NICU LEADERSHIP FORUM: **APRIL 12-16** | PERINATAL LEADERSHIP FORUM: **NOVEMBER 7-11**

SYNOVA
ADVANCING NURSE LEADERSHIP

2026

SPONSOR PROSPECTUS

CREATING IMPACT THROUGH PARTNERSHIP

SUNSEEKER RESORT, **CHARLOTTE HARBOR, FL**

INDUSTRY PARTNER YEAR ROUND PACKAGE
VIRTUAL FOCUS GROUP

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. 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 and relaxed setting to spend quality time networking, getting insight into product development and building relationships.

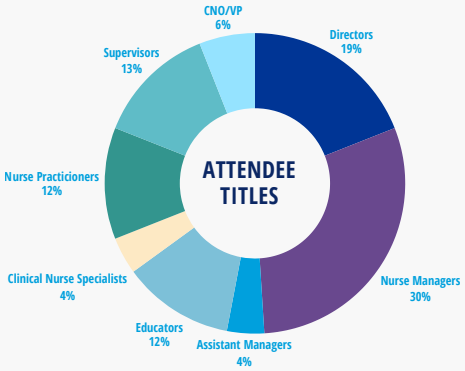
NICU LEADERSHIP FORUM

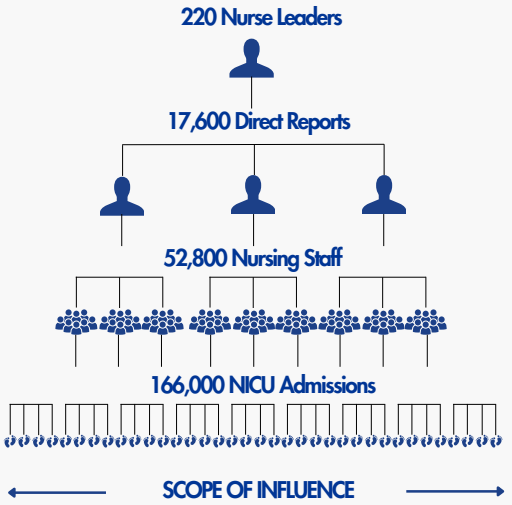
200+
NURSE LEADER ATTENDEES

166,000+
NICU ADMISSIONS REPRESENTED

89
HOSPITALS REPRESENTED

**BASED ON 2024 ACTUAL NUMBERS*



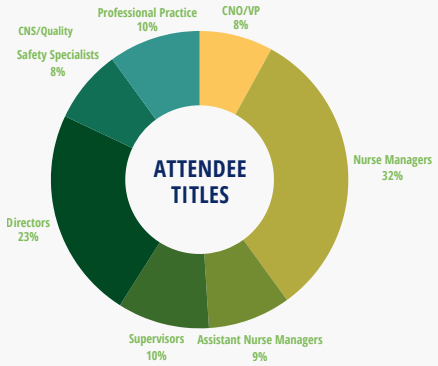


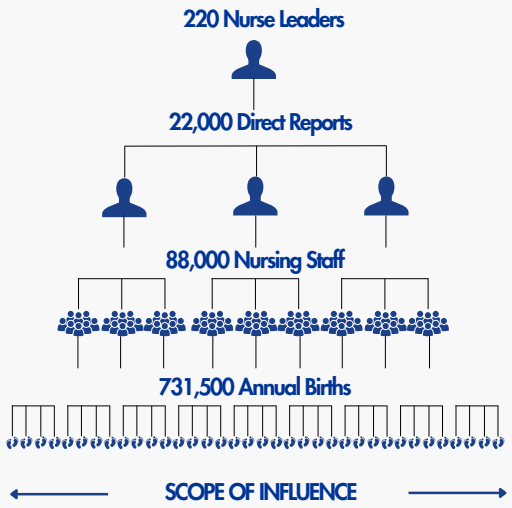
PERINATAL LEADERSHIP FORUM

200+
NURSE LEADER ATTENDEES PER CONFERENCE

60%
AVG 1ST TIME ATTENDEES

**BASED ON 2024 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 $400.00)*
- 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
- Lead retrieval

EXHIBIT DATES & TIMES
Synova provides 4+ hours of unopposed exhibit time.

NEW PREMIUM BENEFIT:
Booth drivers are now included in top tier sponsorship such as custom food and drinks placed by booths to drive traffic.

NICU LEADERSHIP FORUM

Register at www.synovaassociates.com/nlf-sponsor-form/

Fees & payment:
- $500 non-refundable deposit due at the time of registration
- 50% of sponsor invoice is due by September 14, 2025

(or upon receipt of invoice if registration occurs after September 14)
- Final payment is due by January 12, 2026

Late fees will be applied to overdue payments

PERINATAL LEADERSHIP FORUM

Register at www.synovaassociates.com/plf-sponsor-form/

Fees & payment:
- $500 non-refundable deposit due at the time of registration
- 50% of sponsor invoice due by April 6, 2026

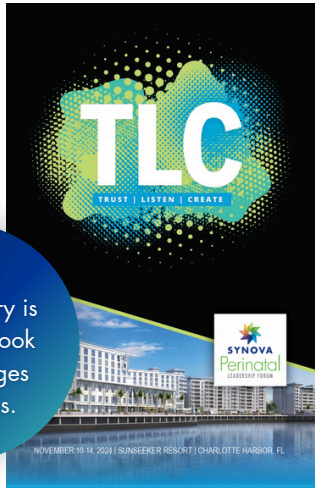
(or upon receipt of invoice if registration occurs after April 6)
- Final payment is due by August 10, 2026

Late fees will be applied to overdue payments

ATTENDEE DIRECTORY

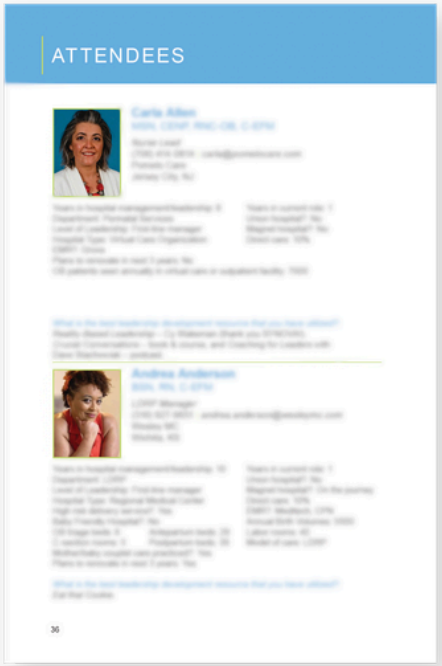
The Attendee Directory is a unique resource created exclusively by Synova for NICU and Perinatal Leadership Forum attendees and sponsors.

- 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.



COVER: The directory is a printed book that averages 400 pages.

ATTENDEE INFORMATION



SPONSOR INFORMATION

2025 Attendee Directory Sponsor

2026 NICU LEADERSHIP FORUM AND 2025 PERINATAL LEADERSHIP FORUM

SPONSORSHIP LEVELS

	DIAMOND $32,900	PLATINUM $30,400	GOLD $27,900	SAPPHIRE $13,900	SILVER $9,400	BRONZE $4,900
10 x 8 Space in Exhibit Hall	2	2	2	1	1	1
Premium Booth Selection	1st Choice	2nd Choice	Per Registration Date			
Name Badge Registration	8	7	7	5	4	3
Attendee Directories	8	7	7	4	3	2
Opening Reception Sponsor (includes marketing and speaking opportunity)	✓					
Conference Tuition Scholarships for Ambassadors, Advisory Board, or Clinical Advisors		✓				
Contribution to Meeting Content (select one option): • General Session Sponsor Presentation (15 minutes) • General Session Expert Speaking Presentation with CEs (30 minutes) • Pre-Conference Lunch Presentation (30-minutes) • Breakfast Symposium • Dinner Symposium *Highest Level Sponsorship Gets to Pick Their Benefit First.* *Symposium Food, AV and CE costs additional.*	✓	✓	✓			
Booth Driver (branded cocktail/beverage, appetizer, dessert *varies by level)	Premium	Premium	✓			
5 Minute Product Pitch from Podium				✓		
Company Representatives Invited to Opening Reception	8	2	2	1		
Conference General Session Access with CEs for Company Booth Representatives Includes access to educational sessions offering continuing education units (CEs), excluding any sponsored events, the Opening Reception and lunches.	2	1	1			
Invitation for all your Company Representatives to Attend Specified Social Events with Attendees	✓	✓	✓	✓	✓	✓
Designated Page in the Attendee Directory	2	2	2	1	1	1
Additional Benefits: • 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 **Gold (in lieu of speaking spot)*			2*	1	1	
Promotional Video to be Aired During a General Session Break	1 min.	1 min.	45 sec.	30 sec.		
Premium Benefits: • 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				

Some opportunities are limited and are first come, first served

CONFERENCE ENGAGEMENT SPONSORSHIP

App Push	$500	Send out a short message (140 characters) to the attendees during the conference through our Synova conference app
Email Blasts	$1500	Within 2 weeks of the start of 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.
Seat Drop	$2000	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	$2000	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)
Branded Drink Tickets	$5000	Each attendee will receive a branded drink ticket with your logo for the Monday night exhibit hall
Attendee Break Refreshments	$3000	Help fuel the attendees during a General Session Break.
Specialty Coffee Bar	$3000	Help caffeinate the nurses with a specialty coffee bar during Tuesday morning exhibit time.
Photo Booth	$5000	Sponsor the popular photo booth at the Synova party! Photos are placed in a custom frame with your logo on it
Conference App	$5500	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
Party Activity	$1500+	Sponsor a game or activity at the Synova party. **price varies based on activity*
Attendee Directory	$7500	Sponsor the entire Attendee Directory and have your company's ad on the inside and outside of the back cover
Conference WiFi	$7500	Provide high speed internet to all conference attendees with app push and branded password
Keynote Speaker	$10000 - $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 **price based on individual speaker fees*

MERCHANDISE SPONSORSHIP

Tote Bags	$4500	Every attendee receives a tote bag at registration. Put your company name and logo in front of them at the meeting and at home!
Conference Cup	$5500	Give each attendee a co-branded conference cup, tumbler or mug. This is a great way to increase your exposure with the participants
Key Cards	$5500	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
Custom Zip-Up Jackets	$9500	Provide a co-branded jacket for all of the conference attendees and get 10 for your company representatives!

EDUCATIONAL SPONSORSHIP

Scholarships	$799	Help support nurse leaders to attend the NICU & Perinatal Leadership Conference by sponsoring their tuition.You will be recognized in the Attendee Directory and on the attendees' name badges. Note: Scholarships awarded outside of the Synova process will be charged the prevailing rate at time of awarding the scholarship.

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!

Year Round Industry Partner Levels	PREMIUM $16,000	PLUS $10,500	PRIME $7,500
Directory Page On Website	✓	✓	✓
Publication of Blog Articles On Synova Website, each with a social media campaign	4	2	1
Spotlight of Ad, Article/Blog or link to research in a newsletter communication (other Industry Partners will also be included)		✓	✓
Spotlight of Ad, Article/Blog, and/or link to research in a Newsletter communication (no other Industry Partners are included)	✓		
Social Media Ad Posts or Ad share from Sponsor Social Media with paid boost	2	2	1
1 organic social post on Synova Owner's (personal) Lead Influencer LinkedIn page	✓		
1 Live-Steamed Online Event with a 2 week marketing campaign (is approximately 20 minutes long)	✓		
Logo Featured On Website Home Page For The Year	✓		
Blog Sidebar Ad Featured For 1 Month	✓		
Conference app pushes	2	1	
2 Invitations to the Opening Reception (VIP Event) when attending the NICU and Perinatal Leadership Forums, regardless of conference sponsorship level	✓	✓	
Consulting meeting with Synova Leadership and/or Brand Agency	✓	✓	

VIRTUAL FOCUS GROUP

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.

DETAILS

- 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
- 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

RESERVE YOUR SPOT TODAY!

SCAN OUR CODE OR VISIT
WWW.SYNOVAASSOCIATES.COM