

SGNA Advertising and Marketing Opportunities

2015

Meet Your Organization's Marketing Goals — Partner with SGNA

Maximize your exposure to GI/endoscopy nursing professionals with SGNA's year-round opportunities.



Society of Gastroenterology Nurses and Associates, Inc.

Your Expertise + SGNA = Excellence in Patient Care.

Why Partner with SGNA?

SGNA members represent the upper echelon of GI nursing professionals, and they look to you for your expertise for tools, techniques and advancements that will help them deliver the best possible patient care. Whether it is education, advocacy, research or collaboration, SGNA members are devoted to the highest standard of excellence for gastroenterology and endoscopy nursing.

For over 40 years, SGNA has established influence by continually bringing together the best and the brightest nursing professionals. Our global membership of more than 7,000 spans the United States and 16 other countries, with a full range of members from registered nurses, advanced practice nurses, licensed nurses and nursing assistive personnel.

Consider partnering with the leading provider of educational products and resources for the GI/endoscopy nursing profession — consider partnering with SGNA.

"I am always searching for the best products and services to make sure my staff and our patients are receiving the best care possible. I appreciate being notified of new offerings from partners of SGNA."

— Colleen Keith, MSN RN CGRN, Director of Surgical Services and Ambulatory Services, The King's Daughter's Hospital and Health Services
SGNA President

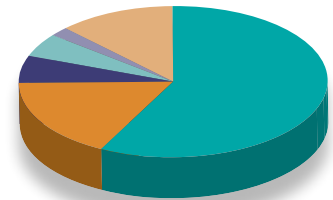
"As the primary purchaser for my ASC, staying informed about all product options available in the marketplace is incredibly important. I look to SGNA vendors as my way of remaining updated on the latest offerings that I should consider for my facility."

— Lisa Fonkalsrud, BSN RN CGRN, Center Director, Tulsa Endoscopy Center
SGNA President-Elect

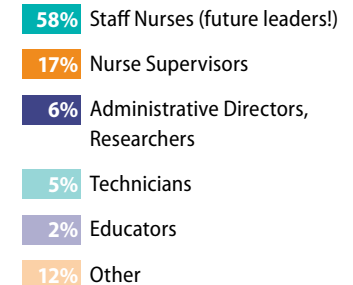
"The purchases I make and the recommendations I provide have a direct impact on the quality of care we give our patients. When I am researching products and service options, my first stop is to those companies that are partnering with SGNA."

— Betty McGinty, MSN RN CGRN, Director of GI Services, Northside Hospital
SGNA Immediate Past President

About SGNA



SGNA Member Job Categories



Questions about Advertising Opportunities? Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or Anne Wilson (312.673.5795 or awilson@smithbucklin.com).

Connect with SGNA — Publication Advertising

SGNA News: Celebrating Our Community

The **number 1** valued membership benefit for SGNA members*, SGNA News celebrates the GI/endoscopy nursing community. Distributed quarterly as a printed newsletter, SGNA News provides updates on the industry, including educational opportunities, trends and highlights. Major issues of importance, including infection prevention, sedation administration and colorectal cancer awareness, are a focal point of articles and features. Readers also love to see the accomplishments and stories of other nursing professionals across the globe.

A copy of SGNA News is mailed to each of SGNA's 8,000+ members each quarter, oftentimes passed on to non-members to read and shared in the GI unit break room.

When you advertise in SGNA News, you have the opportunity to target those purchasers and decision-makers in one of the most rapidly growing markets in the GI/endoscopy industry. And, you can rest assured that your advertising exposure has a long shelf-life and pass-through rate.

Display ads tell key decision-makers with purchasing authority about the product and service solutions your company can provide.

*According to SGNA Member Needs Assessment Survey

Ad Availability and Costs

Please Note: Ads are limited to two pages per issue.

	Reservation Deadline	Materials Deadline	Drop Date	¼ Page Ad: \$1,500	½ Page Ad: \$2,000
Issue 1	November 4, 2014	November 28, 2014	January 27, 2015	3.625 (w) x 4.875 (h)	3.625 (w) x 9.75 (h) or 7.5 (w) x 4.875 (h)
Issue 2	February 20, 2015	March 6, 2015	April 29, 2015	3.625 (w) x 4.875 (h)	3.625 (w) x 9.75 (h) or 7.5 (w) x 4.875 (h)
Issue 3	May 7, 2015	June 3, 2015	July 27, 2015	3.625 (w) x 4.875 (h)	3.625 (w) x 9.75 (h) or 7.5 (w) x 4.875 (h)
Issue 4	August 5, 2015	September 2, 2015	October 21, 2015	3.625 (w) x 4.875 (h)	3.625 (w) x 9.75 (h) or 7.5 (w) x 4.875 (h)

Display ads tell key decision-makers with purchasing authority about the product and service solutions your company provides.



Questions about Advertising Opportunities? Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or Anne Wilson (312.673.5795 or awilson@smithbucklin.com).

SGNA eScope Electronic Newsletter

Hit your target audience monthly through SGNA eScope, the go-to resource for the latest industry and Society news. This is an ideal way to directly promote your products and services. Gain maximum exposure of your company and products by hitting more than 6,000 current SGNA members who have provided a valid email address — all for a convenient price. SGNA eScope averages an open rate of 28% among its readership.

Headline Banner Ad

Centered at the top of SGNA eScope, the banner ad includes a link to your website. Statistics are provided upon request.

Requirements: 510 x 73 pixels

\$1,500; limited to one (1) advertiser per issue

First come, first serve for availability.

Side Banner Ad

Located in the left side bar of SGNA eScope, the banner ad includes a link to your website. Placement is first-come first-served. Statistics are provided upon request.

Requirements: 155 x 150 pixels

\$750; limited to four (4) ads per issue

First come, first serve for availability.

Please note: All advertisements and "link to" pages are subject to review and approval by SGNA.



Questions about Advertising Opportunities? Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or Anne Wilson (312.673.5795 or awilson@smithbucklin.com).

SGNA Important Dates and Deadlines Electronic Newsletter

Promote your company's products and services once a month with *Important Dates and Deadlines*, the electronic list of crucial dates for every SGNA members' calendar. Sent out at the start of each month, *Important Dates and Deadlines* has an average open rate of 29% among readers.

Headline Banner Ad

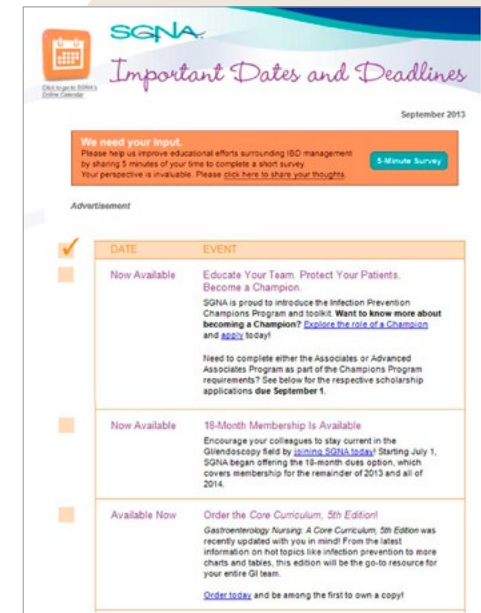
Centered at the top of *SGNA Important Dates and Deadlines*, the banner ad includes a link to your website. Statistics are provided upon request.

Requirements: 501 x 71 pixels

\$1,500; limited to one (1) advertiser per issue

First come, first serve for availability.

Please note: All advertisements and "link to" pages are subject to review and approval by SGNA.



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Connect with SGNA — Direct Communication

SGNA Mailing List Rental

Purchase a targeted mailing list distributed to Annual Course attendees or the entire SGNA membership; send a targeted message to an audience of GI/endoscopy professionals. SGNA's membership database includes distribution of approximately 7,000 current SGNA members worldwide who have provided a valid mailing address. Please note that your company is responsible for printing, postage and handling.

SGNA Annual Course Pre-conference Registration Mailing List Rental: \$350

(Available to exhibiting companies only)

SGNA Member Mailing List Rental: approximately 7,000 opt-in members

COMPLETE LIST

Exhibitor/Sponsor Rate: \$2,500 for complete contact list

Non-Exhibitor/Non-Sponsor Rate: \$3,500 for complete contact list

PARTIAL LIST

Regular Rate: \$0.50 per contact, available by specified demographics

Corporate Member Rate: \$0.35 per contact, available by specified demographics



Please note: All mailing pieces are subject to review and approval by SGNA.



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Inspire Others — Share YOUR Expertise

Product Directory

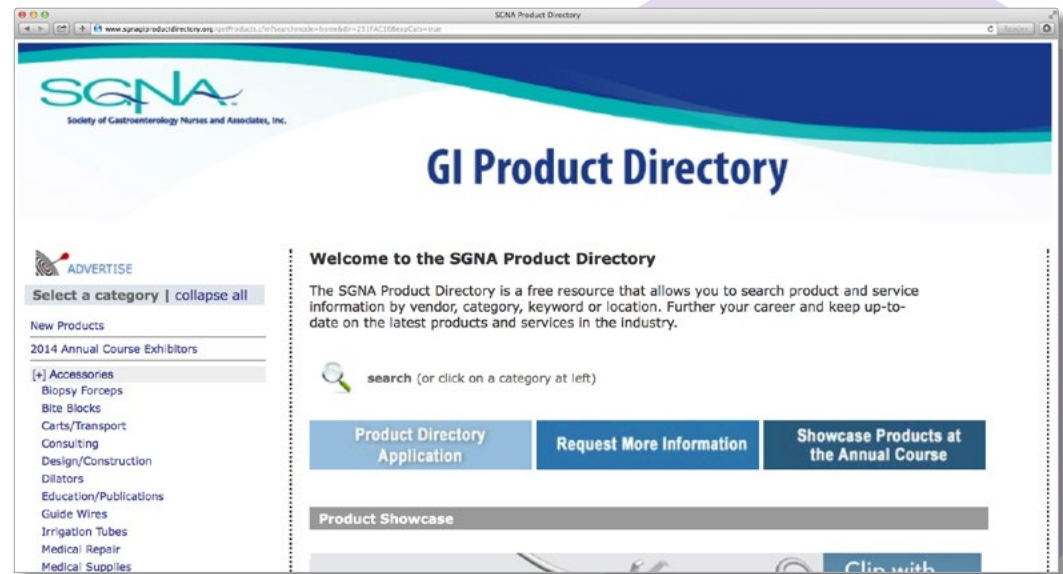
SGNA members rely on a high-level of communication and interaction in discussing practice and product issues, and SGNA is proud to offer a new, more robust, comprehensive and interactive online source to connect product and service providers to industry professionals. With an average of 8,708 hits per month, the Product Directory is the place to promote your company's products and services to the SGNA community and demonstrate new and exciting highlights of your product(s). The Product Directory receives an average of 14.1 users per day with an average of 12.08 hits per user.

Compelling Value

- Comprehensive listing of Industry Supplies
- Extensive promotion by SGNA
- Cut through the clutter of search engines

Continuous Marketing

- Prominent link to the Online Product Directory from the SGNA Home Page
- Ongoing Promotion via SGNA newsletters
- Announcements via social media, i.e. Facebook, Twitter
- Promotion at Annual Course



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SGNA Vendor Program Recording Package

Educate the SGNA membership on the value, benefits and uses of your products year-round! When you **upgrade your Vendor Program Recording Package** to include audio/visual, recordings will be made available to program hosts for publication post-Annual Course. This includes SGNA promoting information about your program to current members. Members will receive an email from SGNA promoting your session, which will link to your company's website where the recording is posted. A Vendor Program is a 90-minute session at the Annual Course dedicated exclusively to your company and its products and services.

Price: \$4,000 per recording



Questions about Advertising Opportunities? Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or Anne Wilson (312.673.5795 or awilson@smithbucklin.com).



SGNA Advertising Opportunities Application

Instructions

Complete all sections of this application. Sign and return the application via fax to 312.673.6986 or email a PDF to jshupe@smithbucklin.com or awilson@smithbucklin.com

Company Information

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

COMPANY ADDRESS _____

CITY _____ STATE/PROV _____ ZIP _____

PHONE NUMBER _____ FAX NUMBER _____

EMAIL ADDRESS _____ WEBSITE _____

SGNA Advertising Opportunities

SGNA News

Please Note: Ads are limited to two pages per issue.

ISSUE 1

- Ad Reservation Deadline: 11/4/14
Ad Materials Deadline: 11/28/14
- ¼ Page Ad (\$1,500)
- ½ Page Ad (\$2,000)

ISSUE 2

- Ad Reservation Deadline: 2/20/15
Ad Materials Deadline: 3/6/15
- ¼ Page Ad (\$1,500)
- ½ Page Ad (\$2,000)

ISSUE 3

- Ad Reservation Deadline: 5/7/15
Ad Materials Deadline: 6/3/15
- ¼ Page Ad (\$1,500)
- ½ Page Ad (\$2,000)

ISSUE 4

- Ad Reservation Deadline: 8/5/15
Ad Materials Deadline: 9/2/15
- ¼ Page Ad (\$1,500)
- ½ Page Ad (\$2,000)

Questions about Advertising Opportunities? Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or Anne Wilson (312.673.5795 or awilson@smithbucklin.com).

SGNA eScope

- Headline Banner Ad**
 - Ad Deadline: First of every month
 - \$1,500; limited to one (1) advertiser per issue
 - Month(s): _____

SGNA Important Dates and Deadlines

- Headline Banner Ad**
 - Ad Deadline: 15th of every month prior to issue
 - \$1,500; limited to one (1) advertiser per issue
 - Month(s): _____

Side Banner Ad

- Ad Deadline: First of every month
_____ Number of Ads
- \$750; limited to four (4) ads per issue
Month(s): _____

Method of Payment

Total Due: _____

- Check/Check Number: _____

Make check payable to SGNA. Include copy of invoice or contract.

Remit Checks to: SGNA Exhibits, 8275 Solutions Center, Chicago, IL 60677-8002
Phone: 312.673.4841

- Credit Card** (Please do not provide credit card information on this contract)
Upon receipt of this contract, SGNA will email an invoice to the main contact with link for online payment.

Advertising Policy

SGNA respects the rights, including intellectual property rights, of others and expects its advertisers to do the same. SGNA reserves the right to disapprove and/or remove any advertisement from any of its publications for any reason or for no reason. However, SGNA undertakes no obligation to review and/or approve any advertisement submitted for publication. By submitting an advertisement to SGNA for use in its publications, you represent and warrant to SGNA that neither the advertisement itself nor any portion of the advertisement is illegal or violates any intellectual property rights of another. If your advertisement violates the law or the intellectual property rights of another, you agree to defend, indemnify, and hold harmless SGNA from any and all claims and disputes that arise from your advertisement.

Signature

AUTHORIZED SIGNATURE _____

DATE _____



SGNA Vendor Program Package Application

Instructions

Complete all sections of this application. Sign and return the application via fax to 312.673.6986 or email a PDF to jshupe@smithbucklin.com or awilson@smithbucklin.com

Company Information

_____ COMPANY NAME		
_____ CONTACT NAME	_____ TITLE	
_____ COMPANY ADDRESS		
_____ CITY	_____ STATE/PROV	_____ ZIP
_____ PHONE NUMBER	_____ FAX NUMBER	
_____ EMAIL ADDRESS	_____ WEBSITE	

Vendor Program Recording Package Upgrade

\$4,000 per recording

Method of Payment

Total Due: _____

Check/Check Number: _____

Make check payable to SGNA. Include copy of invoice or contract.

Remit Checks to: SGNA Exhibits, 8275 Solutions Center, Chicago, IL 60677-8002
Phone: 312.673.4841

Credit Card (Please do not provide credit card information on this contract)
Upon receipt of this contract, SGNA will email an invoice to the main contact with link for online payment.

Advertising Policy

SGNA respects the rights, including intellectual property rights, of others and expects its advertisers to do the same. SGNA reserves the right to disapprove and/or remove any advertisement from any of its publications for any reason or for no reason. However, SGNA undertakes no obligation to review and/or approve any advertisement submitted for publication. By submitting an advertisement to SGNA for use in its publications, you represent and warrant to SGNA that neither the advertisement itself nor any portion of the advertisement is illegal or violates any intellectual property rights of another. If your advertisement violates the law or the intellectual property rights of another, you agree to defend, indemnify, and hold harmless SGNA from any and all claims and disputes that arise from your advertisement.

Signature

AUTHORIZED SIGNATURE

DATE

SGNA Product Directory

Listings and Advertising Opportunities

*All listings are annual (January-December)

General Listing Advertisement: \$500

- A corporate description
- Company logo
- Contact information for prospective buyers to reference
- Links to your website and email address
- Listing linked to up to five products/services categories
- Each additional category is \$50

Priority Listing *Must purchase General Listing Advertisement: \$100 per Category

Priority listings are the first seen in the category. There are only two priority slots available in each category (if there are more than one Priority Listings they will be listed alphabetically). Please indicate categories for Priority Listing(s) from the Product Category List:

- _____
- _____
- _____

New Product Listing *Must purchase General Listing Advertisement: \$100 per Category

Listing includes promotion as New Product in special, searchable category and SGNA's New Product logo next to listing. Please indicate categories for New Technology Listing(s) from the Product Category List:

- _____
- _____
- _____

Banner Advertisement on the Product Directory Home page

- **Headline Banner Ad** on the Product Directory Home page: \$3,000 for annual placement
* *Exclusive to one company*
- **Side Banner Ad** on the Product Directory Home page: \$1,500 for annual placement

Categories

(General listing includes five and each additional checked category is \$50)

Accessories

- | | | |
|---|--|---|
| <input type="checkbox"/> Biopsy Forceps | <input type="checkbox"/> Medical Repair | <input type="checkbox"/> Design/Construction |
| <input type="checkbox"/> Snares | <input type="checkbox"/> Medical Supplies | <input type="checkbox"/> Education/Publications |
| <input type="checkbox"/> Guide Wires | <input type="checkbox"/> Pharmaceuticals/Therapies | <input type="checkbox"/> Software |
| <input type="checkbox"/> Irrigation Tubes | <input type="checkbox"/> Sterilants/Disinfectants/Cleaners | <input type="checkbox"/> Other |
| <input type="checkbox"/> Dilators | <input type="checkbox"/> Consulting | |

Equipment/Device

- | | | |
|---|---|--|
| <input type="checkbox"/> Automated Reprocessors | <input type="checkbox"/> Sigmoidoscopes | <input type="checkbox"/> Bronchoscopes |
| <input type="checkbox"/> Gastrosopes | <input type="checkbox"/> Enteroscopes | <input type="checkbox"/> Ligators |
| <input type="checkbox"/> Colonoscopes | <input type="checkbox"/> EUS scopes | <input type="checkbox"/> heater probes |
| <input type="checkbox"/> Duodenoscopes | <input type="checkbox"/> Video Capsules | <input type="checkbox"/> Other |

Company Information

Company: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Pricing

- General Listing Advertisement: \$500
 - General Listing Additional Categories: \$50 each x _____
(number of additional categories) = \$ _____
 - Priority Listing: \$100 per category x _____ (number of categories) = \$ _____
 - New Product Listing: \$100 per category x _____ (number of categories) = \$ _____
 - Headline Banner Advertisement** on the Product Directory Home Page: \$3,000 for annual placement
 - Side Banner Advertisement** on the Product Directory Home Page: \$1,500 for annual placement
- Total Due = \$ _____

Advertising Policy

SGNA respects the rights, including intellectual property rights, of others and expects its advertisers to do the same. SGNA reserves the right to disapprove and/or remove any advertisement from any of its publications for any reason or for no reason. However, SGNA undertakes no obligation to review and/or approve any advertisement submitted for publication. By submitting an advertisement to SGNA for use in its publications, you represent and warrant to SGNA that neither the advertisement itself nor any portion of the advertisement is illegal or violates any intellectual property rights of another. If your advertisement violates the law or the intellectual property rights of another, you agree to defend, indemnify, and hold harmless SGNA from any and all claims and disputes that arise from your advertisement.

Payment Information

Full payment is due with application.

- Check** Total Due \$ _____ Check/Check Number: _____ *Make check payable to SGNA. Include copy of invoice or contract.*

Mail checks to : SGNA Publications, 8294 Solutions Center, Chicago, IL 60677-8002, Attn: Jennie Richert

- Credit card** (Please do not provide credit card information on this contract) *Upon receipt of this contract, SGNA will email an invoice to the main contact with link for online payment.*

Please email your completed application/payment to: jshupe@smithbucklin.com or awilson@smithbucklin.com or fax to 312.673.6986

Questions about Online Product Directory?

Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or Anne Wilson (312.673.5795 or awilson@smithbucklin.com).

SGNA VENDOR DIRECT MAIL SERVICE LIST RENTAL AGREEMENT

The List Renter acknowledges that the SGNA Membership Mailing Lists, and any portion thereof, are the exclusive property of the Society of Gastroenterology Nurses and Associates, Inc. hereafter known as the List Owner.

- 1) The List Renter shall rent the SGNA Membership Mailing List for the fee and terms stated in the invoice and this Agreement.
- 2) The List Renter acknowledges and agrees that the SGNA Mailing List, and any portions thereof, is the exclusive property of the List Owner, and the rental and payment gives no ownership rights to List Renter.
- 3) **The List Renter shall provide the List Owner a complete sample of the mailing piece for approval prior to release of the mailing.**
- 4) The List Renter agrees that all names and addresses furnished are provided on a rental basis for **one-time** use only. The List Renter guarantees the names and addresses shall not be copied, reused, sold, electronically reproduced, or used by any party except as specified in the written order to the List Owner. The List Renter shall mail only the sample mailing piece that has been approved by List Owner. The List Renter or its agents shall not transfer names or information to its own customer files or re-contact names derived from the mailing list, or provide the names for another to make such contact, without prior written approval of List Owner.
- 5) Upon completion of each one-time mailing, the List Renter shall immediately destroy all unused mailing labels, letters, envelopes and other typed or printed matter that contain names and addresses supplied by the List Owner.
- 6) The List Renter shall make a full payment for the mailing list in the amount specified in the List Owner's invoice for each order within **30 days of date of invoice**.
- 7) The List Renter agrees that the rental conditions herein shall apply to any present and future rentals of the SGNA Membership Mailing List.
- 8) If the completed order is determined to be incorrect, List Renter must notify the SGNA Headquarters within 30 days after receipt of order. Otherwise, the order shall be determined correct and payment in full shall be due.
- 9) The List Renter understands that there is a NO-RETURN POLICY on all label orders. If List Renter has any doubts of how the order will be perceived when processed, then the SGNA Headquarters must be contacted by List Renter for clarification before placing the order. No refunds or credits will be made after an order has been processed.
- 10) All label counts received by the List Renter from List Owner prior to completion of the actual mailing list are approximate and subject to change daily. List Owner shall not be responsible for shortages or overruns of materials based on estimates.
- 11) **List Owner reserves the right to "seed" their lists using decoy names to protect against unauthorized use.**
- 12) List Owner's liability for any damages or losses incurred by List Renter through the use of any list shall be limited to the actual cost of the Mailing List rental paid by List Renter to List Owner and constitutes liquidated damages for any liability.
- 13) This agreement represents the entire agreement and understanding between the parties with respect to the subject matter. It may not be amended, modified or terminated except by the written consent of both parties.

Name _____ Date _____

Title _____ Signature _____

Firm/Company _____

Email Address _____ Phone _____

Questions?

Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or
Anne Wilson (312.673.5795 or awilson@smithbucklin.com).

VENDOR MAILING LIST ORDER FORM AND RENTAL CONTRACT

COMPANY INFORMATION:

Name: _____

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

E-mail: _____

Phone: _____

Method of Payment:

Total Due \$ _____

Check/Check Number: _____

Make check payable to SGNA. Include copy of invoice or contract.

Remit Checks: SGNA Exhibits, 8275 Solutions Center, Chicago, IL 60677-8002 Phone: 312/673-4841

Credit Card (Please do not provide credit card information on this contract)

Upon receipt of this contract, SGNA will email an invoice to the main contact with link for online payment.

SEQUENCE

Ascending Numeric by Zip Code

Ascending Alphabetic by Last Name

Format: ASCII Comma Delimited Microsoft Excel
 ASCII Tab Delimited Microsoft Word

*Please contact HQ should you require another format. There may be an additional charge based on the request and HQ capabilities.

Email to: _____

SELECTION AND PRICING

SGNA Annual Course pre-conference list \$350 *Available to exhibiting companies only

Complete SGNA Membership List \$2,500 exhibitor/sponsor rate

\$3,500 non-exhibitor/non-sponsor rate

Partial SGNA Membership List \$0.50 per contact, regular rate, total number of contacts _____

(Select demographics below)

\$0.35 per contact, corporate member rate, total number of contacts _____

Total \$ _____

These costs are inclusive of taxes and shipping/handling charges for regular mail delivery. Overnight or second-day delivery is the responsibility of the List Renter and will be billed accordingly. There is a minimum fee of \$50* per order. Orders will be invoiced and payment is due upon receipt. Pricing is subject to change without notice.

Professional Setting:

Free Standing/Ambulatory

Equipment Sales

GI Clinic

GI Nursing Floor

Inpatient Only

Outpatient Only

Inpatient/Outpatient Combo

Manufacturer

Physicians Office

Position:

Administrative/Director

Clinical Specialist

Consultant

Educator

Head Nurse

Researcher

Staff Nurse

Nurse Practitioner

Supervisor/Coordinator

Sales

Technician

Geographic Area:

All locations

United States Only

Canada Only

United States and Canada

Outside United States and Canada

The following States only: _____

Other: _____

DELIVERY

While standard turn around time for all requests is five to ten business days, we guarantee that all requests will be filled within three weeks from the time the request is made. A rush fee of \$60* applies to any order requested to be filled within three business days. Please give SGNA as much advance notice as possible, as we need to make sure your information is processed in a timely manner.

Questions?

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MAILING LIST USAGE POLICY

The Society of Gastroenterology Nurses and Associates, Inc. (SGNA) membership names and addresses are proprietary. The SGNA is the sole owner of the membership names and addresses, and rents them for a one-time use only. The SGNA requires pre-approval of the items to be mailed to its membership and in its sole discretion will judge the suitability of materials for mailing to its members.

SGNA **does not authorize** the use of its membership names and addresses for the following purposes:

- 1) Copying and entering names and addresses from the provided labels into a client's database, for the purpose of personalized mailings or any other purpose.
- 2) Announcements of openings or positions at companies/institutions.
- 3) Announcements of educational programs, equipment, or other products and services not relating to the field of Gastroenterology.
- 4) Use of member names and addresses for on-site visits to members' homes/offices for any reason.
- 5) Surveys or questionnaires

In addition:

- 1) SGNA shall not act as a broker, through providing its membership label set for any products or service not manufactured or provided directly by the buyer of the set.
- 2) Direct mailing list brokers soliciting the SGNA membership label set on behalf of a client assume total responsibility for on-time payment to the SGNA, regardless of the client's payment standing with the broker.

The use of the SGNA membership names and addresses in any of the ways prescribed above shall be cause for, at the minimum, permanent disqualification of the buyer from use of the SGNA membership set. It shall also be grounds for breach of contract and legal action.

Rental of SGNA mailing lists to outside vendors and/or entities does not constitute an endorsement or guarantee of the product or service being marketed.

Questions?

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Anne Wilson (312.673.5795 or awilson@smithbucklin.com).