

ACEN<sup>®</sup>  Nursing Education  
Accreditation Conference

2022 Reaching New Heights



**SPONSOR and EXHIBITOR  
PROSPECTUS**

July 13 - 15, 2022  
Atlanta and Virtual

**Accreditation Commission for Education in Nursing**

[www.acenursing.org](http://www.acenursing.org)

**IN-PERSON** at The Westin Peachtree Plaza  
Atlanta, Georgia  
and **STREAMING LIVE VIRTUALLY**  
July 13-15, 2022

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# ACEN<sup>®</sup> Nursing Education Accreditation Conference 2022 Reaching New Heights

## INVITATION TO PARTICIPATE

For the first time, the ACEN Nursing Education Accreditation Conference will be delivered as a hybrid, in-person and virtual event. Join us as we adjust to a world changed by the COVID-19 crisis. This annual event will allow faculty, nurse administrators, college administrators, students, accreditation liaisons, laboratory personnel, data analysts, and staff from all over the world to connect, share knowledge, and learn about the latest innovative developments.

With a focus on Reaching New Heights, the 2022 ACEN Nursing Education Accreditation Conference will discuss re-envisioning the future through the positive alternatives and opportunities that were created. The focus will be on how nurse educators can reinvigorate, revitalize, and reignite their profession to strengthen our communities through inclusion, equality, and mental health support.

We are confident that our comprehensive hybrid program, with all sessions streamed live, will deliver the knowledge-rich conference experience that has supported learning and development in our industry for over 70 years. A digital platform offers many exciting possibilities, and we hope you will join us as we rise to the challenges and opportunities of a new decade.

As always, the ACEN demonstrates our strong connection with the nursing education community, from the innovators, front-line workers, educators, administrators, students, and others in nursing education. Our sponsors and exhibitors are integral to providing participants with a conference that continues to lift the bar. This annual opportunity to explore new ideas and hear from local and international experts presents the perfect forum to support the industry, connect with colleagues, and promote your business through in-person or online sponsorship and/or exhibiting.

We welcome back our long-term supporters and look forward to engaging with new organizations. There are various ways to be involved. This document outlines the developed sponsorship packages. These packages are not fixed – so if you have ideas, let's talk!



*I hope you can join us to connect with clients and build your brand through ACEN Nursing Education Accreditation Conference*

Marsal P. Stoll, EdD  
Chief Executive Officer

## About the ACEN



The Accreditation Commission for Education in Nursing (ACEN) is the leading authority in nursing education accreditation. With over 70 years of accreditation history, the ACEN is the longest serving and largest accreditor of nursing education programs, including clinical doctorate/DNP specialist certificate, master's/post-master's certificate, baccalaureate, associate, diploma, and practical nursing. The ACEN is the only nursing education programmatic accreditor recognized by both the United States Department of Education (USDE) and the Council for Higher Education Accreditation (CHEA).



The goal of the ACEN is to be a supportive partner in strengthening the quality of nursing education, continuing to “reach new heights” to include accreditation of international nursing education programs and transition-to-practice programs for all levels of nursing practice.



# About the 2022 ACEN Nursing Education Accreditation Conference

The Nursing Education Accreditation Conference strives to exemplify the philosophy of accreditation of nursing education program and transition to practice programs by providing nurse administrators, faculty, and students:

- A community of scholarship in which to exchange a variety of novel ideas, share successes/failures, and keep current with contemporary practices in nursing education
- Personal support through individualized methods that develop and strengthen the effectiveness of accreditation
- An opportunity to connect with colleagues from all levels of nursing preparation, applaud achievements as a community, and celebrate nurses' global leadership in health outcomes

## 2022 Conference Theme: Reaching New Heights

“**Reaching New Heights**” incorporates the lessons we have learned into our community’s “new normal.” Peers within nursing education will discuss re-envisioning the future through the positive alternatives and opportunities that were created. The focus will be how nurse educators can reinvigorate, revitalize, and reignite their profession to strengthen our communities through inclusion, equality, and mental health support. The conference tracks will address teaching and learning methods, curricula, resources, outcomes, technology for governing organizations, nursing programs, classrooms, hospitals, clinical experiences, and preceptor experiences.

The ACEN Annual Conference is the most informative gathering place for the nursing education community, bringing together scholars from all levels of nursing programs located throughout the United States, U.S. Territories, and internationally who are passionate and energized about nursing education, and leveraging accreditation to improve the quality of nursing education programs.



# Why You Should Sponsor or Exhibit



## CONNECT WITH OVER 400 OF THE RIGHT PEOPLE

The ACEN Annual Conference is attended by over 450 nurse educators, program and department administrators, deans and directors, and nursing students from all program types – practical, diploma, associate, baccalaureate, master’s, and clinical doctorate programs; and nurse executives from transition to practice programs – who are enthusiastic about solutions that the conference exhibitors and sponsors can provide to improve nursing education. This conference is one of few where you can connect, not only with **all levels of professionals in the field of nursing education**, but also directly with **departmental decision-makers who have the ability to choose how a budget can best be spent**. With over 1,300 ACEN-accredited nursing programs nationally and internationally, this conference is sure to expose you to a wide geographic range of leaders in nursing education!

## 7 HRS. OF DEDICATED EXHIBIT TIME THAT BRINGS ATTENDEES DIRECTLY TO YOU

Take advantage of being face-to-face with and being virtually connected to hundreds of current and potential clients by sharing your expertise through presentations and booth demonstrations during valuable, dedicated exhibit times. The schedule includes long meal breaks and intermissions between sessions, with food and beverages always served at the back of the exhibit hall. In addition, fun activities and entertainment for the attendees are planned right in the exhibit hall and the virtual environment.

## LINKS ON THE CONFERENCE WEBSITE AND MOBILE APP

The ACEN Annual Conference is a paperless event where all program communication is digital. This means the link between vendors and attendees is only a click away. Sponsoring or exhibiting at the conference gives you the opportunity to connect with both live and virtual attendees through your onsite and virtual booth. Your company name and description are also published on the conference website and in the accompanying mobile app, along with a link to your virtual booth, website, and any social media pages you would like to direct attendees to. There is no printed program with static lists of vendors; attendees can simply click on your details right in our dynamic digital platform. This allows for attendees to easily connect with you before, during, and after the event, maximizing your marketing dollars in ways that print-based events simply can’t do. And if you’re worried about attendees not using our app; don’t be. **We’re proud to share that we continue to have 100% app use at our conference!**

## ACCESS TO AN ATTENDEE MAILING LIST

There is no need to decipher the hieroglyphics that attendees pen on your newsletter sign-up sheet. Both before and after the conference, sponsors and exhibitors receive a spreadsheet with attendee contact information. This means more contacts, **more leads, more prospective sales, and more value for your marketing dollar.**

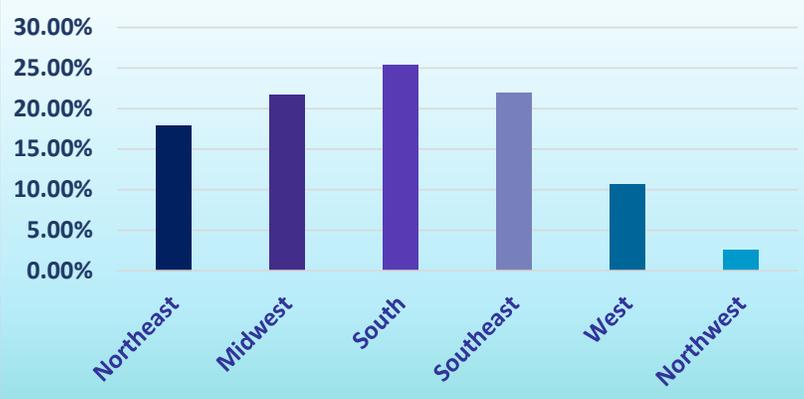
# Conference Demographics

2019 [LIVE] Attendance: 461

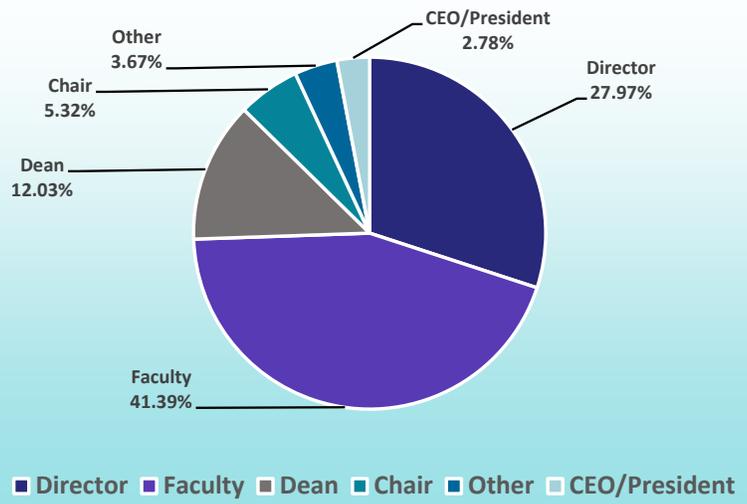
2020 [CANCELLED]

2021 [VIRTUAL] Attendance: 753

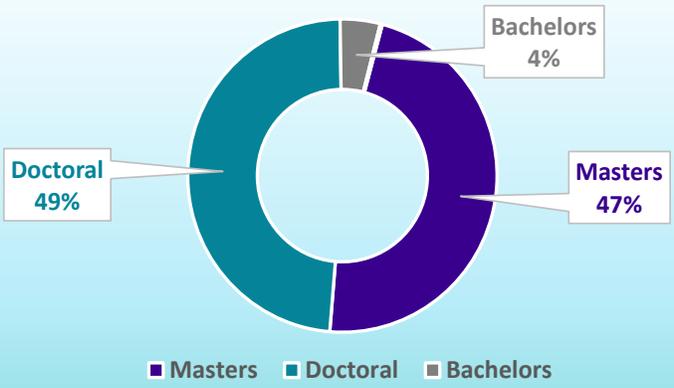
**Regional Representation**



**Occupational Representation**



**Highest Education**



## SPONSORS

### Sponsorship starting at \$2,500

As a sponsor, you unlock exclusive opportunities.

#### What is included:

➔ In-person and virtual booth space (**full exhibitor package**)

#### PLUS

- Advertisement on all promotional items (website, physical mailers, and email banners)
- Flyer in welcome bag
- Acknowledgment on large poster advertisement at badge pick up

### Exclusive Sponsorship Opportunities

As a sponsor, these opportunities are exclusive to you. There are other optional add ons available. Let us help you build a package that will maximize your exposure.

#### Sponsor a General Session **\$1,000**

Your sponsorship acknowledged in the welcome slide for a general session, projected on multiple 12ft. screens

- Your flyers or other collateral placed on the seating
- Mention of sponsorship on the agenda
- Your logo included in directional signage



#### Sponsor a Social or Networking Activity **\$ 600**

Sponsor a social activity, such as yoga or a morning run. The ACEN will print your message/logo placed on swag or favors for participants of the activity. Speak with our Events Coordinator for planned activities.



#### Step & Repeat Logo Placement **\$ 300**

Your logo strategically placed on the step and repeat background, similar to what you find on “the red carpet.” The step and repeat is a popular “photo op” many attendees enjoy using throughout the duration of the conference for selfies and uploads to social media channels.



“The strong content was a key driver of drawing attendees to the conference; that’s the most valuable component...”

Donna Meyer  
Organization for Associate Degree Nursing

These are offered in very limited quantities. Don’t miss these opportunities. Register today as a sponsor! Your sponsorship includes not only the full exhibitor package and other wide-reaching add-ons, but also access to these exclusive opportunities.

## EXHIBITORS

### Exhibitor Package: \$1,700

#### What is included:

- 10'x10' booth space\*
- 8' high back wall draperies
- 3' high side rail draperies
- One 6' skirted table
- Two limerick side chairs
- One wastebasket
- One 7" X 44" exhibitor identification sign
- Exhibitor badges for two representatives (entry to exhibit hall only)
- Meals and refreshments for two exhibitor representatives
- Listing on conference mobile app with 50-word profile description
- **PLUS Virtual Exhibitor BONUS Included:**
  - Virtual Exhibitor Booth
  - Two virtual exhibit booth staff representatives & exhibitor portal access

\*For additional booth space, please contact us for special pricing.



## Exhibitor Schedule

*“We’ll be back for sure! It exceeded our expectations on ROI. This was a well organized event.”*

### Tuesday, July 12, 2022 - Exhibitor Move-In

- 3:00 PM - 8:00 PM

### Wednesday, July 13, 2022 - Exhibit Hall Hours

- 8:00 AM - 9:00 AM
- 12:00 PM - 1:15 PM
- 4:00 PM - 5:15 PM

### Thursday, July 14, 2022 - Exhibit Hall Hours

- 7:30 AM - 8:45 AM
- 12:00 PM - 1:15 PM
- 5:00 PM - 6:00 PM
- 7:00 PM - 11:00 PM - Exhibitor Move-Out

**Alliance Nationwide Exposition** will provide, install, and remove the booths in accordance with the final floor plan. Exhibit space rental does not include: carpeting, utilities, storage, labor, and other services needed within your event space. Additional furnishings will be available for rent through Alliance.

## ADDITIONAL SPONSOR & EXHIBITOR OPPORTUNITIES

### **BONUS Virtual Exhibit Booth** (Included with Sponsorship and Exhibitor Package)

- Two virtual exhibit booth staff representatives & exhibitor portal access (Additional staff is \$75/EA)
- UNL Content files for collateral, brochures, giveaways, video demos, and other digital information
- Profile page with company name, URL, description and social media links: Facebook, Twitter, LinkedIn
- Contact information and link to Company website
- Seven Hours total of dedicated exhibit hall hours
- All features included with Zoom (video, breakout rooms, chat feature, reactions, etc.)
- Exhibitor name searchable
- Booth staff name(s) searchable
- Contact Us Button - lead generator on profile page - Access to leads in exhibitor portal
- Reports: Inbound leads and analytics of attendees visiting your booth.
- 30% Discount towards the Conference General Admission

*“One of the best shows we’ve exhibited at this year. The attendees were exactly our target market!”*



**Welcome Bag Insert** **\$150**  
Your postcard/flyer included in the welcome bag for all conference attendees.

**Push Notifications** **\$175**  
Notifications can be used to inform, remind, or update attendees about key info from your exhibit.

**Reception Promotion** **\$200**  
Display your branded item at the conference reception (swag, flyers, or party favors, etc.)

**Pop-Up Retractable Banner** **\$600**  
One 33” x 78” pop-up retractable banner printed for you and placed at a high-traffic area.

## ADDITIONAL SPONSOR & EXHIBITOR OPPORTUNITIES

### Passport Game with Appointment Scheduler **\$250**

Ensure that attendees stop by your booth! After creating and attending an appointment with participating exhibitor booths, attendees will be entered into a drawing to receive a prize. The Appointments Scheduler allows attendees to schedule appointments with you directly from the Attendee Website.



### Sponsored Concurrent Session **\$350**

- Your logo on welcome slide while participants enter session
- Your flyers on chairs
- Mention of sponsorship on agenda
- Your logo on directional signage

### Sponsored Power Charging Station **800**

POWER UP! Sponsor one of the charging stations strategically placed in a high-traffic area within the exhibit hall.



**Looking to maximize your exposure? Special discount when you bundle optional items. Contact us at [annualconference@acenursing.org](mailto:annualconference@acenursing.org)**

# ACEN<sup>®</sup> Nursing Education Accreditation Conference

## 2022 Reaching New Heights

## ADDITIONAL DETAILS

### EXHIBITOR REGISTRATION

To complete your exhibitor registration, please visit <https://www.acenursing.org/events/annual-conference/>. Select “Exhibitor or Sponsor” and select the desired items. Your registration will go into pending status, and you will receive a confirmation once your requested items have been approved.

### DISCLAIMER

The ACEN reserves the right to accept or refuse any requests for exhibits. By registering online and paying for a sponsorship or exhibit booth, the company or organization enters into a contract with the ACEN agreeing to conference exhibit rules and regulations.

### PAYMENT INFORMATION

Payment must be received in full at the time of application. Please remit payment by credit card (Visa/MasterCard/American Express) online. Payment method options by check or purchase order will be invoiced. Make checks payable to “ACEN.” All methods of payment are drawn on a U.S. bank in U.S. funds.

Attention: Jocelyn Pineda  
ACEN  
3390 Peachtree Road NE, Suite 1400  
Atlanta, GA 30326

