



SYNOVA

ADVANCING NURSE LEADERSHIP

2023

S P O N S O R

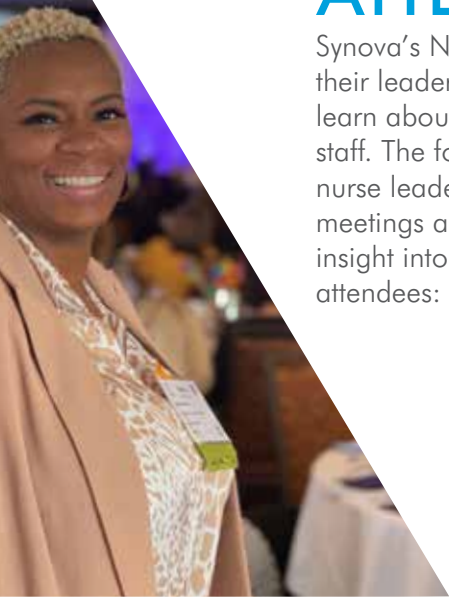
P R O S P E C T U S



NICU LEADERSHIP FORUM: MARCH 19-23
PERINATAL LEADERSHIP FORUM: NOVEMBER 12-15
INDUSTRY PARTNER YEAR ROUND PACKAGE
VIRTUAL FOCUS GROUP-INNOVATION SESSION
WESTIN LA PALOMA | TUCSON, ARIZONA

ATTENDEES & DEMOGRAPHICS

Synova's Nurse Leadership Forums are only open to directors, nurse managers, and members of their leadership teams in the neonatal and perinatal arenas. These are nurse leaders who want to learn about your products and services because they want to provide the best for their patients and staff. The forums provide many creative opportunities for companies to meet and spend time with nurse leaders that are key decision makers. By limiting the amount of exhibitors and attendees, our meetings are unique in offering an intimate/relaxed setting to spend quality time networking, getting insight into product development and building relationships. Here is more information on our past attendees: <https://www.synovaassociates.com/sponsor-a-synova-event/>



NICU LEADERSHIP FORUM

MARCH 19-23, 2023 • TUCSON, AZ

The NICU Leadership Forum is open to any NICU leadership positions as well as high level executives overseeing Women's and Children's and patient care services.



200+
NURSE LEADER ATTENDEES

163,882+
NICU ADMISSIONS REPRESENTED

**BASED ON 2022 ACTUAL NUMBERS*



PERINATAL LEADERSHIP FORUM

NOVEMBER 12-15, 2023 • TUCSON, AZ

The Perinatal Leadership Forum includes nurse leaders in antepartum, labor & delivery, postpartum units and newborn nursery.



200+
NURSE LEADER ATTENDEES

582,738+
ANNUAL BIRTH VOLUMES REPRESENTED

**BASED ON 2022 ACTUAL NUMBERS*



SPONSOR DETAILS & INFORMATION

What's Included:

The following will be provided to all sponsors for the event for which they register:

- One skirted 6-foot table
- A 10 x 8 exhibit space (carpeted)
- 2 chairs
- 3 social sponsor badges per company
(NOTE: One additional badge can be purchased for \$375.00)
- General overhead lighting
- Electricity to power one laptop (upon request)
- Sponsor listing in the Attendee Directory and on the conference app
- List of pre-registered attendee names and hospitals two weeks prior to the meeting

Exhibit Dates & Times

Synova provides 3-4 hours of unopposed exhibit time.

Fees, payment and registration information

NICU Leadership Forum:

Register at <https://www.synovaassociates.com/nlf-sponsor-form/>

Fees & payment:

- \$250 non-refundable deposit due at the time of registration
- 50% of sponsor invoice is due by October 1, 2022
(or upon receipt of invoice if registration occurs after October 1)
- Final payment is due by January 13, 2023
Late fees will be applied to overdue payments

Synova policies

For up to date policies, terms and conditions, please go to <https://www.synovaassociates.com/SponsorGuidelines>

Attendee Directory

The Attendee Directory is a unique and coveted resource created exclusively for Leadership Forum attendees and sponsors. It provides important contact details, pertinent statistics about the hospital, and a photo of each attendee. It encourages and facilitates attendee connection and networking at the meeting – and throughout the year. As a sponsor, your company logo, profile, representative names and contact information for up to three people will be featured in the directory for the conference for which you are sponsoring. Each sponsor will be asked to complete an online registration form that includes details about their company and products.



Perinatal Leadership Forum:

Register at <https://www.synovaassociates.com/plf-sponsor-form/>

Fees & payment:

- \$250 non-refundable deposit due at the time of registration
- 50% of sponsor invoice due date will be May 1, 2023
(or upon receipt of invoice if registration occurs after May 1)
- Final payment is due by October 1, 2023
Late fees will be applied to overdue payments

2023 NICU LEADERSHIP FORUM & PERINATAL LEADERSHIP FORUM SPONSORSHIP LEVELS

2023 Nurse Leadership Forum Sponsorship Levels Applies to NLF and PLF

	DIAMOND \$32,500	PLATINUM \$30,000	GOLD \$27,500	SAPPHIRE \$13,500	SILVER \$9,000	BRONZE \$4,500
Contribution to Meeting Content: <ul style="list-style-type: none"> • General Session Sponsor Presentation (15 minutes) • General Session Expert Speaking Presentation with CEs (30 minutes) • Breakfast/Dinner Symposium (Food and CE costs additional) <i>*1st Right of Refusal</i>	✓	✓				
General Session Sponsor Presentation (15 minutes) or Expert Speaking Presentation with CEs (30 minutes) <i>*1st Right of Refusal</i>			✓			
Opening Reception Sponsor	✓					
Company representatives invited to Opening Reception	7	2	2	1		
Meeting registrations with CEU's for company representatives (except for team building activity and networking luncheons)	2	1	1			
Additional benefits: <ul style="list-style-type: none"> • Focus Group of up to 15 people • 10 minute presentation at Networking Lunch Group • Survey given to all participants during the program (up to 10 questions) • Email blast • App push notification during the meeting • Seat drop • Bag insert <i>*Gold (in lieu of speaking spot)</i>			2*	1	1	
Premium Benefits: <ul style="list-style-type: none"> • Email blast* with statistics one week prior to meeting • Seat drop during the first day • App push during the meeting at a time of your choice • 5-minute product pitch from podium 		All		1		
Name badge registration	7	6	6	5	4	3
10 x 8 space in exhibit hall	2	2	2	1	1	1
Premium booth selection	1st Choice	2nd Choice	Per Registration Date			
Designated page in the Attendee Directory	2	2	2	1	1	1
Invitation for all your company representatives to attend Specified Social Events with Attendees	✓	✓	✓	✓	✓	✓
Attendee Directories	10	8	6	4	3	2
Promotional video to be aired during a General Session break	1 min.	1 min.	45 sec.	30 sec.		

(Some opportunities are limited and are first come, first served.)



ADDITIONAL NURSE LEADERSHIP FORUM SPONSORSHIP OPPORTUNITIES

App Push	\$500	Send out a short message (140 characters) to the attendees during the conference through our Synova conference app.						
Appetizer For Attendees At Exhibit Hall Booth	\$3000	Attract conference attendees to your exhibit hall booth by providing food or a signature drink.						
Attendee Directory	\$5000	Sponsor the entire Attendee Directory and have your company's ad on the inside and outside of the back cover.						
Conference App	\$5000	Sponsor the conference app that will be used by all attendees, sponsors and faculty for networking and navigating their agendas. Your logo will be placed prominently as the App Sponsor.						
Conference Cup	\$4000	Give each attendee a co-branded conference cup, tumbler or mug. This is a great way to increase your exposure with the participants.						
Custom Zip-Up Jackets	\$8000	Provide a co-branded jacket for all of the conference attendees and get 10 for your company representatives!						
Email Blasts	Varies from \$1000 to \$1500	Before or after the conference, Synova will approve and send an email blast to the attendees. It can be used to announce your presence at the Leadership Forum, to highlight a new product, or to announce a raffle prize that you donated for the Synova exhibit hall drawing. Costs do vary: <table border="0" style="margin-left: 20px;"> <tr> <td>3 weeks prior to the meeting - \$1000</td> <td>1 week after the meeting - \$1500</td> </tr> <tr> <td>2 weeks prior to the meeting - \$1250</td> <td>2 weeks after the meeting - \$1250</td> </tr> <tr> <td>1 week prior to the meeting - \$1500</td> <td>3 weeks after the meeting - \$1000</td> </tr> </table>	3 weeks prior to the meeting - \$1000	1 week after the meeting - \$1500	2 weeks prior to the meeting - \$1250	2 weeks after the meeting - \$1250	1 week prior to the meeting - \$1500	3 weeks after the meeting - \$1000
3 weeks prior to the meeting - \$1000	1 week after the meeting - \$1500							
2 weeks prior to the meeting - \$1250	2 weeks after the meeting - \$1250							
1 week prior to the meeting - \$1500	3 weeks after the meeting - \$1000							
Key Cards	\$5000	Display your brand on all attendee hotel room key cards. Cards are custom made with conference logo on one side and your logo on the other side						
Keynote Speaker	\$25000	Show your commitment to advancing nurse leadership by sponsoring a speaker. You'll have the opportunity to introduce the speaker from the podium and receive recognition on the conference agenda.						
Photo Booth	\$5000	Sponsor the popular photo booth at the Synova party! Photos are placed in a custom frame with your logo on it.						
Promotional Video	\$2000	Attention Bronze Sponsors! Add a 30 second promotional video to be aired during General Session Breaks. Diamond, Platinum, Gold, Sapphire, Silver, add more time in 30 second intervals for \$2000 (maximum video length is 2 min. Space is limited).						
Refreshment Break	\$5000	Ice cream? Cupcakes? Smoothies? Sponsor one of the breaks! Your contribution will be listed in the agenda, announced from the podium and signage recognizing your contribution will be prominently displayed.						
Scholarships	\$799/\$547 each	It is a challenge for some leaders to attend the NICU & Perinatal Leadership Conferences. By providing grant funding to the Scholarship Fund, you can help ensure that nurse leaders have the chance to attend. You will be recognized in the Attendee Directory and on the attendee's name badge. (Discount for package of 5 or 10)						
Scholarship Package with Private Reception	\$15000	Make an impact by providing 20 nurse leaders with scholarships and welcome your scholarship recipients with a private reception with drinks and appetizers. Your company will be recognized from the podium, in the attendee directory and social media for your generous support.						
Seat Drop	\$1000	Surprise the attendees when they return from a break with information you want to be sure they don't miss! A seat drop provides an excellent opportunity to introduce something new and exciting to your customers.						
Tote bag drop	\$1500	Have an item from your company already in the tote bags for the attendees when they pick up their bags at the registration desk (size and weight are limited).						
Tote bags	\$2500	Every attendee receives a tote bag at registration. Put your company name and logo in front of them at the meeting and at home!						

Take advantage of other unique opportunities to expand your presence during the meeting by sponsoring a cocktail reception, a 'seat drop,' refreshment break, or contribute to a scholarship fund for participants. We can help choose the opportunity that fits your budget. Contact Kimberly Fresch at 817-296-4603 or kfresch@synovaassociates.com to discuss.



BECOME A YEAR-ROUND INDUSTRY PARTNER

Your company and product information will be at the fingertips of NICU and Perinatal Nurse Leaders with your own Industry Partner Directory Listing page on our website where decision-makers will be able to connect with you directly for more information!

INDUSTRY PARTNER LEVELS

PREMIUM \$15,500	PLUS \$10,500	PRIME \$7,500
Enhanced Directory page on website (name logo, contact info, about, video & photo gallery, individual event promotion)	Enhanced Directory page on website (name logo, contact info, about, video & photo gallery, individual event promotion)	Directory page on website (name logo, contact info, about, video & 3 product photos)
Publication of 4 non-promotional blog articles on Synova website	Publication of 2 non-promotional blog articles on Synova website that get shared to social media	Publication of 1 non-promotional blog article on synova website
Exclusive newsletter sponsorship and spotlight of ad, article/ blog or link to research in one newsletter communication	Spotlight of ad, article/blog or link to research in a newsletter communication (not a dedicated email blast)	Spotlight of ad, article/ blog or link to research in a newsletter communication (not a dedicated-email blast)
3 social media ad posts on Synova template (customer to supply written content and link) or ad shares from sponsor social media – with paid boost	2 social media ad posts on Synova template (customer to supply written content and link) or ad shares from sponsor social media with paid boost	1 social media ad post on Synova template (customer to supply written content and link) or ad shares from sponsor social media – with paid boost
Logo featured on website home page for the year	1 MySynova community or conference app push	
Blog sidebar ad featured for 1 month		
2 MySynova Community or conference app pushes		



VIRTUAL FOCUS GROUP INNOVATION SESSION

- Cost \$4950
- 8-12 participants
(Synova will host meeting, recruit participants, and handle all communications)
- Meeting time will be 70 minutes
- Synova provides Incentive (\$75 Gift Card)
- Sponsoring company may ask up to four questions for registration page
- Synova facilitator or sponsoring company will run meeting with pre-written questions
(Questions can be sent to participants ahead of time so they can prep for meeting)
 - Meeting can be recorded
 - Sponsoring company may have up to 3 representatives attend
- Up to 4 @ 30 minute meetings with Synova
 - Initial planning to outline objectives
 - Review of topics with Synova
 - Final review
 - Debrief



Does your company have a new product or service you are developing or ready to launch? Synova can provide a Focus Group-Innovation Session from our nurse leadership community to provide insight and feedback to help you prepare. This can be done with the participants' knowledge of your company sponsoring the meeting OR we can do this "blindly" with our Synova team as the facilitator. This is a great opportunity to provide valuable research before you hit the market with your new innovation.

RESERVE YOUR SPOT TODAY!



SCAN OUR CODE OR VISIT

WWW.SYNOVAASSOCIATES.COM