



Participant ID **ExpoCards**

- Exclusive sponsorship. ■ Reach more than 6,000 participants who carry and use ID card to access CE computers, message center and exhibit floor lead processing. ■ Sponsor name/logo on one side, brief message or product listing on the other. ■ AACN selects ID cards, vendor, coordinates card imprinting process, colors, specifications and amount of space for sponsor name/logo, message.

NEW LED Digital Sign Opportunities in Resource Center

- Sponsor digital signs viewed by more than 6,000 participants daily. ■ Sponsor's name appears on signs. ■ AACN determines size, frequency and color.

Hotel **Guest Room Video** • In-Room Message Card

- Reach as many NTI participants as hotel capabilities allow. Most large NTI hotels offer this service and the number of nurse guests varies at each hotel. Multiple sponsors accepted with each sponsor limited to one channel and video per hotel. ■ Sponsor provides video narrowcast on closed circuit TV channel at times designated by hotel. Number of available channels varies by hotel. ■ Sponsor may provide in-room message card with program topic and channel number as permitted by hotel. Message cards may only be distributed to rooms by hotel staff. ■ AACN determines hotels and number of nurse guests per hotel. Sponsor pays audience access fee to AACN and hotel. Video, message card and related fees subject to hotel specifications.

"Send-a-Postcard-to-a-Friend" From NTI Web Site • January through close of NTI

- Exclusive sponsorship. ■ NTI Web site traffic grows from January to May, peaking at 5,000+ unique visitors in April and May. Every visitor can send e-postcards with an NTI message before the event—"See You at NTI"—and during the event—"Greetings From NTI." ■ Sponsor name/logo appears in three places: postcard page, postcard message and confirmation message. Link to sponsor Web site included as space permits. ■ AACN designs the postcards and maintains the Web site using sponsor name/logo and link as appropriate.

NTI **e-Sampler**

- Sponsor year-round electronic highlights from NTI. ■ Sponsor and AACN determine content and highlights, including addresses by President and President-Elect. ■ Sponsor and AACN will determine format including Webcasts, Podcasts or other electronic options. ■ Sponsor name and logo prominently displayed throughout e-Sampler on NTI Web site.