



Printed **Sponsorship Opportunities**



For the following print/advertising opportunities, please contact Kathy Huntley at 800/257-8290 ext. 249 or khuntley@slackinc.com.

NTI **Traveler's Guide**

- Exclusive sponsorship.
- Visitor's guide to host city and travel tips for participants mailed to more than 6,000 participants with advance registration materials and redistributed on-site in the official NTI bag.
- Sponsor name/logo on front cover plus three more covers for advertising/promotional message.
- Sponsor materials must meet AACN specifications and deadline (approx. Dec. 1).

NTI **City Map**

- Exclusive sponsorship.
- Customized city map highlights conference venues, hotels and areas of interest mailed to more than 6,000 participants with advance registration materials and redistributed on-site in the official NTI bag.
- Sponsor name/logo on front cover plus two more covers for advertising/promotional message.
- Sponsor materials must meet AACN specifications and deadline (approx. Dec. 1).

NTI **Personal Planner**

- Exclusive sponsorship.
- Notebook with daily schedule planner plus directory of Exhibit/CE locations. Distributed in the official NTI bag to more than 6,000 participants.
- Sponsor booth location highlighted. Sponsor encouraged to offer Exhibits/CE sessions.
- Sponsor name/logo on front cover plus three more covers for advertising/promotional message.
- Sponsor materials must meet AACN specifications and deadline (approx. Feb. 1).

NTI **Pocket Guide**

- Exclusive sponsorship.
- NTI program summary and key phone numbers.
- Distributed in NTI badge holders/pouch to more than 6,000 participants.
- Sponsor name/logo on front cover plus three more covers for advertising/promotional message.
- Sponsor materials must meet AACN specifications and deadline (approx. Feb. 1).

NTI **Sticky Flags & Dispenser**

- Exclusive sponsorship.
- Dispenser of Post-It® style sticky flags adheres to front cover of each copy of the NTI Program and Proceedings book. Used by participants to mark conference sessions and program content of interest.
- Sponsor name/logo/booth number on dispenser. Optional brief promotional message or product name/logo on each flag.
- Sponsor materials must meet AACN specifications and deadline (approx. Feb. 1).



NTI Advertising Options - Print and Electronic

For recruitment advertising, please contact Kristy Irwin at 800/257-8290 ext. 399 kirwin@slackinc.com. For product advertising, contact Kathy Huntley at 800/257-8290 ext. 249 khuntley@slackinc.com.



NTI Program and Proceedings

- Distributed to more than 6,000 participants in the official NTI bag.
- Multiple size ads available on covers, section dividers and designated inside pages.

NTI News and NTI e-News

- Official conference newspaper with four editions.
- Each issue contains a different CE article.
- Distributed to participants and exhibitors at convention center and selected NTI hotels.
- NTI e-News sent to 70,000 e-mail addresses of AACN members and certificants.

NTI News Online Banner Ad

- Electronic version of *NTI News* posted during conference.
- Remains posted year-round.

NTI Web Site Banner Ad

- Web site posted in January and updated regularly.
- Seen by more than 5,000 unique visitors each month from March-May.
- Remains posted year-round.

NTI Poster Reproduction Page Banner Ad

- Features NTI posters with year-round CE credit opportunities.
- Posted after NTI and remains posted year-round.

Featured Exhibitors on NTI Web Site

- Located on Exhibits page of official NTI Web site.
- Featured exhibitors receive advance visibility on the NTI Web site beginning in January. Remains posted year-round.
- Expanded listing, company logo and product photo are enhanced by a hotlink and direct e-mail messaging to the company Web site.
- Separate application form and fee required. Please contact the Exhibits Dept. at 800/394-5995 ext. 509 or 366, or exhibits@aacn.org about featured exhibitor listings.



NTI Exhibit Space



For NTI exhibit space options, please contact the Exhibits Dept. at 800/394-5995 ext. 366, 373, 509 or exhibits@aacn.org.