



NOA Nursing
Organizations
Alliance

Inspire. Develop. Lead.

WELCOME TO THE 22ND ANNUAL FALL SUMMIT!

Thank you for considering support of the Nursing Organizations Alliance's 2024 Fall Summit. The 2024 Fall Summit will attract nursing organization leaders including c-suite executives, board members and other decision makers from over 50 of the country's largest nursing organizations.

We invite you to participate in this event as a sponsor or exhibitor. To suit your needs, NOA is offering educational, branding and exhibition opportunities at various price points to accommodate your current interests and budget. It's important to NOA that all of our supporters gain value from attendance, which we will do by: offering your organization meaningful ways to engage with key decision makers in the field, build brand awareness, and engage in ample opportunities to network in a more informal setting.

The 2024 Fall Summit is a great opportunity for you and your company or organization to gain exposure to this audience and establish or build personal relationships, while spreading brand awareness to our attendees. We encourage you to explore this prospectus, which includes more about our attendees, past meeting feedback, and the opportunities available to you. We hope you are able to join us November 21-23, 2024 in Rochester, Minnesota!

Location

Mayo Civic Center
30 Civic Center Dr SE
Rochester, MN 55904

ABOUT NOA

NOA exists to connect elected and staff leaders of professional nursing organizations to inspire, collaborate, and provide a forum for information exchange and the sharing of resources and best practices. With over [50 Member Organizations](#), membership in NOA is open to any nursing organization whose focus is to address current and emerging nursing and health care issues.



“This conference provides our team the opportunity to interact with key “C-Suite Executives” among the many nursing organizations we are currently doing business or would like to do business with. This is one of our key conferences to participate in each year.”



“In a format that’s intimate and plentiful of “one-on-one” time with the audience, the Fall Summit is a must attend for those wanting to capture market share in the nursing meetings market.”

ABOUT THE FALL SUMMIT

The Fall Summit annually attracts the leaders and decision makers from over 50 national and international nursing organizations, including c-suite executives, board presidents, presidents-elect, other board members, and other staff leaders. The meeting’s purpose is to inspire and develop leaders in the community of nursing organizations. To accomplish this, Fall Summit attendees are provided the opportunity to network and build essential relationships while participating in sessions that help advance the nursing profession and its organizations.

FALL SUMMIT DEMOGRAPHICS

Below statistics are from the 2023 Fall Summit

500,000+

Nurses represented by the key decisions makers from over 40 nursing organizations

42

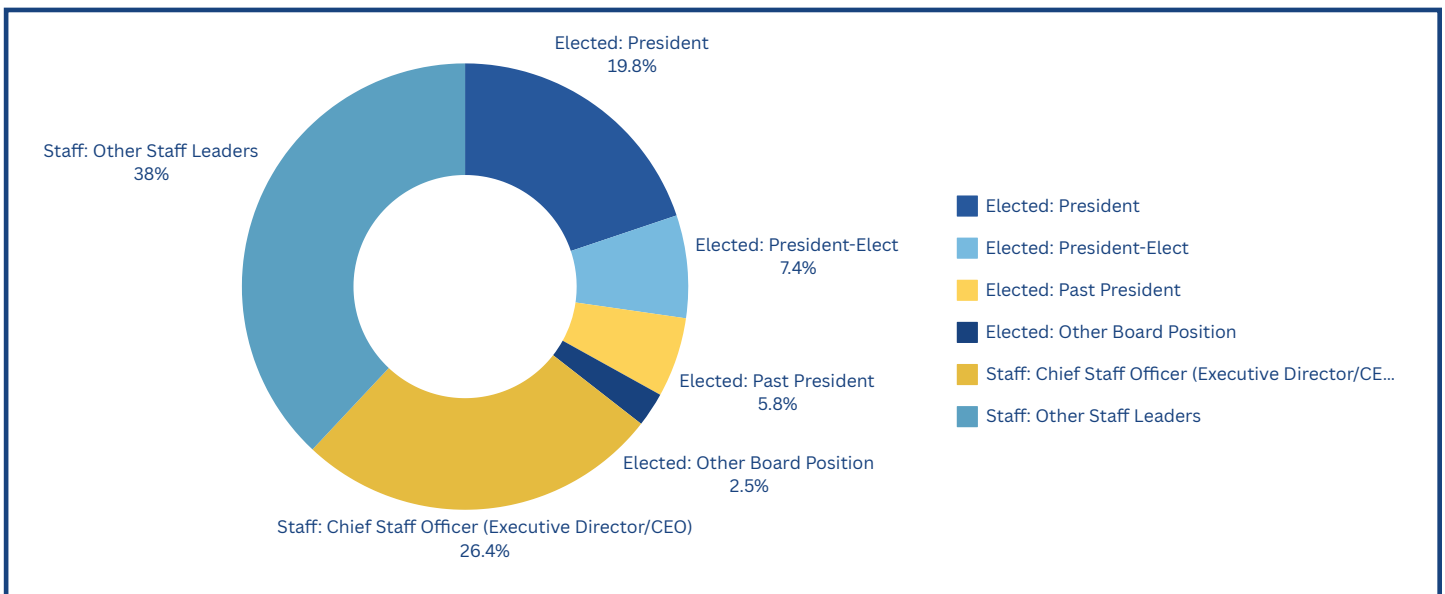
Nursing Organization Representatives

3+

Average number of Fall Summits attended

5+

Average number of new contacts made by each attendee



HOW TO SUPPORT

NOA is proud to provide our supporters multiple ways to interact with our participants and gain exposure to our influential attendees. All sponsors and exhibitors are invited to attend our off-site social event and our networking lunch, however we request they excuse themselves from all educational sessions with the exception of the opening session.

SPONSORSHIP PACKAGES

Each sponsorship package comes with its own set of unique benefits as noted, however all sponsorship packages come with the following benefits:

- 8x10 exhibition booth space
- 2 complimentary exhibitor registrations
- Recognition on event signage & the meeting website
- 2-minute promotional video, which will be displayed between sessions



“The Summit gives us the opportunity to connect with key decision makers and is an integral part of our marketing efforts”

Branding (limit of 4): \$4,500

Our most popular sponsorship package includes the above benefits, plus the opportunity to have:

- A banner ad on the NOA website for 1 year (from the 2024 Fall Summit to the 2025 Fall Summit)
- An ad in NOA's quarterly newsletter that is circulated to 250+ nursing organization c-suite and volunteer leaders
- Distribution of a supplied item of sponsor's choice to be distributed by NOA at the Fall Summit registration
- Logo/mention in NOA's social media 4 times in the following year

Professional Development (limit 1): \$3,000

An exciting new opportunity; this sponsorship package includes the above benefits, plus the opportunity to have:

- A banner advertisement on the Learning Management System, which will house all recorded sessions
- An ad in all promotional emails to our attendees promoting the session recordings

Networking (limit 1): \$3,000

For direct engagement; this sponsorship package includes the above benefits, plus the opportunity to:

- Provide feedback on the networking session format, content and questions
- Co-brand the networking session
- Participate in the Fall Summit networking session with the attendees

BRANDING OPPORTUNITIES

(each item is limited to 1 sponsor; sponsors may purchase multiple items)

- o Wi-Fi: \$2,500
- o Hotel Room Keycards: \$2,500
- o Pocket Program: \$2,500
- o Pens & Notepads: \$1,500
- o Lanyards: \$1,500

EXHIBITION BOOTH

\$2,000

Exhibiting at the 2024 Fall Summit is a great way to expand your branding and product awareness. The Fall Summit is offering exhibit booths (table & two chairs), each of which comes with two exhibitor registrations and recognition on event signage and the meeting website.

Other Ideas?

Do you have a sponsorship idea that is not listed? Contact Katherine Barnhart at kbarnhart@amrms.com at NOA Headquarters to discuss.

TENTATIVE **Schedule**

Thursday, November 21, 2024

Exhibitor Move-In & Opening Reception in the Exhibit Hall

Friday, November 22, 2024

Education Sessions, Reception in the Exhibit Hall & Off-Site Social Event

Saturday, November 23, 2024

Education Sessions & Exhibitor Move-Out

*Check the website for details and updates

Contact Us

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859-514-5802 • info@nursing-alliance.org
www.nursing-alliance.org/fall-summit

Fall summit Feedback

Below statistics are from the 2023 Fall Summit

100%

of sponsors rated the quality of interactions in the exhibit hall to be “Extremely Valuable” or “Valuable”

89%

of sponsors rated the Meeting’s Value as “Excellent” or “Good”

100%

of sponsors would recommend “exhibiting at the Fall Summit to others”

77%

of sponsors rated participation as “Extremely Valuable” or “Valuable”