

# Building Strategic Partnerships with SGNA

2015 Sponsorship Program



October 2014

Dear Friends,

For more than forty years, SGNA has served as a highly respected forum for leaders in GI nursing. With a membership consisting of the best and brightest who are committed to excellence in patient care, our community is continually seeking to further their education through SGNA's Annual Course, Regional Society meetings, independent learning opportunities and networking.

In the changing world of healthcare, SGNA is the beacon our members look to for guidance in order to navigate the future. SGNA's strategic goals and objectives are strengthened through a collaborative relationship with our industry partners, who play a key role in providing essential funding for our programs and challenge us to think of innovative ways to help our members propel forward. We are all working together to **Step Forward**.

Members of the SGNA community look to our organization for help seeking out the latest innovations, systems and equipment that will help them provide the best patient care possible. When you partner with SGNA, you can directly connect with GI nursing professionals to demonstrate **your company's commitment** to gastroenterology and endoscopy nursing, and **access nursing leaders who have significant influence over purchasing decisions in their offices and labs**.

**Together, we can accomplish a great deal.** We look forward to partnering with you.

Sincerely,



Colleen Keith, MSN RN CGRN  
SGNA President

Dear Future Partner,

SGNA is the premier organization for gastroenterology and endoscopy nursing professionals, providing numerous opportunities for you to interact and engage with this influential community.



In our rapidly changing healthcare environment, our members look to SGNA partners to help educate and showcase emerging technology and innovation.

I encourage you to explore the opportunities presented as they provide a foundation for which we can build the ideal opportunity for you. We are always available to meet and discuss alternative packages or support options, so please don't hesitate to reach out to me.

Many sponsorship levels are available, each offering special benefits to help propel your business and build a strong partnership with SGNA. Regardless of your company's business objectives, I am certain SGNA has an opportunity for you.

As an SGNA sponsor, you will gain exposure to and recognition from nurses and associates who are leaders in the field. You will also benefit from outstanding opportunities to interact with our members in scientific, business and social environments.

I look forward to working with you.  
Regards,



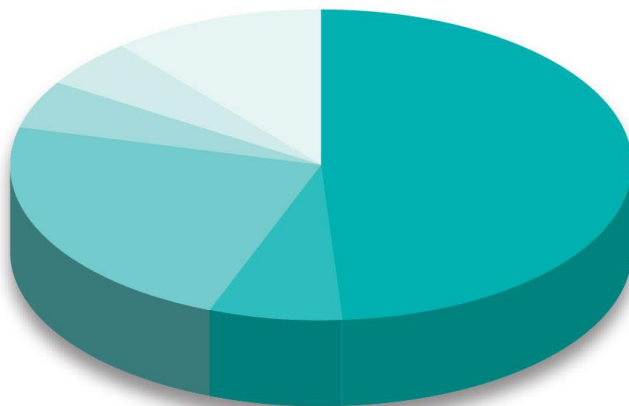
Jessica Eustice, SGNA Director of Corporate Relations  
312.673.5929  
jeustice@smithbucklin.com

*Each symbol represents the intended audience for offering, when applicable:*

★ Nurse Managers/Supervisors ↑ Nursing Staff ◀ Associates/Technicians

## WHO WE ARE

The Society of Gastroenterology Nurses and Associates, Inc. (SGNA) is a professional organization dedicated to the safe and effective practice of gastroenterology and endoscopy nursing. SGNA provides education, training and evidence-based GI/endoscopy practice documents to enable our community to provide the very best patient care. With more than 8,000 members, SGNA is an influential voice on issues impacting the specialty. SGNA continues to collaborate with other healthcare organizations that share our ultimate goal of empowering GI/endoscopy professionals to deliver the best possible care. Additional information is available at [www.sgna.org](http://www.sgna.org).



49%	Staff Nurses (future leaders!)
23%	Nurse Supervisors
7%	Administrative Directors, Researchers
5%	Technicians
5%	Educators
11%	Other

## EXPLORE THE POSSIBILITIES

In the changing face of healthcare, one need and driving factor always remains the same — delivering quality patient care. SGNA has many opportunities available to build a strong partnership, beginning with the following areas for consideration. Have questions? Contact Jessica Eustice by phone or email.

- **Advancing the Specialty**
- **Celebrating the Practice**
- **Supporting Excellence**
- **Strengthening the Community**
- **SGNA Annual Course**

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# BENEFITS OF SPONSORSHIP

## Year-Round Recognition

	Diamond Sponsorship \$100,000+	Emerald Sponsorship \$75,000 - \$99,999	Platinum Sponsorship \$50,000 - \$74,999	Gold Sponsorship \$25,000 - \$49,999	Silver Sponsorship \$10,000 - \$24,999	Bronze Sponsorship up to \$9,999
Recognition in <i>SGNA News</i>	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Recognition in <i>Gastroenterology Nursing Journal</i>	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Quarterly Executive Briefings	Yes	Yes	Yes	Yes	Yes	Yes
SGNA website	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Use of "Proud SGNA Sponsor" in company materials (letterhead, marketing materials)	Yes	Yes	Yes	Yes	Yes	Yes
Individual company page on SGNA website	500 word description, new product listing opportunity and link to company website	350 word description, new product listing opportunity and link to company website	250 word description, new product listing opportunity and link to company website	150 word description, new product listing opportunity and link to company website		
Invitation to serve on Corporate Executive Group	Yes	Yes	Yes			
Corporate Memberships	Five Members	Three Members	Two Members			
Web banner on Annual Course website page	Yes					
Email Message to SGNA Membership	Three emails	Two emails	One email			
Hosted Webinar for SGNA Membership	One Webinar					

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# BENEFITS OF SPONSORSHIP

## SGNA Annual Course Recognition

	Diamond Sponsorship \$100,000+	Emerald Sponsorship \$75,000 - \$99,999	Platinum Sponsorship \$50,000 - \$74,999	Gold Sponsorship \$25,000 - \$49,999	Silver Sponsorship \$10,000 - \$24,999	Bronze Sponsorship up to \$9,999
Priority Point(s) for 2015 Annual Course booth selection	Six priority points	Five priority points	Four priority points	Three priority points	Two priority points	One priority point
Recognition on sponsor signage at General Session & Exhibit Hall	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Recognition in printed pieces	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Recognition in Opening Ceremony	Premium Logo	Extra-Large Logo	Large Logo	Medium Logo	Logo	Name recognition
Verbal recognition by SGNA President	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor sign for booth designating level of support	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor ribbons for company personnel designating level of support	Yes	Yes	Yes	Yes	Yes	Yes
Use of Annual Course logo (subject to approval)	Yes	Yes	Yes	Yes	Yes	Yes
Invitation to President's Reception	Yes	Yes	Yes	Yes	Yes	Yes
Meeting with SGNA Leadership	Yes	Yes	Yes	Yes		
Sponsor lapel pins for company personnel designating level of support	Yes	Yes	Yes	Yes		
Complimentary registration to all educational sessions (excludes vendor programs)	Five registrations	Four registrations	Three registrations	Two registrations	One registration	
Jumbo sponsor check for booth and leadership photo opportunity	Yes	Yes				

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# ADVANCING THE SPECIALTY

SGNA is advancing the science and practice of gastroenterology and endoscopy nursing through education, research, advocacy and collaboration and by promoting the professional development of its members in an atmosphere of mutual support.

*We are happy to discuss ideas that you may have for partnership opportunities not listed! Please consider making a multi-year commitment to help SGNA plan for the future.*

*Please contact Jessica Eustice, Director of Corporate Relations at 312.673.5929 or [jeustice@smithbucklin.com](mailto:jeustice@smithbucklin.com) to discuss these or other possible partnership opportunities.*

## In this section...

- SGNA Practice Documents
- Infection Prevention Program
- CGRN Certification
- Continuing Education Opportunities
- Self-Study Opportunities

## SGNA Practice Documents

SGNA Position Statements and SGNA Standards and Guidelines address issues directly affecting the practice of gastroenterology nursing. The cornerstone of the specialty and Society, these practice documents are essential to providing safe, effective patient care based on evidence. Members use this resource to help ensure their facilities are following SGNA standards for staffing and equipment use. SGNA is committed to setting the highest-quality standards for gastrointestinal endoscopy through safety guidelines and the training of our members, so that patients receive the best and safest care possible through the following programs:

### **SGNA MOBILE APP FEATURING PRACTICE DOCUMENTS AND ANNUAL COURSE APP** **\$50,000**

SGNA at your fingertips and in the palm of your hand! Launching in 2015, SGNA will release a comprehensive app for mobile devices and tablets. The app will provide users easy access to a variety of valuable resources. The app will feature the comprehensive practice document resource guide. Practice Documents provide a framework for the practice of gastroenterology/endoscopy nursing and are heavily utilized by GI nursing professionals across the nation and in every type of practice setting. The app will also include the first ever Annual Course event app for use by attendees to access schedule information, speaker bios, room locations, exhibitor descriptions and more. Support of the app includes exclusive prominent recognition on the SGNA mobile app and the practice document portion of the SGNA website. ★



### **SGNA POSITION STATEMENTS & STANDARDS AND GUIDELINES SELF STUDY** **\$10,000 / Each**

Sponsored position statements or standards and guidelines will offer Society members contact hour credit for reviewing the information and completing an online self-assessment exam. Each sponsored position statement or standard and guideline will be available to members on SGNA's website for a period of one year. ★ ↑

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## Infection Prevention Program

SGNA's Infection Prevention Program highlights the importance of maintaining high-quality infection prevention practices. From basic hand washing and safe injection practices to following guidelines established by medical societies and manufacturer instructions for equipment reprocessing, medical practitioners must keep infection prevention a top priority for patient safety. SGNA is committed to setting the highest-quality standards for gastrointestinal endoscopy through safety guidelines and the training of our members so that patients receive the best and safest care possible through the following programs:

### **SGNA INFECTION PREVENTION CHAMPIONS WEBSITE**

**\$25,000/ Year or \$2,500/ Month**

This important website encompasses all components of the Champions Program and Toolkit for easy access to resources and training materials. The Infection Prevention website will house educational and training tools, comprehensive industry information and an online discussion forum for champions. The website will be available to the general public with greater access given to Champions. The Infection Prevention Champions website is currently the second most visited page on the SGNA website averaging over 2,200 visits per month. ★ ↑ ◀

### **SGNA INFECTION PREVENTION CHAMPIONS SCHOLARSHIP**

**\$1,000**

The Infection Prevent Champions Scholarship supports the subscription fee for a program to enrolling in the Champions Program. The scholarship is valid for one year and prominently recognized with Infection Prevention Champions promotions, including the kick-off webinar.

## Professional Certification

Achieving and maintaining the highest level of distinction is valuable to many GI/endoscopy nurses, which can be done with the CGRN credentials. Additional opportunities for supporting Certified Gastroenterology Registered Nurses are available through ABCGN.

### **GI/ENDOSCOPY NURSING REVIEW COURSE AND MANUAL**

**\$25,000**

More than 500 GI nurses take the ABCGN CGRN certification exam annually. Support GI nursing certification with your support of these valuable reference materials to help members prepare for the CGRN Certification Exam. This package includes the GI/Endoscopy Nursing Review: Certification Study Manual and two Certification Review Courses. ★ ↑

### **GI/ENDOSCOPY NURSING REVIEW COURSE SCHOLARSHIP**

**\$1,000**

Support of the GI/Endoscopy Nursing Review Scholarship provides direct support to deserving applicants to cover the cost of the certification reference materials as well as travel to the certification course and the registration fee.

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## Continuing Education Opportunities

Members of the GI/endoscopy nursing community look to SGNA for continuing education and contact hour opportunities. In addition to the Annual Course, SGNA has many programs that can provide valuable education, so facilities can provide the best in patient care:

### **TRAIN THE TRAINER: THE NURSE MANAGER'S GUIDE TO THE REPROCESSING COMPETENCY COURSE**

**\$10,000 / Hosted at Your Facility**

**\$20,000 / Stand-alone Course**

The Train the Trainer Course was designed for GI-registered nurses and staff members who hold the responsibility to ensure cleaning and disinfection of endoscopes is done safely and effectively. This one-day course covers SGNA Standards and Guidelines, the reprocessing procedure through hands-on practice and provides attendees with adult learning strategies for implementing competencies and improved procedures in their facilities. ★ ◀

**A sponsoring company may host the course at your own facility, bringing customers to you!**

### **TRAIN THE TRAINER COURSE SCHOLARSHIP**

**\$1,000**

Support of the Train the Trainer Scholarship provides direct support to deserving applicants to cover the cost of the reference materials as well as travel to the course and the registration fee.

### **QUARTERLY WEBINARS**

**\$5,000 per Webinar**

**\$15,000 Upgrade per Webinar Recording to include Free CE for One Year**

**\$5,000 Upgrade – Webinar CD-ROMs for Distribution**

Webinars on a variety of hot topics are offered to SGNA members on a quarterly basis. These educational offerings not only provide continuing education credits, but they bring important up-to-the-minute education to members at the stroke of a computer key. For an additional fee, the sponsored webinar will be recorded and available on the SGNA website for one year, offering widespread recognition throughout 2014. Each recording of a webinar includes unlimited free CE for members for one year, plus 500 contact hours for non-members. For an additional fee, 500 CD-ROMs are available for distribution. ★ ↑ ◀

## Self-Study Opportunities

SGNA provides online educational programs to its members that offer free contact hour opportunities. Member participation in these programs has doubled over the past three years. Topics include Inflammatory Bowel Disease and selected Annual Course educational sessions. CD-ROMs for distribution are available, as well as additional opportunities that will allow SGNA members and non-members to participate electronically to earn a contact hour certificate.

### **INFLAMMATORY BOWEL DISEASE MODULES I, II, III & IV**

**\$20,000 Per Module**

SGNA continues to offer convenient, learner driven activities that provide contact hours for Society members, allowing them to continue their professional advancement. Sponsorship of an IBD Module provides for one year of a free contact hour for SGNA members. Recognition is provided on the sponsored module, as well as on the SGNA website and through various electronic announcements throughout the year.

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### **SELF STUDY MODULES: ANNUAL COURSE SESSIONS**

**\$15,000 per recording for 2013 – 2014 Annual Course sessions**

**\$20,000 per recording for 2015 Annual Course sessions (includes recognition at sponsored session)**

**Upgrade for \$5,000 for 500 CD-ROMs for distribution**

Each recording of an Annual Course session includes unlimited free CE for members for one year, plus 500 contact hours for non-members. For an additional fee, 500 CD-ROMs are available for distribution. All recorded content must be reviewed for approval before finalizing a sponsorship.

### **GI PROCEDURE DVD LIBRARY**

**\$10,000 for 200 DVDS and 500 Contact Hours**

Provide valuable training opportunities and self-study contact hours with SGNA's GI Procedure DVD Library. Each DVD features live footage of the procedure; interviews with the patient, physician, nurse and technician; step-by-step procedure guides, discussion questions/exams and contact hour evaluations/forms. The DVD topics available: Endoscopic Variceal Ligation (EVL/Banding); Endoscopic Retrograde Cholangiopancreatography (ERCP); and Self-Expanding Metal Stent (SEMS).

Your support of the DVD Library will help increase knowledge of advanced procedures and GI/endoscopy units develop better team cohesion that leads to higher patient care and comfort and provide valuable self-study contact hour opportunities. After viewing the DVD, participants complete an evaluation and return it to SGNA to receive the contact hour certificate. Sponsorship package includes 200 DVDs (one topic) and 500 total contact hour certificates for distribution.

## **Evidence-based Practice Opportunities**

As part of the Society's strategic initiative to train SGNA members in the area of evidence-based practice and research, two new programs were introduced focusing on evidence-based practice related to GI/endoscopy issues. Through participation in evidence-based practice activities, SGNA members learn to translate evidence into practice and are better positioned to make clinical decisions that will positively affect patient care, improve patient outcomes and increase the knowledge base within the GI/endoscopy practice. The following programs require a three-year commitment from SGNA members:

### **NURSE FELLOWSHIP PROGRAM**

**\$80,000**

The SGNA Nurse Fellowship Program focuses on the education and support of staff nurses in the area of evidence-based practice. SGNA Fellows will focus on developing innovative evidence-based projects designed to address GI/endoscopy related issues in their current practice settings. Visit the Evidence-based Research and Practice Education pages of the SGNA website for a complete listing of the current Nurse Fellows and their evidence-based practice projects. Findings from the first class are expected to be published in 2015. ↑

### **SCHOLARS PROGRAM**

**\$80,000**

The purpose of the SGNA Scholars program is to educate and train doctorate or master's prepared GI/endoscopy nurses in order to build a repository of research applicable to the GI/endoscopy setting. SGNA Scholars will conduct systematic reviews of gastroenterology literature to synthesize the latest evidence in the specialty. Visit the Evidence-based Research and Practice Education pages of the SGNA website for a complete listing of the current Scholars and their systematic review titles. Findings from the first class are expected to be published in 2015. ★

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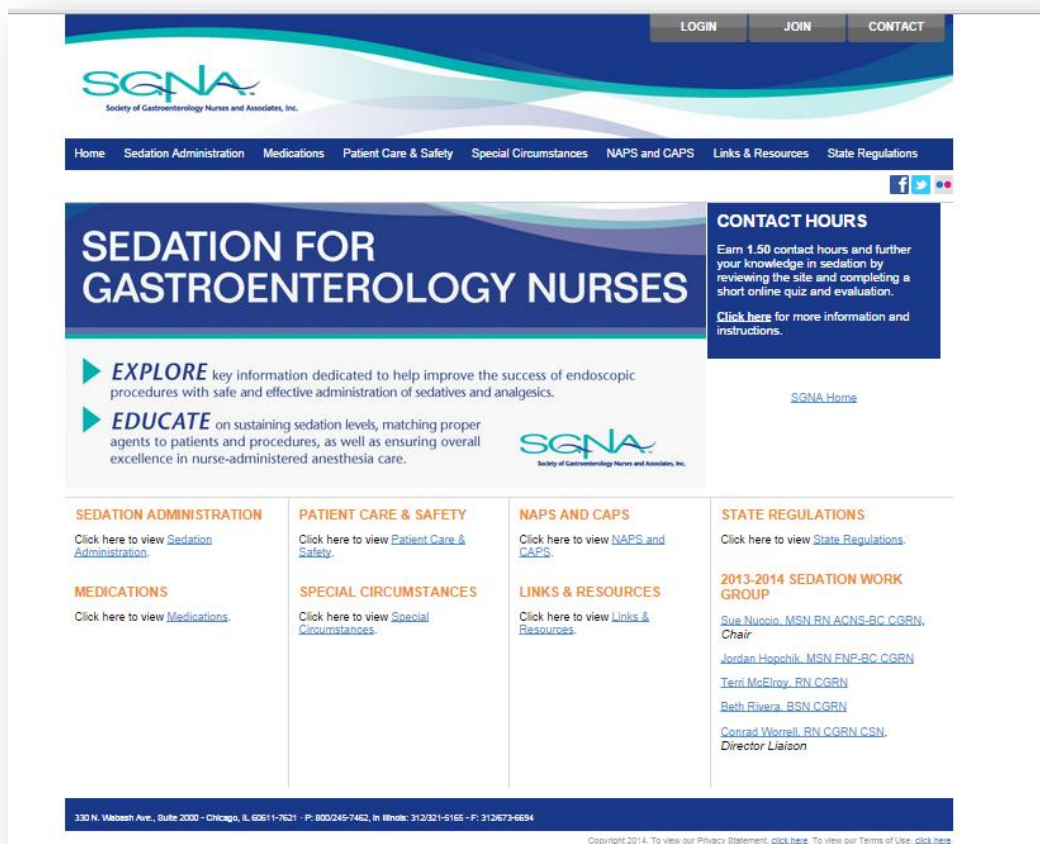
## Sedation for GI Nurses

The issue of sedation in the GI/endoscopy setting is complex and widely recognized. With a variety of regulations across the United States, SGNA provides a baseline understanding and recommendations for GI nurses to understand with the following program:

### SEDATION FOR GASTROENTEROLOGY NURSES WEBSITE

**\$25,000/ Year or \$2,500/ Month**

Born from the SedationFacts website which was a joint initiative of the SGNA and the American Society for Gastrointestinal Endoscopy (ASGE), the newly released Sedation for GI Nurses website serves as a comprehensive resource for current, objective, evidence-based information concerning endoscopic sedation. ★ ↑ ◀



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# CELEBRATING THE PRACTICE

SGNA recognizes the importance of celebrating achievements by members of our community. Whether it is honoring greatness with annual awards or applauding best practices adopted by a facility, these opportunities are various ways SGNA is celebrating GI/endoscopy nursing professionals.

*Please contact Jessica Eustice, Director of Corporate Relations at 312.673.5929 or [jeustice@smithbucklin.com](mailto:jeustice@smithbucklin.com) to discuss these or other possible partnership opportunities.*

## *In this section...*

- SGNA Awards
- GI Nurses and Associates Week
- SGNA News

## SGNA Awards

SGNA is proud to honor and recognize greatness in our community. The following awards honor those who have made significant contributions to further the specialty:

### **GABRIELE SCHINDLER EXCELLENCE AWARD**

**\$5,000**

Named for an early pioneer in gastroenterology patient care, the Gabriele Schindler award annually recognizes a member who has made important contributions in direct patient care in one or more performance categories. This prestigious award includes an inscribed plaque and medallion, full course registration, airfare and three-night hotel stay at the Annual Course, at which the video presentation is made. Recipient will be recognized on the SGNA website and in *SGNA News*. Your support of the Schindler Award will be prominently recognized at the Annual Course via signage, slides, and from the podium during the presentation of the award, as well as via an awardee profile video that will be shown at the Annual Course and made available on the SGNA web site for one year following the course.

### **DISTINGUISHED SERVICE AWARD**

**\$5,000**

This annual award recognizes a current SGNA member who has made significant contributions to the regional and national activities of the Society in the previous year. Applicants must have been members of SGNA for at least five years and have full- or part-time experience in gastroenterology or endoscopy in a supervisory, teaching, clinical or administrative capacity. Recipients of this award receive an inscribed plaque and medallion, full course registration, airfare and three-night hotel stay at the Annual Course, at which the video presentation is made. Recipient will be recognized on the SGNA website and in *SGNA News*. Your support of the Distinguished Service Award will be prominently recognized at the Annual Course via signage, slides, and from the podium during the presentation of the award, as well as via an awardee profile video that will be shown at the Annual Course and made available on the SGNA website for one year following the course.

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#### **OUTSTANDING REGIONAL SOCIETY AWARD**

**\$5,000**

This award recognizes the Regional Society most active and dynamic in achieving the goals of SGNA at the regional level. The Regional Society will receive a banner and a stipend. This award encourages Regional Society members to network with others in their geographical area and to maintain continuous education about gastroenterology nursing. Your support of the Outstanding Regional Society Award will be prominently recognized at the Annual Course via signage, slides, and from the podium during the presentation of the award.

#### **REGIONAL SOCIETY MEMBER OF THE YEAR AWARD**

**\$5,000**

This award recognizes a regional volunteer who exemplifies the important role a regional leader plays in the continued success of SGNA. Each nominee is evaluated on her or his contribution as a facilitator/mentor, the innovative approach to regional issues, organizational and operational skills and a demonstrated passion for SGNA. The recipient receives full course registration, airfare, a three-night hotel stay at the Annual Course and an award presented during the Annual Course. Your support of the Regional Society Member of the Year Award will be prominently recognized at the Annual Course via signage, slides, and from the podium during the presentation of the award.

### **GI Nurses and Associates Week**

Help SGNA celebrate all members of our community the week of March 23. A full week of recognition and celebration allows themed activities to support and promote various aspects of the Society and specialty.

#### **MONDAY: FOCUS ON THE FUTURE**

**\$2,500 – \$20,000**

Featuring information and updates about the Future of Nursing, your support will directly impact offerings provided locally and nationally.

#### **TUESDAY: PRACTICING PREVENTION**

**\$5,000 – \$20,000**

Devoted to supporting infection prevention and spotlighting the work of our Infection Prevention Champions Program, your support will provide free online education on this crucial topic.

#### **WEDNESDAY: SHARE THE CELEBRATION**

**\$60,000**

Your support will include sponsorship of one issue of SGNA News including a poster mailed to all members for display in their units or facilities and distribution of Celebration materials to members' facilities. Items include thank you note cards, buttons, certificates of appreciation, cake templates, thank you cards and an e-card.

#### **THURSDAY: SPOTLIGHT ON SEDATION**

**\$5,000 – \$20,000**

Your support will provide an educational webinar on the valuable information and resources presented on the Sedation site.

#### **FRIDAY: MAXIMIZE YOUR MEMBERSHIP**

**\$5,000 – \$20,000**

Honoring our members and showing pride in SGNA, your support will help SGNA demonstrate the importance of becoming connected and involved with our professional Society.

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## SGNA News

### **SGNA NEWS** **\$20,000/ Issue**

The SGNA News newsletter is the primary vehicle for celebrating the Society and its membership and is rated by members as the number one benefit. Four issues of SGNA News will be distributed to all SGNA members in 2015. Each issue focuses on the strong GI/endoscopy nursing community and includes articles from SGNA leadership. In addition, SGNA members will receive an email message promoting the online version of the newsletter. This message will include the sponsor logo and a 250 word sponsor message offering even greater exposure to this targeted audience.

- Q1: Reservation deadline — November 4, 2014  
Materials deadline — November 28, 2014
- Q2: Reservation deadline — February 20, 2015  
Materials deadline — March 6, 2015
- Q3: Reservation deadline — May 7, 2015  
Materials deadline — June 3, 2015
- Q4: Reservation deadline — August 5, 2015  
Materials deadline — September 2, 2015

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# SUPPORTING EXCELLENCE

SGNA is supporting excellence and good patient care with tools, resources and educational opportunities that give nursing professionals information needed to hone their craft.

*We are happy to discuss ideas that you may have for partnership opportunities not listed! Please consider making a multi-year commitment to help SGNA plan for the future.*

*Please contact Jessica Eustice, Director of Corporate Relations at 312.673.5929 or [jeustice@smithbucklin.com](mailto:jeustice@smithbucklin.com) to discuss these or other possible partnership opportunities.*

## *In this section...*

- Associates Programs
- Scholarships
- Practice Resources

## SGNA Associates Programs

Associates and technicians receive an overview of gastroenterology and endoscopy with the following training programs offered by SGNA:

### **ASSOCIATE PROGRAM**

#### **\$25,000 / Program Sponsorship**

This program includes eight online modules and provides the associate or technician (or any new member of the team) with the basic understanding of the GI/endoscopy unit. These modules cover key topics such as: anatomy and physiology, equipment, infection control, patient care, risk management, roles and responsibilities, safety and emergency preparedness. Upon successful completion, participants receive their GTS (GI Technical Specialist) designation, along with a certificate of completion and lapel pin. <

### **ADVANCED ASSOCIATE PROGRAM**

#### **\$25,000 / Program Sponsorship**

This program includes three online modules designed for associates and technicians to earn a higher level of education and recognition. The Advanced Program provides an opportunity to further one's knowledge in the GI/endoscopy field by applying critical thinking skills through case studies. Completion of the Associates Program is a pre-requisite for enrolling in the Advanced Program. Upon successful completion of either program, participants receive their AGTS (Advanced GI Technical Specialist) designation, along with a certificate of completion and lapel pin. <



## SGNA Scholarships

Providing SGNA members with opportunities to further their practice and professional development is a cornerstone to our Society. Funding opportunities to partner with this effort is available with the following programs:

### **SGNA RN ADVANCING EDUCATION SCHOLARSHIPS**

**\$2,500 / Each**

SGNA is offering the RN Advancing Education Scholarship to a registered nurse working in gastroenterology who wishes to continue her or his education by pursuing a BSN, MSN or PhD. Candidates will be reviewed by the Awards Committee and scholarships of \$2,500 will be awarded to qualifying submitters. Eligible applicants are SGNA members enrolled in an accredited advanced degree program who have a minimum GPA of 3.0.

### **ANNUAL COURSE SCHOLARSHIPS**

**\$1,500 / Each**

**DEADLINE: FEBRUARY 28, 2015**

Contributions for educational grants benefit patients, families and caregivers through preservation of quality education in the specialty of gastroenterology and endoscopy nursing. SGNA awards scholarships and educational grants for members to attend the Annual Course. Based on available funding, grants will be awarded each spring to those members who meet the established criteria. Each sponsor will have the opportunity to promote their company's recipient(s) during the Annual Course.

### **NOVICE NURSE/ASSOCIATE ANNUAL COURSE SCHOLARSHIPS**

**\$1,500 / Each**

**DEADLINE: FEBRUARY 28, 2015**

The SGNA Novice Nurse/Associate Scholarship has been established to help new SGNA members (those who have been members for less than two years) attend their first SGNA Annual Course. The scholarship is designed to help professionals who are new to the GI/endoscopy field experience all that the Annual Course has to offer. Based on available funding, grants will be awarded each spring to those members who meet the established criteria. Each sponsor will have the opportunity to promote their company's recipient(s) during the Annual Course.

### **ASSOCIATES AND ADVANCED ASSOCIATES PROGRAM SCHOLARSHIPS**

**\$1,000 / Each**

The SGNA Associates and Advanced Associates Program Scholarships have been established to help associate and technician members complete their GTS (GI Technical Specialist) or their AGTS (Advanced GI Technical Specialist) training through SGNA's online training program. Your sponsorship will fund grants in your company name for members who meet the established criteria.

## Practice Resources

SGNA provides educational resources and products available to meet the needs of GI/endoscopy nursing professionals. Help provide these valuable tools for education and training including:

### **HANDBOOK OF EMPLOYEE DEVELOPMENT TOOLS: FROM HIRE TO RETIRE (3RD EDITION)**

**\$25,000**

This manual collects examples of supervisor, licensed and non-licensed clinical support position descriptions to give GI/endoscopy professionals content and format ideas. Included in this reference manual are samples of orientation plans for new staff and competency statements used in a variety of healthcare settings across the country. The materials will be available via hard-copy manual and a USB drive for easy access to templates and other resources. Your support of the Handbook will be prominently recognized on the hard copy version as well as with logo recognition on the USB drive, and on the SGNA website. ★

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# STRENGTHENING THE COMMUNITY

SGNA is committed to providing the best services and offerings in order to strengthen our community and our specialty. These offerings provide valuable resources to our members, Regional Societies and leaders of tomorrow.

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## *In this section...*

- Leadership Opportunities
- Regional Societies
- Operational Resources

## Leadership Opportunities

The success of SGNA is largely due to our rich history of strong leaders. SGNA takes succession planning and leadership cultivation very seriously, with programs and training catering specifically to ensuring a great future for the Society and specialty. Support SGNA efforts to prepare tomorrow's leaders:

### LEADERSHIP COMPETENCY TRAINING

\$65,000

Demands on senior nursing staff continue to increase as nurse managers and educators are expected to have high levels of business acumen and strong communication, presentation and facilitation skills. SGNA continues to grow its curriculum to meet the needs of nurse managers and educators including budgeting, financial management and contract negotiations training, as well as communication and presentation skills. Components of the program include:

- A variety of 2015 Annual Course Sessions on leadership and management skills.
- Three 60-90 minute Webinars utilizing BRODY Professional Development, each offering continuing education credit.
- Half-day Annual Course session focusing on effective development and delivery of presentations by examining techniques of organization, development and delivery.
- Nurse Manager Mentoring Program offers new and aspiring nurse managers with an eight month program to develop their knowledge, skills and analytical abilities to become an effective nurse manager. Core components of the program include mentorship, peer learning and specialized training at the local and national level.
- Budgeting and Financial Management for Nurse Managers provides valuable training and guidance to navigate the fiduciary responsibilities required for managers. This educational course provides education for nurse managers to be armed with the right vocabulary, knowledge and tools to increase confidence and competency when representing their unit's financial needs and role within their facility.

*Each symbol represents the intended audience for offering, when applicable:*

★ Nurse Managers/Supervisors ↑ Nursing Staff ◀ Associates/Technicians



## Regional Societies

Show your support of SGNA's Regional Societies and bring valuable training to future leaders of the Society by sponsoring a Regional Leadership event:

### **FALL REGIONAL PRESIDENTS LEADERSHIP CONFERENCE**

**\$10,000**

The annual Fall Leadership Conference provides members of SGNA's regional societies with leadership training, mentoring and networking opportunities. The conference offers essential tools and tips on leadership to incoming Regional Presidents as well as other board members prior to assuming their elected officer roles for the upcoming year. This conference is the only meeting outside of the Annual Course that brings the SGNA Leadership together.

### **SPRING REGIONAL PRESIDENTS LEADERSHIP CONFERENCE**

**\$10,000**

The annual Spring Leadership Conference is held in conjunction with the SGNA Annual Course and provides members of SGNA's regional societies with leadership training, mentoring and networking opportunities. The conference offers essential tools and tips on leadership to new Regional Presidents as well as other board members prior to assuming their elected officer roles for the upcoming year.

## Operational Resources

SGNA provides valuable services to our community, which requires infrastructure and management. Help support SGNA with the following opportunities:

### **SGNA WEBSITE**

**\$25,000/ Year or \$2,500/ Month**

www.sgna.org continues to be one of the premier websites in the industry. With increased functionality, the website is the day-to-day touch point for all SGNA activities. The SGNA website receives an average of nearly 700 visits per day, with visitors remaining on the site for approximately five minutes per visit.

### **MEMBER SERVICES TOLL-FREE NUMBER**

**\$25,000/ Year or \$2,500/ Month**

Imagine more than 42,000 nurses a year hearing "Hello, thank you for calling SGNA, brought to you by (your company name and tagline)." One toll-free phone number allows callers to reach SGNA Headquarters, place a product order or register for the Annual Course. Inquiries include membership questions, educational opportunities, certification and clinical questions.

### **NEW MEMBER WELCOME MESSAGE**

**\$2,500**

Be a sponsor of the welcome letter for new SGNA members! Packed with important information, the SGNA member benefits announcement is a great introduction to SGNA for new GI nurses and associates. Additional recognition will include logo recognition on the New Member web page. Reach approximately 1,200 nurses and associates annually with this message.

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# SGNA ANNUAL COURSE

The SGNA Annual Course is the premier event for gastroenterology and endoscopy nursing professionals. From first time to everytime, attendees count on SGNA to provide the very best continuing education, networking and shared discussions specific to the specialty.

*Please contact Jessica Eustice, Director of Corporate Relations at 312.673.5929 or [jeustice@smithbucklin.com](mailto:jeustice@smithbucklin.com) to discuss these or other possible partnership opportunities.*

## *In this section...*

- Educational Opportunities
- Networking Events
- Specialty Items

## Annual Course Educational Opportunities

The SGNA Annual Course is the ideal way for GI/endoscopy nursing professionals to receive valuable education and contact hours. Support of educational activities include:

### **OPENING KEYNOTE SPEAKER AND OPENING SESSION BEVERAGE BREAK – SUNDAY, MAY 17, 2015 \$20,000**

Extend a warm welcome to conference attendees by hosting the first beverage break of the Annual Course! Attendees will be appreciative of the chance to network with peers and talk about the upcoming events.

### **KEYNOTE SPEAKER RISA MISH**

Risa Mish is a member of the Management and Leadership of Organizations faculty at Cornell University's S.C. Johnson Graduate School of Management. She teaches courses in team leadership and critical thinking/problem solving. In June 2013, Risa received the Stephen Russell Distinguished Teaching Award, given by the Johnson 5<sup>th</sup> Reunion class to the faculty member "whose teaching and example have continued to influence graduates five years into their post-MBA careers". Your support of this dynamic session will be prominently recognized on signage, slides, and from the podium at the session, and will help kick off the Baltimore meeting on a high note.

### **GENERAL SESSIONS \$7,500 Each**

Three general sessions will be offered during the 42nd Annual Course. General Sessions have a sizable audience, with no competing events, and give attendees a chance to collectively come together for educational sessions. Gain valuable awareness, and reach all participants in one setting by supporting a general session.

### **CLOSING KEYNOTE – TUESDAY, MAY 19, 2015 \$7,500**

#### **MICHAEL MASKE**

Michael Maske is the founder of Nursing Success Institute whose mission is to empower nursing professionals, and provide tools, strategies and techniques to ensure they are successful in this highly demanding profession. Michael has expertise in protecting nurses from physical injury through innovative technology, practices and equipment. Your support of the Closing Keynote will be prominently recognized on signage, slides, and from the podium at the event

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## **EDUCATIONAL TOPICS AND CONCURRENT SESSIONS**

**Concurrent Sessions: \$5,000**

**Optional Sessions: \$2,500**

EDUCATIONAL TOPICS PRICING DEPENDENT ON NUMBER OF SESSIONS WITHIN THE TOPIC SELECTED

Concurrent educational sessions are the backbone of the SGNA Annual Course. SGNA provides quality, cutting-edge education for GI nurses and associates throughout the continuum of their career. Let members know you support their continuing education in the field of GI/endoscopy by sponsoring one or more sessions or an entire topic including all of the sessions within that category. Many presentations are selected from abstracts submitted to SGNA and cover a variety of clinical and managerial issues. Support of concurrent and optional sessions is prominently recognized on signage, slides, and from the podium during the sessions.

## **EDUCATIONAL TOPICS**

Courses are offered in the following educational categories, with sessions geared toward various experience levels:

- GI Diseases (IBD, Hepatitis, Liver Disease, Colorectal Cancer, etc.)
- Management/Leadership Skills/Business Acumen
- Procedure Skills (ERCP, EUS, PEG, Bronchoscopy)
- Emerging Technology
- Infection Prevention
- Evidence-based Practice and Research
- Sedation Administration
- Associate/Technician
- Ambulatory
- Office
- Pediatric
- Pulmonary

## **POSTER CENTER AWARDS AND POSTER ORAL PRESENTATIONS**

**\$10,000**

The Poster Center is an important part of the educational experience and contact hour opportunity at the Annual Course. Members value the learning experience that your sponsorship will provide. Show your support by underwriting the Poster Center, Awards for Education and Research poster winners and the Poster Oral Presentations – an opportunity for attendees to ask questions and learn more from the poster creators.

## **SPEAKERS FUND/SPEAKER READY ROOM**

**\$1,000 Minimum**

A key reason attendees come to the Annual Course is for the excellent education provided by the highly qualified speakers. This fund helps support SGNA's ongoing educational efforts by supporting the speaker ready room, used by presenters and volunteer moderators and monitors throughout the Course.

## **Annual Course Specialty Items**

An essential way to gain additional recognition during the premier event for GI/endoscopy nursing professionals, the deadline for these opportunities is February 28, 2015 unless noted otherwise:

### **ANNUAL COURSE ONSITE POCKET GUIDE**

**\$15,000**

A handy reference booklet, the pocket guide is used by attendees throughout the Annual Course. Attendees will see your company logo many times as they reference the program throughout the Course.

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#### **INTERNET PAVILION/WI-FI LOUNGE**

**\$25,000**

Help attendees stay connected during the Annual Course by supporting the Wi-Fi Lounge. The lounge will provide an ideal place for attendees to access email, complete their online session evaluations and stay connected with work colleagues and family members while in Baltimore. Your support of the Wi-Fi Lounge will be recognized with signage and all Annual Course collateral.

#### **WATER STATIONS WITH WATER BOTTLE**

**\$10,000**

Help SGNA attendees and the environment by sponsoring water stations placed throughout the Annual Course facility. Each attendee will receive a water bottle featuring your company's logo. Attendees will refill their water bottles and see your company's name throughout the course.

#### **CHARGING STATIONS**

**\$10,000**

SGNA attendees will stay plugged in with convenient charging stations strategically placed throughout the Annual Course. The perfect place to recharge a phone, tablet or other mobile device, charging stations will feature your company's logo.

### **Annual Course Social Events**

Support networking opportunities — a valuable way for our attendees to make connections that last beyond the Annual Course. The deadline for these opportunities is February 28, 2015 unless noted otherwise:

#### **CELEBRATION RECEPTION**

**\$50,000**

All attendees are invited to participate in the Celebration Reception for a fun-filled evening of networking and entertainment. Hors d'oeuvres will be served in a fun, casual environment where we will celebrate the past year's award winners and achievements in the field of GI/endoscopy nursing.

#### **WELCOME RECEPTION**

**\$35,000**

Welcome attendees to Baltimore by hosting the Saturday evening celebration. Attendees will look forward to reconnecting and relaxing with friends upon arrival. Event includes a reception with light hors d'oeuvres, entertainment, dancing and cash bar.

#### **HOUSE OF DELEGATES BEVERAGE BREAK**

**\$2,500**

Welcome the SGNA leadership by hosting the House of Delegates beverage break. SGNA leadership will appreciate this break in the day to network and rejuvenate their spirits. Note: Cocktail napkins and cups with sponsor logo are available through SGNA at cost for each break.

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