Join the NLN in celebrating and saluting all the nurses and nurse educators across the nation and around the world as an essential and trusted part of the health care system.

The NLN Education Summit Sponsor & Exhibitor Prospectus: Your exclusive resource for increasing your visibility in the largest profession in health care with nearly 4,400 nursing programs projected to grow by $37.6 billion by 2024.
ABOUT THE EVENT

The National League for Nursing presents the 2022 NLN Education Summit: *Healthy Planet, Healthy People: Leading the way through Education, Practice, and Policy*, the largest and best-attended premier professional education, exhibit, and networking opportunity for nurse educators, faculty, and leaders.

A comprehensive three-day conference, the NLN Education Summit provides an unparalleled opportunity to effectively introduce new offerings, increase brand awareness, engage with customers and prospects, and connect your company, school, or program to decision-makers in nursing education.

No other event offers such a unique combination of high-quality educational sessions, a dynamic keynote speaker, and unmatched online events. Take advantage of your chance to develop strategic partnerships and achieve lasting awareness for your organization.

**RAISE** your organization’s profile

**GENERATE** business opportunities with current and prospective customers

**SHOWCASE** current products and services

**LAUNCH** new products and services

**JOIN** networking opportunities with industry leaders

**ESTABLISH** your organization as a strong supporter of nursing education
The NLN welcomes exhibitors, sponsors, and advertisers who support our mission and offer products and services that advance the cause of nursing education.

Meet key influencers, experts, and leaders in nursing education virtually as they discover new ideas and strategize on how to bring their newly learned content back to nursing programs across the nation. Don’t miss out on this historic event.

WHO ATTENDS

Typically more than 1,000 nurse educators and decision-makers in nursing education: deans, directors, faculty, and staff. More than 600 organizations are represented — from small, community-based programs to the nation’s largest schools of nursing.

CHOOSE YOUR VISIBILITY

Through one-of-a-kind offerings, the latest industry information, popular events, in-demand certification programs, a powerful federal advocacy agenda, and info-packed print and email communications, the NLN gives industry leaders the tools they need to succeed in their business, which provides sponsors with targeted marketing solutions to drive their business throughout the year.

The NLN Education Summit prospectus provides marketing and advertising options for this year's event. Keep reading to learn all the different ways to position and create brand recognition for your organization.

#NLNSUMMIT22
Experience the Entire Nursing Education Profession

1,000+ attendees expected
48 U.S. states plus Puerto Rico, Canada, China, and Norway represented
70+ exhibitors and sponsors expected

By partnering with the NLN for this annual event, you will connect to our extensive network of nursing education professionals who are eager to learn more about your products, services, and programs.

Summit Attendee Profile

Position

Misc./Other .................................................................................................. 38.6%
Faculty/Educator/Instructor ............................................................................ 27%
Dean/Director .............................................................................................. 25%
Administrator ................................................................................................ 5.4%
Clinical Manager/Coordinator ........................................................................ 2%
Nurse Practitioner .......................................................................................... 1%
Supervisor/Manager ...................................................................................... 1%

Specialty

All Levels ...................................................................................................... 32%
BSN ............................................................................................................. 27%
Associate Degree .......................................................................................... 19%
Graduate ...................................................................................................... 12%
Other ........................................................................................................... 3.4%
Practical/Vocational Nursing .......................................................................... 3%
Staff Development ......................................................................................... 3%
Adult Education ............................................................................................. 0.6%

Years in Field

21+ Years ...................................................................................................... 56%
11 to 20 Years ............................................................................................ 25%
6 to 10 Years ............................................................................................... 11%
1 to 5 Years ................................................................................................. 8%
ADVERTISING OPPORTUNITIES

DIGITAL ADS

Conference App
The National League for Nursing provides Summit attendees with conference information and allows them to engage before, during, and after the conference ends. Attendees can easily follow product launches, receive updates, and view interactive content relevant to nursing education, all from their mobile device.

Banner ad featured in conference app: $500 each or $400 each for two or more.

Specs:
Phone Banner: 640 x 150 pixels, PNG, JPEG, and GIF (animations not supported on iOS)
Tablet: 552 x 150 pixels, PNG, JPEG, and GIF (animations not supported on iOS)
Banner carousel rotates every seven seconds.

PRINT ADS

Guide to Exhibits (Exhibitor Directory)

Full-page color ad ................................................................. $2,000
Half-page color ad ............................................................... $1,200
Back cover ........................................................................... $4,500
Inside back cover ................................................................ $3,500

PUBLIC EXHIBIT SCHEDULE
(exact times subject to change based on program schedule)

Wednesday, September 28
NLN Education Summit Opening Reception
6:00 - 8:00 P.M.

Thursday, September 29
7:00 - 8:00 A.M. | 10:30 - 11:30 A.M. | 12:30 - 2:30 P.M.

Friday, September 30
7:30 - 8:30 A.M. | 9:45 - 10:30 A.M. | 12:30 - 2:30 P.M.

Exhibitor Set-Up Hours
Wednesday, September 28 | 8:00 A.M. - 4:30 P.M.

Exhibitor Breakdown Hours
Friday, September 30 | 2:30 - 6:00 P.M.
# EXHIBIT BOOTH REGISTRATION FEES

<table>
<thead>
<tr>
<th>Booth Sizes In-Line</th>
<th>Nonprofit</th>
<th>For Profit</th>
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<tbody>
<tr>
<td>10’ x 10’</td>
<td>$2,100</td>
<td>$3,100</td>
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<tr>
<td>20’ x 10’</td>
<td>$3,600</td>
<td>$5,100</td>
</tr>
<tr>
<td>30’ x 10’</td>
<td>$5,100</td>
<td>$7,100</td>
</tr>
<tr>
<td>Island</td>
<td>$7,600</td>
<td>$10,600</td>
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<tr>
<td>20’ x 20’ minimum</td>
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</tbody>
</table>

## EXHIBITOR INCENTIVES
- 9+ hours of exclusive exhibit time
- Opening Reception, meals, and coffee breaks hosted in exhibit hall
- Four free exhibit hall passes for booth staff and guests (passes are for the exhibit hall only; does not include meals)
- Visibility on the NLN Education Summit conference app

## EXHIBITOR SERVICES

The following services are included in the booth fee:
- Exhibitor name sign
- 8-foot-high black back drape (for in-line booths)
- 3-foot-high black side dividers (for interior in-line booths)
- One wastebasket
- Daily cleaning of exhibit hall aisles
- Listing in the exhibit hall directory and mobile app
- Discounted advertising opportunities

Please note exhibit booth registration fees DO NOT include any furnishings (e.g. custom carpet, tables, chairs, etc.)

## FACILITY

The Mirage Hotel and Casino  
3400 S Las Vegas Blvd.  
Las Vegas, NV 89109  
(Event Center)

## EXHIBIT & CONFERENCE MANAGEMENT

Prestige Accommodations, NLN Registration Office  
(800) 321-6338 x103  
registration@meetingplanners.com

To access the online registration form, please visit Summit.NLN.org.
An exhibitor kit containing literature and rates for all labor services, furniture rentals, electrical connections, Internet, and other miscellaneous services is made available by the exhibit show decorators, Freeman, and is sent to all exhibitors after exhibit space assignment is confirmed.

All furnishings, carpet, and special arrangements must be made through the exhibit show decorator. The following services are not included as part of the booth fee and should be ordered through the exhibit show decorator: tables, chairs, other furnishings, carpeting, drayage/shipping, set-up/breakdown labor, electricity, and Internet.

The NLN reserves the right to accept or refuse a booth application from any exhibitor, and, once the exhibit is on the floor, to require its modification or removal, whenever the NLN considers such an exhibit to be detrimental to the NLN’s business, professional, or ethical interests; if the displayed products do not meet the professional standards of the NLN; or the exhibit does not comply with the rules and regulations for exhibiting at the Education Summit.

Exhibitors agree to display products or services in a tasteful, informative, and educational manner. The NLN, in its sole judgment, reserves the right to prohibit any exhibitor from displaying or advertising any products or services that are considered offensive or that violate NLN rules.

Exhibitor further recognizes and agrees that NLN retains full power and authority to interpret and enforce all rules and regulations for the NLN Education Summit, including the authority to amend or adopt new rules and regulations that NLN considers necessary and proper for the event.

All exhibits must be freestanding and self-supporting and may not obstruct the view of, or interfere with, any adjacent booths. No part of an exhibit or sign may be pasted, nailed, or otherwise affixed to walls, doors, etc. Exposed, unfinished sides of an exhibit booth must be draped. The subletting or sharing of space is prohibited; two or more firms may not exhibit in a single space.

The official service contractor provides freight handling service. Exhibit material, packages, and/or shipments cannot be received at the hotel unless deliveries are made on move-in days. Otherwise deliveries will be returned to the shipper at the exhibiting company’s expense. Please refer to the shipping instructions in the contractor’s service kit.

Exhibit material left in the hall after the contracted move-out time, or damaged exhibits left behind, will be removed by the official service contractor at the expense of the individual exhibiting company. Any materials left after the official service contractor’s departure is considered trash.

If an exhibitor is asked to leave the exhibit hall due to an infraction as noted above, it is agreed that no refund shall be made by the National League for Nursing and no demand for redress will be made by the exhibiting organization.
By submitting registration, the exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the NLN, the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

The National League for Nursing does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise without prior written approval from the NLN.

**REGISTRATION & CANCELLATION**

A booth and/or sponsorship reservation is not complete unless full payment has been received by the stated deadline. Credit card payments are due at the time of reservation. Check payments are due within 15 business days of invoice receipt. All payments must be received by August 29, 2022. If payment is not received by the deadline, exhibitor/sponsor may forfeit their reservation.

Written cancellations of booth space will be accepted through August 29, 2022, and refunds granted minus a $100 cancellation fee.

Sponsorship reservations are not eligible for a refund at any time.

The NLN reserves the right to modify, cancel, or postpone any or all Summit activities. In the event the NLN is required to adapt the Summit program to a virtual format, the NLN will automatically transfer existing registrations to the new format and issue a refund for any difference in price. In the event the Summit must be cancelled in its entirety (both in-person and virtual), registration fees will be refunded in full. All other cancellations are subject to the policy as stated above.
## SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Choose One Option</th>
<th>Benefits Overview</th>
</tr>
</thead>
</table>
| **Platinum Partner**  
$30,000 |  
- Opening Reception  
- NLN Chair’s Closing Gala |  
- Banner App Ads (3)  
- Logo on Printed Materials  
- Logo on Summit Website  
- Listed on Signage  
- Logo on NLN Foundation Thank You Wall  
- Full Page Ad in Printed Exhibitor Directory  
- Full Page Ad in Printed Convocation Program  
- Full Page Ad in Virtual Member Recognition Book  
- Logo included on Summit E-blasts  
- Complimentary Conference Registrations (4)  
- Two Complimentary Exhibit Booths* (10 x 20)  
- Inclusion in NLN Social Media Promotions |
| **Diamond**  
$20,000 |  
- Conference Mobile App  
- Pocket Program Guide  
- Lanyards (Must reserve by May 31) |  
- Banner App Ads (2)  
- Logo on Printed Materials  
- Logo on Summit Website  
- Listed on Signage  
- Logo on NLN Foundation Thank You Wall  
- Full Page Ad in Printed Exhibitor Directory  
- Full Page Ad in Virtual Member Recognition Book  
- Logo included on Summit E-blasts  
- Complimentary Conference Registrations (2)  
- Complimentary Exhibit Booth* (10 x 10) |
| **Gold**  
$15,000 |  
- Friday Breakfast  
- Friday Lunch  
- Thursday Breakfast  
- Thursday Lunch |  
- Banner App Ad  
- Logo on Printed Materials  
- Logo on Summit Website  
- Listed on Signage  
- Logo on NLN Foundation Thank You Wall  
- Full Page Ad in Printed Exhibitor Directory  
- Logo included on Summit E-blasts |
### Sponsorship Levels

<table>
<thead>
<tr>
<th>Silver</th>
<th>$10,000</th>
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<tr>
<td>Choose One Option</td>
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<tr>
<td>Keynote Address</td>
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<tr>
<td>National Faculty Meeting</td>
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<tr>
<td>Honors Convocation</td>
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<tr>
<td>Thursday Concurrent Sessions</td>
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<tr>
<td>Friday Concurrent Sessions</td>
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<td>Benefits Overview</td>
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<td>Banner App Ad</td>
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<tr>
<td>Logo on Printed Materials</td>
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<tr>
<td>Logo on Summit Website</td>
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<tr>
<td>Listed on Signage</td>
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<tr>
<td>Logo on NLN Foundation Thank You Wall</td>
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<table>
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<tr>
<th>Bronze</th>
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<tr>
<td>Choose One Option</td>
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<tr>
<td>Annual Business Meeting</td>
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<td>Thursday Coffee Break</td>
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<td>Friday Coffee Break</td>
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<td>Benefits Overview</td>
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<td>Banner App Ad</td>
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<td>Logo on Printed Materials</td>
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<td>Logo on Summit Website</td>
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<tr>
<td>Listed on Signage</td>
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<tr>
<td>Logo on NLN Foundation Thank You Wall</td>
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<table>
<thead>
<tr>
<th>Summit Supporter</th>
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<tbody>
<tr>
<td>Choose One Option</td>
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<tr>
<td>Benefits Overview</td>
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<td>Logo on Summit Website</td>
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### Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Summit Supporter</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Diamond</th>
<th>Platinum Partner</th>
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</thead>
<tbody>
<tr>
<td>Complimentary Conference Registrations</td>
<td>N/A</td>
<td>2</td>
<td>4</td>
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<td>Complimentary Exhibit Booth*</td>
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<tr>
<td>Banner App Ad</td>
<td>X</td>
<td></td>
<td></td>
<td>2</td>
<td>3</td>
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<tr>
<td>Ad in Virtual Member Recognition Book</td>
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<td></td>
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<tr>
<td>Ad in Virtual Convocation Program</td>
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<tr>
<td>Full Page Ad in Printed Exhibitor Directory</td>
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<tr>
<td>Logo Included on All Summit-Related Eblasts</td>
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<tr>
<td>Inclusion in NLN Social Media Promotions</td>
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<tr>
<td>Logo on Summit Website</td>
<td>X</td>
<td></td>
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<tr>
<td>Listed on Signage</td>
<td>X</td>
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<tr>
<td>Logo on Virtual NLN Foundation Thank-You Wall</td>
<td>X</td>
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<tr>
<td>Logo on Printed Materials</td>
<td>X</td>
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*Space only. Does not include furnishings.*