



SYNOVA

ADVANCING NURSE LEADERSHIP

2022

S P O N S O R

PROSPECTUS



NICU LEADERSHIP FORUM: APRIL 3-7
PERINATAL LEADERSHIP FORUM: NOVEMBER 6-9
INDUSTRY PARTNER YEAR ROUND PACKAGE
NAPLES GRANDE | NAPLES, FLORIDA



COMING TOGETHER IS A
BEGINNING,
STAYING TOGETHER
IS PROGRESS, AND
WORKING TOGETHER IS
SUCCESS!

-Henry Ford



SYNOVA ASSOCIATES - REGISTER ONLINE TODAY AT WWW.SYNOVAASSOCIATES.COM

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 vendors 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

APRIL 3-7 2022 • NAPLES, FL

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.



275+
NURSE LEADER ATTENDEES

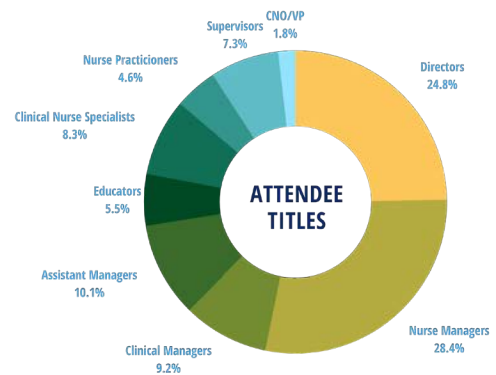


13,799+
DIRECT REPORTS REPRESENTED



168,779+
NICU ADMISSIONS REPRESENTED

**BASED ON 2021 ACTUAL NUMBERS*



PERINATAL LEADERSHIP FORUM

NOV 6-9, 2022 • NAPLES, FL

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

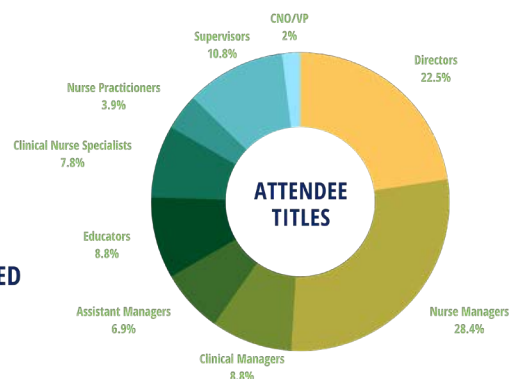


275+
NURSE LEADER ATTENDEES



12,724+
DIRECT REPORTS REPRESENTED

**BASED ON 2021 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 15, 2021
(or upon receipt of invoice if registration occurs after October 15)
- Final payment is due by February 1, 2022
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, 2021
(or upon receipt of invoice if registration occurs after May 1)
- Final payment is due by October 1, 2022
Late fees will be applied to overdue payments



2022 NICU LEADERSHIP FORUM & PERINATAL LEADERSHIP FORUM SPONSORSHIP LEVELS

2022 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
15 minute speaking spot during general program or 30 minute sponsor chosen presentation with CE's or Breakfast Symposium. (Limited number available)	✓		✓			
10 x 8 space in exhibit hall and 10 x 10 space outside of exhibit hall in a prominent location (for educational purposes only) or 20 x 10 space outside of exhibit hall in a prominent location (for educational purposes only)		✓				
Additional page in Attendee Directory	✓	✓	✓			
Company representatives invited to Opening Reception	3	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 at networking lunch • Survey given to all participants during the program (up to 10 questions) • Email blast* • App push notification during the meeting • Introduce general session speaker from the podium • Seat drop • Bag insert <i>*Gold (in lieu of speaking spot or symposium)</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 		All		1		
Three social registrations	✓	✓	✓	✓	✓	✓
Additional social registrations (no charge)	4	3	3	2	1	0
10 x 8 space in exhibit hall	2	See Above	2	1	1	1
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 Directory	10	8	6	4	3	2
Promotional video to be aired during a General Session Break	1 min.	1 min.	45 sec.	30 sec.		

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*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 new Synova 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: 40px;"> <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.						
Scholarship Grant	\$799	It is a challenge for some leaders to attend the Perinatal Leadership Conference. By providing grant funding to the Scholarship Fund, you can help ensure that perinatal leaders have the chance to attend and you will be recognized in the Attendee Directory.						
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 SYNOVA 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

DIAMOND \$15,500	PLATINUM \$10,500	GOLD \$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		





SYNOVA

ADVANCING NURSE LEADERSHIP

**RESERVE
YOUR SPOT
TODAY!**



SCAN OUR CODE
OR VISIT

WWW.SYNOVAASSOCIATES.COM