

# 21st Annual Fall Summit

November 17-19, 2022  
Des Moines Marriott Downtown



**NOA** Nursing  
Organizations  
Alliance

Inspire. Develop. Lead.

## **Nursing Organizations Alliance Sponsor Prospectus**

**Capture the attention of the nursing organization leaders including c-suite executives and board members!**

The Nursing Organizations Alliance (NOA) sponsor program is aimed at nurturing relationships and creating mutually beneficial experiences for NOA members and sponsors.

*The sponsor program is centered around NOA's Annual Fall Summit, while offering year-long engagement opportunities as well.*

# 21st Annual Fall Summit

November 17-19, 2022



## Who is NOA?

NOA exists to connect elected and staff leaders of professional nursing organizations to inspire, collaborate, and provide a forum for information exchange and the sharing of resources and best practices. With over 50 member organizations, membership in NOA is open to any nursing organization whose focus is to address current and emerging nursing and health care issues.



## Why Be a Sponsor?

- Begin developing meaningful relationships that can lead to partnerships and revenue. You will have quality time to make valuable new contacts, strengthen existing relationships, and seal those critical deals.
- Gain access to buyers at national and international nursing organizations with memberships as large as 175,000 members.
- Build your sales pipeline with a low lead acquisition cost.
- Meet decision-makers and key influencers with real buying power.
- We are here to help you achieve your business goals before, during, and after the conference.



## Who Attends the Fall Summit?

The leaders and decision makers from over 50 national and international nursing organizations, including c-suite executives, and board presidents, presidents-elect, other board members, and other staff leaders.



## Benefits of Participation

- Network with nursing organization leaders through the use of complimentary registrations for two organizational representatives.
- Participate in the limited capacity exhibit hall with complimentary 8x10 exhibit hall space for your organization.
- Share insights and information with c-suite executives and volunteer leaders from over fifty national nursing organizations.
- Gain recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials.
- Access to Fall Summit contact list (emails included for those that do not opt-out)



“The Summit gives us the opportunity to connect with key decision makers and is an integral part of our marketing efforts”



“In a format that’s intimate and plentiful of “one-on-one” time with the audience, the Fall Summit is a must attend for those wanting to capture market share in the nursing meetings market.”



# Sponsor Conference Schedule

## Thursday, November 17

- |                     |                                     |
|---------------------|-------------------------------------|
| 2:00p.m. – 4:30p.m. | Exhibitor Move-In                   |
| 5:30p.m. – 7:00p.m. | Opening Reception/Exhibit Hall Open |

## Friday, November 18

- |                       |   |
|-----------------------|---|
| 8:00a.m. – 9:00a.m.   | Breakfast/Exhibit Hall Open   |
| 9:00a.m. – 10:15a.m.  | Welcome & Opening General Session   |
| 11:30a.m. – 12:45p.m. | Lunch and Networking Time   |
| 2:00p.m. – 3:00p.m.   | Break/Exhibit Hall Open   |
| 6:00p.m. – 7:00p.m.   | Reception/Exhibit Hall Open   |
| 7:00p.m. – 8:30p.m.   | Off-site Event: Dinner, Networking & Entertainment  |
| 7:15p.m. – 9:15p.m.   | Exhibitor Move-Out I<br><i>(optional - attendance at the off-site dinner is strongly recommended)</i> |

## Saturday, November 19

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|----------------------|--|
| 8:00a.m. – 10:00a.m. | Exhibitor Move-Out II <i>(preferred)</i> |
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# SPONSORSHIP OPPORTUNITIES

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## PRODUCT SHOWCASE SPONSOR *(LIMITED TO 2)* - **\$5,500**

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**Does your organization have a product or service that you want to show off? This is a rare opportunity to share that product with a captive audience of leaders and decision makers.**


- Opportunity for 10 minutes to showcase a product/service directly to Fall Summit attendees in conjunction with a general session
- Provision of an e-promo connecting Fall Summit attendees with product/service information
- Opportunity for NOA to post a video/link of the product or service on NOA's private online community subscribed to by 200+ nursing organization c-suite executives and volunteer leaders
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

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## THOUGHT LEADER SPONSOR *(LIMITED TO 4)* - **\$5,000**

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**Your organization is doing impressive work in the industry and has a lot to share that could help nursing organizations! This sponsorship allows you to support NOA while sharing your great work.**

- Opportunity to lead a stand-alone educational webinar cross promoting a product/service, marketed by NOA to all NOA members
  - Opportunity to provide an educational article cross-promoting a product/service in NOA's quarterly newsletter that is circulated to 250+ nursing organization leaders
  - Distribution of educational materials by NOA at the Fall Summit to all attendees
  - Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
  - A complimentary 8x10 exhibit hall space for your organization
  - Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
  - Access to the Fall Summit contact list (emails included for those that do not opt-out)
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# SPONSORSHIP OPPORTUNITIES

## PROFESSIONAL DEVELOPMENT SPONSOR *(LIMIT 1)* - **\$4,500**

There are so many more nursing organization leaders who can benefit from the Fall Summit content but are not able to attend in person. This sponsorship allows the Fall Summit content to be shared and accessed by hundreds more nursing organization leaders, including both volunteers and staff, and they will have your organization to thank!

- Exclusive opportunity to co-brand the recorded 2022 Fall Summit educational sessions to be viewed by NOA leaders digitally
- Exclusive opportunity to record an introduction to the 2022 Fall Summit educational session recordings
- Exclusive opportunity to be recognized by NOA in all marketing of the recorded educational sessions.
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

## NETWORKING SPONSOR *(LIMIT 1)* - **\$4,500**

One of the primary objectives of the Fall Summit is to facilitate networking for nursing organization leaders and help them find and share organizational solutions and best practices. They love to network with each other, and this opportunity allows for one sponsor to gain more visibility and face time during the formal networking session. We will work with the networking sponsor to personalize the networking session around the sponsor organizations services or products.

- Exclusive opportunity to co-brand the networking session
- Exclusive opportunity to co-create the networking session
- Exclusive opportunity to participate in the Fall Summit networking session with the attendees
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

# SPONSORSHIP OPPORTUNITIES

## WELLNESS SPONSOR (LIMIT 1) - \$4,000

There just never seems to be enough time for wellness, especially at conferences! This activity reminds our nursing organization leaders that it is important to take care of themselves so they can take care of others. This sponsorship opportunity allows for one sponsor to gain more visibility and face time during our wellness session at the Fall Summit. NOA staff work with the sponsor to create a session that allows the sponsor to showcase its special attributes while also helping nursing organization leaders learn about wellness.

- Exclusive opportunity to co-brand the wellness break or activity
- Exclusive opportunity to co-create the wellness break or activity
- Exclusive opportunity to participate in the Fall Summit wellness break or activity with the attendees
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

## BRANDING SPONSOR (LIMIT 4) - \$4,000

Nursing organization leaders are always looking for innovative solutions and locations. This sponsorship allows organizations to gain more visibility in the cluttered market all year long!

- Opportunity for a banner ad on the NOA website for 1 year (November 2022-October 2023)
- Opportunity for a block ad in NOA's quarterly newsletter that is circulated to 250+ nursing organization c-suite and volunteer leaders
- Opportunity to provide a branded item of sponsors choice to be distributed by NOA at the Fall Summit registration (sponsor purchases/provides branded item)
- Opportunity to contribute to a grand prize, promoted by NOA, and to be competed for by all Fall Summit attendees (examples: a luxury robe from a hotel in your city, a gift certificate for a massage on behalf of your company, a yearlong subscription to your organization's service)
- Logo/mention in NOA's social media 4x year
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

# SPONSORSHIP OPPORTUNITIES

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## NURSING APPRECIATION SPONSOR (*LIMIT 1*) - **\$3,500**

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Nursing remains the most trusted profession for the 20th straight year, but the pandemic has led to higher levels of burnout for the profession. This sponsorship allows for an opportunity for the sponsor to recognize the role nurses play in the world while providing a brief respite for the conference attendees.


- Opportunity to provide professional chair and/or hand massages to attendees
- Marketed by NOA to all Fall Summit attendees
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

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## SUSTAINABILITY SPONSOR (*LIMIT 1*) - **\$3,500**

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Sustainability is more important than ever, and our attendees care deeply about our impact on the environment. This sponsorship allows for one sponsor to align themselves with this especially important endeavor, while gaining important visibility with nursing organization leaders.

- Exclusive opportunity to support a zero-carbon footprint conference
  - Marketed by NOA to all Fall Summit attendees
  - Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
  - A complimentary 8x10 exhibit hall space for your organization
  - Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
  - Access to the Fall Summit contact list (emails included for those that do not opt-out)
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# SPONSORSHIP OPPORTUNITIES

## DESTINATION FAM EXPERIENCE SPONSOR (LIMIT 1) - **\$3,000**

Are you a city or venue close to Des Moines that could benefit from the opportunity to show off to the nursing organization leaders attending the Fall Summit? This sponsorship allows for one sponsor to take the attendees off-site in advance of the Fall Summit and showcase their city or property.

- Opportunity to offer a FAM trip to a city or venue close to the Fall Summit
- Marketed by NOA to all Fall Summit attendees
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

## FUNDAMENTAL SPONSOR - **\$1,500**

Are you really just looking for the opportunity to exhibit at the Fall Summit with some extra bonuses like sharing a video about your organization with the nursing organization leaders? The fundamental sponsor is NOA's very important entry level opportunity to get involved in NOA and build your relationship with nursing organization leaders.

- Opportunity to showcase a <2-minute video at the Fall Summit
- Logo/mention in NOA's social media 2x year
- Complimentary registrations for two (2) sponsor representatives that allows for participation in the opening general session as well as more informal and social networking during lunch on Friday with the attendees and the Friday night off-site dinner and entertainment with the attendees. Note: the Thursday and Friday receptions, and the Friday breakfast and breaks are held in the exhibit hall.
- A complimentary 8x10 exhibit hall space for your organization
- Recognition as a supporter of nursing through listings on the NOA website and Fall Summit conference materials
- Access to the Fall Summit contact list (emails included for those that do not opt-out)

### **Your Idea Here!**

Do you have a sponsorship idea that is not listed? Contact Katherine Barnhart at [kbarnhart@amrms.com](mailto:kbarnhart@amrms.com) at NOA Headquarters to discuss.

# A LA CARTE SPONSORSHIP ENHANCEMENT

## EXHIBIT HALL SCAVENGER HUNT PARTICIPATION - \$200

- Opportunity to be featured in NOA's scavenger hunt held within the exhibit hall
- Opportunity to share a unique fact about your company, service, or product
- Opportunity to increase visibility and interaction with attendees due to participation in the game
- Attendees that complete the scavenger hunt will be entered into prize drawings, with prizes supplied by NOA
- The scavenger hunt will be facilitated by and promoted by NOA

## 2025 FALL SUMMIT HOST

### HOST CITY/HOTEL PARTNERSHIP - IN-KIND

**Are you Interested in the exclusive opportunity to showcase your city and all it has to offer to the leaders of over 50 national and international nursing organizations?**

Please contact NOA Assistant Director of Education & Events Glen Ellwood at [gellwood@amrms.com](mailto:gellwood@amrms.com) for more information about this opportunity. The NOA Fall Summit is held annually the Thursday/Friday/Saturday prior to the week of Thanksgiving.

The next opening for a city/hotel partner & host is November 20-22, 2025.

## Requirements

- Designate 1-2 representatives to attend the event
- With limited sponsors, plan to participate in the opening general session, lunch on Friday with the attendees, off-site dinner, and entertainment on Friday with the attendees, and the exhibit hall functions to take advantage of all opportunities to get to know the leaders of the national nursing organizations.
- Provide accurate information to complete your sponsor profile, allowing attendee leaders to better understand your organization
- Work with NOA leadership to personalize and optimize your selected sponsorship
- Provide post-event feedback so that we can continue to optimize the value of this investment



## Health and Safety Measures

The safety of our attendees, speakers, and staff is our top priority. The Nursing Organizations Alliance (NOA), the Des Moines Marriott Downtown and Catch Des Moines will implement measures to ensure optimal health and safety conditions for all participants.



### Apply

Applications must be completed online.

Please visit [www.nursing-alliance.org/fall-summit-](http://www.nursing-alliance.org/fall-summit-) for more information about NOA and to claim your sponsorship.



“This conference provides our team the opportunity to interact with key “C-Suite Executives” among the many nursing organizations we are currently doing business or would like to do business with. This is one of our key conferences to participate in each year.”

# The Nursing Organizations Alliance Members

Academy of Medical-Surgical Nurses  
Academy of Neonatal Nursing  
Air & Surface Transport Nurses Association  
American Academy of Ambulatory Care Nursing  
American Association of Critical-Care Nurses  
American Association of Neuroscience Nurses  
American Association of Nurse Anesthesiology  
American Association of Nurse Practitioners  
American Cannabis Nurses Association  
American Holistic Nurses Association  
American Nephrology Nurses Association  
American Nurses Association  
American Nursing Informatics Association  
American Organization for Nursing Leadership  
American Pediatric Surgical Nurses Association, Inc.  
American Psychiatric Nurses Association  
American Society for Pain Management Nursing  
American Society of PeriAnesthesia Nurses  
Association for Nursing Professional Development  
Association for Radiologic & Imaging Nursing  
Association of Diabetes Care & Education Specialists  
Association of Pediatric Gastroenterology and Nutrition Nurses  
Association of Pediatric Hematology/Oncology Nurses  
Association of periOperative Registered Nurses  
Association of Rehabilitation Nurses  
Association of Women's Health, Obstetric and Neonatal Nurses  
CGFNS International, Inc.  
Emergency Nurses Association  
Hospice and Palliative Nurses Association  
Infusion Nurses Society  
International Association of Forensic Nurses  
International Nurses Society on Addictions  
National Association of Clinical Nurse Specialist  
National Association of Neonatal Nurses  
National Association of Orthopaedic Nurses  
National Association of Pediatric Nurse Practitioners  
National Association of School Nurses  
National Council of State Boards of Nursing  
National League for Nursing  
National Student Nurses' Association  
Nurses Organization of Veterans Affairs  
Nutrition Support Nurses Practice Section of ASPEN  
Oncology Nursing Society  
Organization for Associate Degree Nursing  
Pediatric Endocrinology Nursing Society  
Rheumatology Nurses Society, Inc.  
Sigma Theta Tau International  
Society of Otorhinolaryngology and Head-Neck Nurses, Inc.  
Society of Pediatric Nurses  
Society of Trauma Nurses  
Wound Ostomy & Continence Nurses Society



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