



### NTI Supporter Recognition

- NTI supporters and sponsors must be current exhibitors with all fees paid in advance of the NTI. Along with recognition as AACN Corporate Circle members or associates (see inside front cover), each NTI supporter and sponsor receives:
  - Listing and acknowledgement in NTI Program and Proceedings book.
  - Listing in *AACN News*, *NTI News*, *NTI News Online* and the official NTI Web site.
  - Right of first renewal through September 30 to maintain for the next year's NTI each previously supported opportunity, if this opportunity is continued by AACN.
  - NTI priority points for advance exhibit space selection.

### Opening General Session

- Exclusive sponsorship.
- Reach more than 6,000 participants at the Monday morning opening session featuring the highly rated President's Address.
- Corporate name acknowledged from stage with logo on all I-MAG screens.

### Tuesday Keynote Speaker

- Up to four cosponsors accepted at AACN discretion.
- Highly promoted, well-known speaker addresses more than 6,000 participants at Tuesday morning keynote session immediately before opening of the Critical Care Exposition.
- Corporate name acknowledged from stage with logo on all I-MAG screens.
- AACN selects speaker, theme and content.

### Wednesday General Session Speaker

- Up to two cosponsors accepted at AACN discretion.
- Highly promoted healthcare expert speaks to more than 6,000 participants immediately before the Critical Care Exposition.
- Corporate name acknowledged from stage with logo on all I-MAG screens.
- AACN selects speaker, theme and content.

### Preconference Workshops • Full- or half-day, Saturday and/or Sunday

- Exclusive or shared sponsorship of one or more workshops.
- Bonus sessions on specific high-interest topics before the main conference, each attended by 200-600 highly motivated participants.
- Sponsor name/logo acknowledged in print, on Web site and from podium during introduction.
- AACN selects speakers, topics and content. Sponsor may submit topic and speaker recommendations for consideration.

### Concurrent and Professional Enrichment Sessions • Monday through Thursday

- Exclusive or shared sponsorship of one or more sessions.
- 75-minute sessions on specific clinical or timely topics attracting 50-1,000 participants per topic and scheduled throughout the conference. Some sessions are repeated.
- Sponsor acknowledged from podium during introduction.
- AACN selects speakers, topics and content. Sponsor may submit topic and speaker recommendations for consideration.

### Mastery Sessions Monday through Thursday

- Exclusive or shared sponsorship of one or more sessions
- Two paired 75-minute sessions cover high-interest topics in depth, attracting 50-1,000 participants per topic and scheduled throughout the conference.
- Sponsor name/logo acknowledged from podium during introduction.
- AACN selects speakers, topics and content. Sponsor may submit topic and speaker recommendations for consideration



**NEW** Audience Response Technology

- Electronic audience data collection for immediate tabulation of responses during interactive workshops on topics of high interest to advanced practice nurses and clinicians.
- Sponsor name/logo on each hand-held keypad and acknowledged from the podium during introduction.
- AACN selects vendor, determines educational content and monitors access.

Sunrise and Sunset **Satellite Symposia**

- Exclusive or shared sponsorship of one or more sessions.
- Reach up to 1,200 highly motivated participants who register for bonus sessions on high-interest and timely clinical topics.
- Advance and on-site registration for these ticketed sessions provided by AACN. Sponsor specifies capacity and number of tickets to be issued.
- Offered only at venues and times approved by AACN—Tuesday and Wednesday mornings, Monday and Tuesday evenings.
- Sponsor submits speakers, topics and content for approval and accreditation.
- Support grant includes expense for speakers, content, participant materials, AV, food and beverage, and AACN promotion and ticketing services.
- Complete logistical and promotional support provided by AACN. *Please contact Kathy Huntley at 800/257-8290 ext. 249 or [khuntley@slackinc.com](mailto:khuntley@slackinc.com).*



**Distinguished Research Lectureship Monday Afternoon**

- Exclusive sponsorship.
- Reach a highly skilled, influential audience at this presentation by a nationally renowned critical care nurse researcher selected by AACN.
- Sponsor offers welcome. AACN schedules time, venue, food and beverage, and monitors access.
- Support includes expense for light refreshments and hors d'oeuvres.
- Naming opportunity available to endow the lectureship in perpetuity.

**Certification Celebration**

- Recognition event for more than 2,000 highly influential certified nurses.
- Notable inspirational/motivational speaker during ticketed evening meal event for highly influential CCRN®, CCNS® and PCCN™ certified nurses.
- Sponsor(s) acknowledged from podium and on printed agenda at each place setting.
- Sponsor(s) may provide appropriate door prizes and address audience with brief message.
- AACN schedules time, venue, food and beverage, and monitors access.
- Up to three cosponsors accepted at AACN discretion. Event includes a traditional memento mug sponsored by a separate, compatible sponsor.
- Exclusive event sponsorship available if support grant underwrites all expenses.

**Exhibit/CE Sessions During Exhibit Hours in Sponsor Booth or CE Classroom**

- Attract NTI nurse participants with 20- to 30-minute clinical education sessions right in your booth. Each AACN-approved session offers 0.5 CE credit featuring your own instructor.
- Minimum 10'x20' space required for in-booth sessions. A shared classroom located by AACN on the show floor is available for an additional fee.
- Sponsor determines number of sessions and topics. AACN-approval process and fee are separate from basic exhibit fees.
- Exhibit/CE sessions listed in NTI Program and Proceedings book and NTI Personal Planner distributed to all participants. Sponsor may promote on-site and in advance by advertising and/or direct mail.