- Bag insert (your company provides)
- Logo on the Vendor Passport Card

[Click Here to Reserve Sponsorship and Sign the Agreement](#)

Please contact the SWPONL office at swponlhq@gmail.com or 412-344-1414 if you have any questions.

## Diamond Sponsor ..... \$6,000

The Diamond Sponsor is the Official Conference Sponsor, and is the most prestigious and visible of all sponsorships.

- Four complimentary Conference registrations
- Strategically placed exhibit table for high visibility
- Premium space for one (1) large piece of equipment or hospital bed at no additional cost\*
- One email communication to SWPONL members and Conference attendees
- Full-page Ad in the Conference Program or in the Conference App
- Podium acknowledgment as Educational Support during the Opening Keynote Speaker introduction (SWPONL chooses speaker)
- Exclusive recognition as the Official Conference Sponsor on all event signage
- The center logo and designation as a required sponsor visit on the Vendor Passport
- Assist in the presentation of the raffle awards
- Two App notification messages during the Conference



**Platinum Sponsor ..... \$5,000**

This high-level sponsorship increases the visibility of your company with direct exposure to key representatives of healthcare institutions.

- Three complimentary Conference registrations
- Strategically placed exhibit table for high visibility
- Premium space for one (1) large piece of equipment or hospital bed at no additional cost\*
- One email communication to SWPONL members and Conference attendees
- Half-page Ad in the Conference Program or in the Conference App
- Designation as a required sponsor visit on the Vendor Passport Card
- One App notification message during the Conference

**Choose one option:**

**Speaker Sponsor (3 available)**

Provide educational session support through podium acknowledgment in the speaker introduction (SWPONL chooses speakers).

**Reception Sponsor (1 available)**

Support the highly anticipated networking event on Thursday evening at the Conference with recognition on all materials.

**Lunch Sponsor (1 available)**

Prominent recognition on all signage and marketing materials as the exclusive Sponsor for the networking lunch.

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**Gold Sponsor ..... \$3,750**

Gold Sponsorship identifies your company as a SWPONL supporter with a focus on providing exposure for your company leading up to the Conference and throughout the event.

- Two complimentary Conference registrations
- Strategically placed exhibit table for high visibility
- Premium space for one (1) large piece of equipment or hospital bed at no additional cost\*
- One email communication to SWPONL members and Conference attendees

**Choose one option:**

**Conference App Sponsor (1 available)**

Your company will be featured as the sponsor for the Conference app, available to every attendee on their mobile devices.

**Raffle Sponsor (2 available)**

Your company will be featured as the sponsor for prizes and gift cards, logo will be displayed prominently on the raffle gift bags, and you will receive 50 extra raffle tickets to distribute to attendees.

**Scientific Posters Session and Program Sponsor (3 available)**

Provide poster session support through podium acknowledgment in the introduction of the winning top three poster presentations.

**Breakfast Sponsor (2 available)**

Your company logo will be displayed prominently during breakfast in the exhibit hall, while attendees network with colleagues in a relaxed setting.



**Silver Sponsor ..... \$2,750**

Take advantage of highlighting your company with Conference signage at the breaks or a highlighted giveaway item to gain exposure for your company during and after the Conference.

- One complimentary Conference registration

**Choose one option:**

**Conference Tote Bag Sponsor (1 available)**

Sponsor the Conference bag for the Conference attendees with your company logo highlighted on this keepsake.

**Refreshment Break Sponsor (3 available)**

Receive recognition for a break that promotes networking among attendees and sponsors.

**Social Media Sponsor (1 available)**

Your company will be promoted along with social media communications.

**Bronze Sponsor ..... \$1,350**

Provides exhibit space with access to all attendees during the Conference.

- One complimentary Conference registration

*Please note this space is a standard space. Space for large equipment is an additional \$700.*

**Additional Opportunities**

**Conference Program Ads ..... See Below**

Ads are to be submitted camera ready by August 1, 2022.

Quarter-page: \$250  
(3.625" X 4.875")

Half-page: \$450  
(7.5" x 4.875")

Full-page: \$650  
(7.5" X 10")

Inside Front or Back Cover: \$950  
(7.5" X 10") Based on Availability

**Conference App Ad and Notification Message..... \$350**

Feature your company with an Ad and message distributed to all conference attendees. The deadline for submission is July 1, 2022.

**Eblasts and Advertising ..... See Below**

Opportunity to send a scheduled email to all SWPONL members or be featured throughout the year on the SWPONL website.

Eblast Message:  
\$200

Website Advertising  
3 months: \$350

Website Advertising  
6 months: \$500

Website Advertising  
12 months: \$750

**Lanyard Sponsor ..... \$800**

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

**\*Additional Exhibit Space .....\$700**

Secure space for exhibits that require extra space for a large piece of equipment or hospital bed at an additional charge. This space payment is required for each piece of equipment or hospital bed.

**Additional Representative at the Exhibit ..... \$300**



## Conference Venue

We encourage you to make your reservations by July 1, 2022 to ensure that you receive a room for the Conference and at the discounted rate. Take advantage of the special group room rate at this luxury world class resort!

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

**Resort  
Reservations**

SWPONL Group Conference Room Rates  
The Lodge: \$195 Single/Double plus taxes Chateau  
Lafayette: \$225 Single/Double plus taxes

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## Sponsor/Exhibitor Agreement

With your submitted sponsorship you understand and will sign in agreement to the following when securing your sponsorship:

The exhibit assignments are based at the discretion of SWPONL and priority of placement will be made by sponsorship level and space required. Placement cannot be guaranteed. Standard space is 7' wide and maximum height is 8 feet. No signage or display features are permitted above this height. Booths must maintain line of sight for neighboring exhibitors. Exhibitors may demonstrate their products and equipment only within the confines of your exhibit space so as not to block neighboring exhibits. The final placements will include social distancing and safety guidelines. Social functions sponsored independently by exhibitors during the SWPONL conference cannot conflict with scheduled conference education sessions or social events.

You understand and agree to hold harmless SWPONL, their officers, directors, contractors, and agents from all claims, demands or liabilities of any reason or any cause arising out of or in any way related to the conference. You 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, you understand and 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.

With your conference participation as a sponsor, exhibitor, and attendee, you and all of your representatives must follow all policies and safety guidelines as listed by the resort and SWPONL. You agree to all current, and future guidelines and hold harmless SWPONL and Nemacolin Woodlands Resort. **If you or your company representatives do not comply with any measures you will be asked to leave, and no refunds can be given.** Cancellation of sponsorship and refund is subject to the following conditions: if written notice is received on or before June 1, 2022, a refund of all monies minus a charge of \$500 will be refunded. Cancellations after June 1, 2022 will not be eligible for a refund. All cancellation requests must be made in writing.

If for any reason the conference cannot be facilitated for any health and/or safety reasons, SWPONL reserves the right to cancel to protect all attendees. If the conference is canceled by SWPONL, all monies minus a \$150 fee will be refunded.