

Southwestern Pennsylvania  
Organization of  
**NURSE LEADERS**



SWPONL

# 45TH ANNUAL CONFERENCE

Sponsorship  
Opportunities

**August 29 – 30, 2024**



**Oglebay Resort  
Wheeling, West Virginia**

The Southwestern Pennsylvania Organization of Nurse Leaders (SWPONL) invites you to join us for our 45<sup>th</sup> Annual Educational Conference at Oglebay Resort in Wheeling, West Virginia.

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](mailto:swponlhq@gmail.com) if you have any questions or if you would like to discuss sponsorship opportunities.

Warm Regards,  
Amy Snyder, DNP, RN, NE-BC  
2024 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 App
- Logo on the Vendor Passport

### Conference Venue

Oglebay Resort  
465 Lodge Drive  
Wheeling, WV 26003  
1-877-436-1797

Please contact Amy at the SWPONL office at [swponlhq@gmail.com](mailto:swponlhq@gmail.com) or 412-344-1414 if you have any questions.

## Reserve Your Sponsorship

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

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

- Four complimentary conference registrations
- Exclusive recognition as the Official Conference Sponsor on all event signage
- 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
- Ad in the conference app
- Podium acknowledgment during the welcome announcements
- The center logo on the Vendor Passport
- Two app push notifications 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
- Ad in the conference app
- One app push notification during the conference

**Choose one option:**

**Keynote Sponsor (2 available)**

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

**Reception Sponsor (3 available)**

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

**Conference App Sponsor (1 available)**

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

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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:**

**Scientific Posters Sponsor (3 available)**

Receive acknowledgment on the app and 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.

**Lunch Sponsor (1 available)**

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

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

Take advantage of highlighting your company with conference signage at the breaks to gain exposure for your company during the conference.

- One complimentary Conference registration

**Choose one option:**

**Raffle Sponsor (2 available)**

Your company will be featured as a raffle sponsor. Logo will be displayed prominently on the raffle table.

**Refreshment Break Sponsor (2 available)**

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

**Ribbon Station Sponsor (1 available)**

Your logo will be prominently featured on this interactive station for attendees.

**Bronze Sponsor ..... \$1,500**

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.*

**University Row ..... \$1,000**

This is a special opportunity for universities to showcase their programs and expand their recruiting efforts for programs for nurses with a dedicated space during the conference.

- One complimentary conference registration

*Please note this space is a standard space.*

**Additional Opportunities**

**Conference App Ad..... \$300**

Feature your company with an ad on the conference app. The deadline submission is Friday, July 12, 2024. Please send the ad as a .JPG, 414 pixels x 414 pixels, 300 ppi.

**Ad and Push Notification Message on the Conference App..... \$350**

Feature your company with an ad and message distributed to all conference attendees. The deadline for submission is Friday, July 12, 2024. The notification should be 150 characters or less.

**Branded Email Communication..... \$200**

Opportunity to send one scheduled email to all conference attendees and SWPONL members.

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

Name badge lanyards will be distributed to all conference registrants.

**\*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 ..... \$375**

**NOTE: Social functions sponsored independently by sponsors/exhibitors during the SWPONL conference cannot conflict with scheduled conference educational sessions or social events.**

Cancellation of sponsorship and refund is subject to the following conditions. If written notice is received on or before Friday, May 31, 2024, a refund of all monies minus a charge of \$500 will be refunded. Cancellations after May 31, 2024, will not be eligible for a refund. All cancellation requests must be made in writing to swponlhq@gmail.com.

**Reserve Your  
Sponsorship Today**