



**AMERICAN ASSOCIATION OF NURSE LIFE CARE PLANNERS  
2021 CONFERENCE SPONSORSHIP PROSPECTUS**

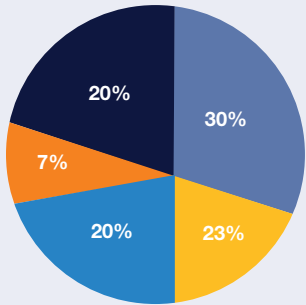


[WWW.AANLCP.ORG](http://WWW.AANLCP.ORG)

The American Association of Nurse Life Care Planners, AANLCP is the premier professional member organization of nurses and non-nurses working in the field of life care planning. AANLCP promotes education, collegiality, collaboration, research, and standards as they relate to the practice of Nurse Life Care Planning.

Annually, a national educational conference is held in a different geographic region of the United States for its members to hear esteemed speakers, learn, earn CEUs, network, make friends and have fun.

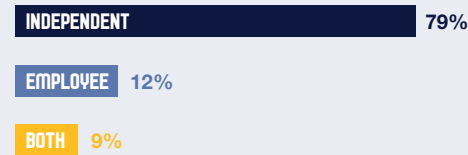
## AANLCP MEMBERSHIP STATISTICS



### YEARS IN FIELD

- 5 years or less
- Greater than 5 years
- Greater than 10 years
- Greater than 20 years
- Other

### INDEPENDENT PRACTICE



### MEMBERS



### EXHIBIT DATES:

Friday, March 12, 2021

Saturday, March 13, 2021

Sunday, March 14, 2021

Exhibitor Tear Down:

### EXHIBIT TIMES:

7:30 AM – 5:30 PM

7:30 AM – 5:30 PM

7:30 AM – 1:30 PM

1:30 PM – 4:00 PM



## TOP REASONS TO SPONSOR & EXHIBIT

Our conferences are the premier educational event for nurse life care planners nationally and internationally. Absolutely for any business or organization that can benefit from exposure to our membership and industry experts by providing a service, product or information.

- In-person face-to-face communication with all conference leaders and attendees
- Firsthand explain value of your business or organization
- Ability to reach an even larger audience through promotion on AANLCP's website, conference site and/or journals
- Media exposure
- Targeted marketing
- Opportunity to make and solidify lasting relationships with key buyers and influencers in their organizations
- Raise brand awareness and increase brand presence with direct visibility
- Competitive positioning within your industry elevating status and image
- Build business relationships with non-competitive vendors
- Hot lead generation
- Network, network, network!!!
- Ultimately, increase ROI

This is an unparalleled opportunity to impact, follow-up, secure new clients, make stronger bonds with existing clients and increase revenue!

### DIRECTLY REACH:

- Life Care Planners
- Nurses
- Physicians
- Vocational Rehabilitation Specialists
- Attorneys
- Physical Therapists
- Legal Nurse Consultants
- and many more!



## SPONSOR & EXHIBITOR OPPORTUNITIES *We have sponsorship levels for all budgets!*

### DIAMOND SPONSORSHIP **\$3,500**

- Verbal recognition at AANLCP Annual Conference opening session
- One full page of annual advertisement in the AANLCP Journal
- One full-page ad for your organization in the conference handbook
- Company name showcased on the online conference agenda page
- Company logo visible in the sponsorship section on conference website home page
- One Exhibitor table in prime location in vendor exhibition area
- Invitation to submit educational article for inclusion in the AANLCP Journal (must meet educational guidelines)
- An ad with direct link on AANLCP Conference webpage and AANLCP social media channels
- Hyper-linked static-logo on association homepage
- Social media advertising on AANLCP social media pages
- An opportunity to present one AANLCP hosted educational webinar during the year
- Free standing banner at registration area highlighting company name and logo (sponsor to supply)
- Two daily breakfast and lunch tickets
- Four tickets to the conference reception Thursday evening
- Post conference electronic attendee list

### PLATINUM SPONSORSHIP **\$3,000**

- Verbal recognition at AANLCP Annual Conference opening session
- One full page of annual advertisement in the AANLCP Journal
- One full-page ad for your organization in the conference handbook
- Company name will be prominent on online conference website agenda
- Company logo visible in the sponsorship section on conference website home page
- One exhibitor table in prime location in vendor exhibition area
- Hyper-linked static-logo on association homepage
- Social media advertising on AANLCP social media pages
- An opportunity to present one AANLCP hosted educational webinar during the year
- Two daily breakfast and lunch tickets
- Three conference reception tickets for Thursday evening
- Post conference electronic attendee list

## SPONSOR & EXHIBITOR OPPORTUNITIES *We have sponsorship levels for all budgets!*

### KEYNOTE SPONSORSHIP **\$3,000**

Keynote speakers are an important piece to every successful conference. This sponsorship level allows you to introduce your company in front of the audiences.

- Verbal recognition at AANLCP Annual Conference opening session
- Company representative may speak about your organization for 2 to 3 minutes at the keynote session
- One full-page color ad for your organization in the AANLCP Journal
- One full-page ad for your organization in the conference handbook
- Company name will be prominent on online conference agenda
- Company logo visible in the sponsorship section on conference website home page
- Prominent recognition of sponsorship in the conference handbook (Commitment required by November 30)
- Recognition of sponsorship in promotional materials
- One exhibitor table in prime location in vendor exhibition area
- An ad with direct link on AANLCP Conference webpage and AANLCP social media channels
- Hyper-linked static-logo on association homepage
- Social media advertising on AANLCP social media pages
- An opportunity to present one AANLCP hosted educational webinar during the year
- Two daily conference breakfast and lunch tickets
- Two conference reception tickets for Thursday evening
- Post conference electronic attendee list

### GOLD SPONSORSHIP **\$1,500**

- Verbal recognition at AANLCP Annual Conference opening session
- One half page annual advertisement for your organization in the AANLCP Journal
- One half page advertisement in conference handbook
- An opportunity to present one AANLCP hosted educational webinar during the year
- One exhibitor table in prime location in vendor exhibition area
- Hyper-linked static-logo on association homepage
- Two daily conference breakfast and lunch tickets
- Two conference reception tickets for Thursday evening
- Post conference electronic attendee list

### THUMB DRIVE SPONSORSHIP **\$1,500**

Most conference attendees who receive promotional thumb drives keep them. Provide attendees with ready access to conference handouts and power points. Attendees will also appreciate having essential information such as coding/costing specific to your organization and/or industry. (sponsor to provide)

- Verbal recognition at AANLCP Annual Conference opening session
- Prominent recognition of sponsorship in the conference brochure (commitment required by November 30)
- Hyper-linked static-logo on association homepage
- Recognition of sponsorship in promotional materials
- One quarter page ad in the conference handbook

## SPONSOR & EXHIBITOR OPPORTUNITIES *We have sponsorship levels for all budgets!*

### BREAKFAST SPONSORSHIP **\$1,250**

3 breakfasts sponsorships available – select Friday, Saturday or Sunday.

- Verbal recognition at AANLCP Annual Conference opening session
- Free standing banner at breakfast area highlighting company name and logo (sponsor to supply)
- Your company name will be visible on the online conference agenda
- Your company logo will be visible in the sponsorship section on conference website home page
- Sponsorship recognition in the conference handbook (commitment required by November 30)
- Hyper-linked static-logo on association homepage
- Recognition of sponsorship in promotional materials
- A quarter page ad in conference handbook
- Inclusion of your organization's marketing materials in the registration packet (sponsor to supply)

### BREAK SPONSORSHIP **\$950**

4 break sponsorships available – select Friday or Saturday

- Verbal recognition at AANLCP Annual Conference opening session
- Free standing banner at break area highlighting company name and logo (sponsor to supply)
- Your company name will be visible on our online conference agenda
- Your company logo visible in the sponsorship section on conference website home page
- Sponsorship recognition in the conference handbook (commitment required by November 30)
- Hyper-linked static-logo on association homepage
- Recognition of sponsorship in promotional materials
- A quarter page ad in conference handbook

### ATTENDEE BAG SPONSORSHIP **\$750**

2 Available. Does not include exhibiting at conference.

The gift that keeps on giving! Showcase your organization's name and logo on attendee bags.

After the conference, enjoy continued recognition and free advertising as attendees take their high-quality bags home.

- Company logo on attendee bags
- Sponsorship recognition in the conference handbook (commitment required by November 30)
- Hyper-linked static-logo on association homepage
- Recognition of sponsorship in promotional materials
- One quarter page ad in conference handbook

### DIGITAL SPONSORSHIP **\$750**

Does not include exhibiting at conference.

- One annual quarter page advertisement for your organization in the AANLCP Journal
- Hyper-linked static-logo on association homepage

## SPONSOR & EXHIBITOR OPPORTUNITIES *We have sponsorship levels for all budgets!*

### CONFERENCE EXHIBITOR

Price dependent upon application date

\$895 purchase by 11/30/2020

\$1,050 purchase by 12/30/2020

\$1,250 purchase by 1/15/2021

\$1,500 purchase from 1/16/2021 – limited availability

**Space Assignment:** Every effort will be made to accommodate table requests by Diamond, Platinum, Keynote & Gold sponsors on a first request basis. Specific exhibitor table assignments are determined by the AANLCP staff for all exhibitors with advance placement notification. AANLCP reserves the right to make floor plan changes as needed.

**NOTE:** power, internet access and other audio-visual needs must be identified by 2/1/2021 at the latest. Depending upon requests, additional charges may apply.

- One six-foot exhibitor table with two chairs in vendor exhibition area
- One complimentary daily conference breakfast and lunch ticket (additional badges \$120 each)
- Recognition in conference handbook and additional conference related material
- Scrolling logo on AANLCP website
- Post conference electronic attendee list

### AGENDA SPONSORSHIP **\$700**

**Sponsor the first thing attendees see - the conference printed agenda!**

- Verbal recognition at AANLCP Annual Conference opening session
- Recognition of sponsorship in the conference handbook
- Hyper-linked static-logo on association homepage
- Half page ad in the printed agenda

### LANYARD SPONSORSHIP **\$600**

Get noticed with your organization's name and logo prominently placed on the attendee lanyards.

- Company Name or logo printed on lanyards
- Recognition of sponsorship in the conference brochure (commitment required by November 30)
- Hyper-linked static-logo on association homepage
- Recognition of sponsorship in promotional materials
- A quarter page ad in conference handbook

### CONFERENCE SESSION SPONSORSHIP **\$575**

- Your company name will be visible on the session page of our website agenda
- Your company logo will be visible in the sponsorship section on conference website home page

## SPONSOR & EXHIBITOR OPPORTUNITIES *We have sponsorship levels for all budgets!*

### WEBINAR PROVIDER **\$500**

This is your opportunity to present an educational webinar for AANLCP members. Webinars are scheduled and approved by the Executive Board and Education Committee Chair. All webinars MUST offer continuing nursing education (CNE) credits. Sponsors are responsible for obtaining credits through an ANCC approved provider.

Click here <https://www.aanlcp.org/corporate-partnership/> to submit a webinar provider application.

### PRE-CONFERENCE SESSION SPONSOR **\$250**

- Get noticed with your organization's name and logo prominently placed front & center in the session room.
- Company name listed on the sponsored session website agenda
- Company logo in the sponsorship section on conference website homepage

### ATTENDEE BAG INSERT **\$250**

- One (product or service) marketing piece conference bag insert each attendee receives (partner supplied)
- Limited availability – *first come, first served*

### BASKET RAFFLE

Provided item/product minimum value of **\$45** required.

Create buzz at your exhibitor table with a sought-after prize! Every sponsor and exhibitor should join in!

IDENTIFY:

- What you will be raffling
- Value
- Your company name
- Booth number
- Day/time the winner to be announced

We'll add to the conference program for all attendees.

### PARTNERSHIP

Partnering with the American Association of Nurse Life Care Planners brings exceptional value to your company and enables our organization to support and enrich our membership by providing exceptional educational programs and resources. Reach a network of practitioners dedicated to enhancing the quality of life of those affected by disability and/or chronic illness. Support the premier life planning industry conference! SPONSOR TODAY!

HOW TO PROCEED:

- Please review the Terms and Conditions on pages 9 and 10.
- Submit Sponsor/Exhibitor applications on-line at: <https://www.aanlcp.org/corporate-partnership/>
- Applications become a binding contract upon approval and acceptance by AANLCP.

For all sponsorship and exhibitor inquiries contact:

**Stacy Moffett**

AANLCP Conference Event Planner

310.367.7182 or [conference@aanlcp.org](mailto:conference@aanlcp.org)



## TERMS AND CONDITIONS

**APPLICATION AND ELIGIBILITY.** Application for AANLCP (hereinafter, “the Association”) Corporate Sponsorships (hereinafter “Sponsor/s and Exhibitor/s”) may be made online at [www.aanlcp.org/corporate-partnership/](http://www.aanlcp.org/corporate-partnership/) or by calling Stacy Moffett at 310-367-7182 and must be executed by an individual who has authority to act for the applicant.

**CORPORATE SPONSORSHIP PRICING.** AANLCP offers four sponsorship levels that include conference exhibiting and table space. Diamond Sponsor (\$3,500), Keynote Sponsor (\$3,000), Platinum Sponsor (\$3,000) and Gold Sponsor (\$1,500). Multiple sponsorship levels without exhibit space are available plus an exhibitor only option.

**PAYMENT DATES.** Full payment is required at time of application and is not available for pro rata. In the event one single payment creates a hardship, an option to divide over two or three payments is provided.

**PARTNERSHIP PERIOD.** The Association partnership term begins at time of application with approval and runs for two (2) months post event.

**CANCELLATION OF EXHIBITS.** It is mutually agreed that in the event of cancellation of the conference due to circumstances beyond AANLCP®’s control, including, but not limited to, Acts of God, war, terrorism, fire, epidemic, pandemic, strikes, civil disorder, curtailment of transportation, government regulations or causes which would prevent the conference’s scheduled opening or continuance, then and thereupon this agreement will be terminated. AANLCP®, at its sole and exclusive discretion, shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made. AANLCP® will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

**CANCELLATION OF SPONSORSHIP.** In the event that the sponsor notifies AANLCP® in writing of their intent to cancel the contract within 30 days after acceptance. No refund will be made for any sponsorship cancellation, all sums paid by the sponsor, less a handling charge of 50% of the net contract price, will be refunded.

No refund will be made for any sponsorship cancellation post 30 days from initial contract date. Should the exhibitor be unable to occupy and use the contracted exhibit space, the exhibitor must promptly notify the AANLCP® National Headquarters in writing. All sums paid by the exhibitor, less a handling charge of 50% of the net contract price, will be refunded. No refunds or cancellations will be made after Dec 1, 2020. After Dec 1, 2020, the exhibiting company will remain liable for the full cost of the original exhibit space.

**ASSIGNMENT OF EXHIBIT SPACE.** The Association reserves the right to determine exhibit space assignments. Exhibit space requests will be accepted from Diamond, Keynote, Platinum and Gold sponsors only. WE DO NOT PROVIDE CONSTRUCTED BOOTHS.

**EXHIBIT SPACE, FURNISHINGS, EQUIPMENT AND SERVICE.** Each exhibit space will be furnished a 6’ skirted tabletop. Exhibit material and/or equipment must not project thereby obstructing the view of adjacent booths.

**CONDUCT OF SPONSORS AND EXHIBITORS WHILE EXHIBITING.** The advertisement or display of goods or services other than those manufactured, distributed or sold by the partner in the regular course of business is prohibited. Canvassing or distributing of advertising outside the sponsor’s/exhibitor’s own booth area will not be permitted. There is no restriction on selling on the exhibit floor. However, sponsors and exhibitors are responsible to the IRS for the collection and submission of the applicable state and local taxes for sales which occur on the exhibit floor. Helium balloons are not allowed in the exhibit facility. Nothing may be adhered to walls.

**EXHIBIT REGULATIONS.** Exhibit information, exhibitor badge registration and tentative dates and hours for exhibit set-up and tear down will be sent 2 months prior to the conference. All exhibits must be in place one hour prior to opening sessions. Exhibits must be staffed and operational at all times during exhibit hours. Exhibits must remain intact and staffed until official closing time. All participants affiliated with exhibits must be registered. Name badges will be issued to all registered booth representatives. No other personnel are allowed to enter the exhibit hall without a name badge or approval from AANLCP®.

## TERMS AND CONDITIONS CONTINUED

**HOSPITALITY AND ENTERTAINMENT.** Hospitality suites or events sponsored by the sponsors must not be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours.

**GENERAL CONFERENCE REGISTRATION.** Sponsors who desire to attend any sessions and/or other activities must register through regular channels and pay associated fees. Sponsors manning the booths during the conference may sit in on the general program sessions as room space allows. However, CEUs will not be earned without paying for a full conference registration.

**INSURING EXHIBITS.** Sponsors and exhibitors are encouraged to insure their exhibits, merchandise and display materials against theft, fire, etc. at their own expense. Neither the exhibit facility, nor the Association will be responsible for loss or damage to any property in storage, in transit to or from the exhibit facility, or while in the exhibit facility. All property will be deemed to remain under the sponsor's/exhibitor's custody and control in storage, in transit to and from, or within the confines of the exhibit hall, even though it may at times be under the temporary control of the Association.

**LIABILITY FOR DAMAGES OR LOSS OF PROPERTY.** The sponsor/exhibitor shall protect, indemnify and hold harmless the Association and the exhibiting facility for any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exhibition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of the Association.

**SHIPPING INSTRUCTIONS.** Information on shipping methods will be sent to each sponsor/exhibitor by the Association at least 2 months in advance of the event. A receiving fee may be charged by the exhibit facility and will be the responsibility of each individual sponsor/exhibitor.

**MISCELLANEOUS.** The sponsor/exhibitor expressly agrees to be bound by all the terms, conditions, and specifications herein listed and by the rules and regulations established by the Association, from time to time thereafter modified; and, expressly agree that this contract and such rules and regulations contain the entire agreement between the parties hereto and supersede any prior agreement, written or oral. This contract shall be interpreted under the law of the United States and the State of Utah.

**JOURNAL ADVERTISING.** All advertising should be submitted electronically and may include photos, art, and text. The submission should be in high-resolution PDF or JPEG (300 dpi). PDF format is preferred. The Association has the right to reject any advertising deemed to be in poor taste, libelous, or otherwise unacceptable.

**JOURNAL ARTICLES.** Articles are expected to keep readers informed of current trends and changes in Nurse Life Care Planning by discussing issues relevant to ethics, standards of practice, research methodologies, certification and resources applicable to the life care planning industry.

**SOCIAL MEDIA ADVERTISING.** Social media advertising includes the publishing of mentions, reposts, hashtags/trends of the sponsor firm among social media channels selected at the discretion of the Association. Post content and language is created and managed by the Association and will not include any derogatory, defamatory, or inappropriate content.