

Collaborate with SGNA to increase your company's visibility

Hundreds of GI/endoscopy nursing professionals will be at the Annual Course — will you join them?

SGNA will promote the Annual Course to more than 10,000 nursing professionals now and up to the days prior to the event. Make your commitment to participate in the Annual Course early so you can maximize your company's exposure. Planned communication efforts include:

- Save the Date Postcards to members, prospects and past attendees
- E-mail campaign reaching 10,000+ GI/endoscopy professionals around the world
- Advance Program mailed to 10,000 GI/endoscopy professionals
- Advertising in industry publications
- Robust Web pages on www.SGNA.org dedicated to the Annual Course, giving specific recognition to exhibitors and sponsors



Questions about Exhibiting or a Vendor Program?
Contact Jennifer Shupe at 312/673-5742 or at jshupe@smithbucklin.com.

Gain Valuable Exposure with Marketing Opportunities

FREE! New Product Announcement Program!

SGNA has gone the extra mile to spotlight exhibitors who are showcasing new products at the Annual Course!

All exhibiting companies will have the opportunity to display information about their new products or services at the Annual Course free of charge. If you participate in this program, you will receive a sign displaying the New Product Announcement symbol to place in your booth. This symbol will make it easy for attendees to spot new products in the Exhibit Hall. You will also be featured on the New Product Announcement at the entrance to the Exhibit Hall showcasing "what's new" in the GI/endoscopy nursing field.

Passport to Prizes: \$500

This program helps drive traffic to your booth, generate additional floor traffic throughout the exhibit hall and create maximum lead generation and company recognition at the show. Each SGNA Annual Course attendee will receive a passport game card that lists all participating companies in their registration bags. Attendees will collect stamps on their game card on Sunday, Monday and part of Tuesday from participating companies until their card is full. Then, they will deposit their entry in a ticket tumbler in order to be eligible for the prize drawing to be held on Tuesday, May 10. SGNA Show Management will call upon your company to draw the winning card and award your company's educational prize during the prize drawing. Attendees must be present to win. Participating companies must provide an educational prize at a value equal to or less than \$500. (LIMIT of 25)

Tote Bag Inserts: \$1,500

Maximize your company's exposure by distributing your company's marketing collateral to every attendee in the registration bags. Market your vendor program or inform attendees of your product or service offerings and drive traffic to your booth to learn more. Participating company is to provide marketing collateral. Collateral must not exceed 8.5" x 11" in order to fit in the bag. Content is subject to review and approval by SGNA. (Limited number available).

Hotel Door Drops: \$1,500 for an exhibiting company with a Vendor Program; \$2,500 for an exhibiting company

Imagine every attendee waking up to find your company's message at their doorstep. There is no better way to get premium exposure at the conference. Participating company is to supply materials and work with the hotel directly to determine the day and additional costs. (LIMIT of 3 per day)

Directional Footprints: \$2,000

Lead attendees directly to your booth! Purchase directional footprints with your company's custom design on each footprint covering the floor leading from the Exhibit Hall entrance to your booth. As attendees follow the trail, they will find themselves at your booth to learn more about your products and services. (Limited number available).

Hotel TV Advertising: \$4,000 (Exclusive Opportunity)

This is a great opportunity to reach attendees outside the Exhibit Hall. Present a video message (DVD to be provided by participating company) to Annual Course attendees for four consecutive days via the hotel room TVs.

Hotel Room Keys: \$6,000 (Exclusive Opportunity)

Take advantage of this unique opportunity to showcase your company's custom design on every hotel room key issued at SGNA. This is the one card attendees will have on them at all times. It is the first visual they will have when they leave in the mornings, and the last item they will see when they return to their rooms at night throughout the entire week.

SGNA Mailing Lists: Please call for a quote.

The Annual Course pre-registration mailing list is available to exhibiting companies to promote your participation to attendees **before they arrive**. The complete membership mailing list is also available to reach SGNA's entire membership, including more than 8,000 professionals. Please note that your company is responsible for graphic design, printing, postage and handling.

***The above marketing opportunities will not be applied toward sponsorship recognition or benefits.*