



American Board of Certification
for Gastroenterology Nurses

ABCGN Partnership Opportunities

2009

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American Board of Certification for Gastroenterology Nurses, Inc.

The American Board of Certification for Gastroenterology Nurses, Inc. (ABCGN) is a volunteer non-profit organization dedicated to validating the professional achievement of gastroenterology nurses through certification. By providing a mechanism to recognize nurses who have met and continue to meet a national standard, ABCGN's goal is to encourage

lifelong learning, professionalism and personal satisfaction among GI nursing specialists. At the same time, its certification program enhances patient care, reassures patients and their families, and provides employers with a means of identifying practitioners who possess knowledge, understanding and skill as well as a strong commitment to the gastroenterology specialty. The CGRN certification program is accredited by the American Board of Nursing Specialties.

Dear Vendor Partner,

On behalf of the American Board of Certification for Gastroenterology Nurses, Inc., we would like to invite your company to partner with ABCGN in 2009 as we continue to offer a quality certification program and expand our existing audience, offerings and presence. The opportunities outlined in this brochure will help you reach your target audience while offering valuable opportunities to ABCGN members.

This past year has been an exciting one for ABCGN. Our CGRN certification received accreditation from the American Board of Nursing Specialties (ABNS). ABNS is the standard setting body for specialty nursing certification programs and has a stringent and comprehensive accreditation process. In addition, ABCGN offered its certification test via computer for the first time. By supporting ABCGN and our efforts, your company is making a visible alliance and partnership with the **only** organization to certify gastroenterology nurses.

ABCGN's membership is unique in that members are making a clear statement of commitment and activeness through the pursuit of certification. Not only are ABCGN members dedicated to their profession and patients, but this audience has a much higher percentage of decision makers and conference attendees than the general gastroenterology nursing community.

As a sponsor, you will be recognized throughout the year, in ABCGN's publications, on the ABCGN Web site, and during the SGNA Annual Conference. Remember that sponsorship dollars for all ABCGN and SGNA offerings are cumulative and count towards your overall sponsorship level. Please take a moment to look through this year's booklet to choose your commitment to ABCGN, the gastroenterology community and your customers. If you have any questions or would like to discuss options you have in mind that are not included in this booklet please contact Jennifer Shupe, Sponsorship Manager, at (312) 673-5742 or jshupe@SmithBucklin.com.

We look forward to working with you this coming year!

Sincerely,



Ann Hayes, BSN, RN, CGRN
ABCGN President

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Overview of ABCGN Sponsorship Opportunities

NOTE: ABCGN OFFERS THE RIGHT OF FIRST REFUSAL TO THE COMPANY THAT SPONSORED THE ITEM/EVENT THE PREVIOUS YEAR. IF YOU ARE A RETURNING SPONSOR, WE MUST HAVE A VERBAL COMMITMENT BY **NOVEMBER 1, 2008** FOR ANY RETURNING COMMITMENTS IN 2009, OR THE ITEM/EVENT WILL BE MADE AVAILABLE TO OTHER SPONSORS.

SPONSORSHIP DESCRIPTION	SPONSORSHIP FEE	SPONSORSHIP CATEGORY	SEE PAGE
ABCGN GALA DINNER	\$40,000	ANNUAL COURSE/REGIONAL CONFERENCE	9
SELF-ASSESSMENT STUDY MODULES	\$7,500/ALL \$3,000/EACH	PUBLICATIONS AND PRODUCTS	6
ABCGN TELECONFERENCES	\$7,500/SERIES (3) \$3,000/EACH	PUBLICATIONS AND PRODUCTS	6
<i>THE CERT REPORT</i> – ELECTRONIC NEWSLETTER	\$5,000/PER YEAR \$3,000/PER ISSUE	PUBLICATIONS AND PRODUCTS	7
ABCGN WEB SITE	\$5,000/YEAR	PUBLICATIONS AND PRODUCTS	7
REGIONAL CERTIFICATION MARKETING PACKETS	\$5,000	ANNUAL COURSE/REGIONAL CONFERENCE	9
CERTIFICATION DAY CELEBRATION STATION	\$3,500	ANNUAL COURSE/REGIONAL CONFERENCE	9
“RAISING THE BAR” CONCURRENT SESSION	\$3,000	ANNUAL COURSE/REGIONAL CONFERENCE	9
RECERTIFICATION INFORMATION SESSION	\$3,000	ANNUAL COURSE/REGIONAL CONFERENCE	9
ABCGN LEADERSHIP RECEPTION	\$2,500	ANNUAL COURSE/REGIONAL CONFERENCE	9
ITEM WRITERS WORKSHOP	\$2,500	ANNUAL COURSE/REGIONAL CONFERENCE	10
ABCGN CERTIFICATION AND RECERTIFICATION HANDBOOKS	\$2,500/EACH	PUBLICATIONS AND PRODUCTS	7
CERTIFICATION/RECERTIFICATION PACKETS INCLUDING PIN	\$2,500	PUBLICATIONS AND PRODUCTS	7
EXCELLENCE IN PROFESSIONALISM AWARDS	\$1,500	AWARDS AND SCHOLARSHIPS	8
GI PROFESSIONAL AWARD	\$1,500	AWARDS AND SCHOLARSHIPS	8
TOP SCORE AWARD	\$1,500	AWARDS AND SCHOLARSHIPS	8
CERTIFICATION EXAM DAY KITS	\$1,500	ANNUAL COURSE/REGIONAL CONFERENCE	10
CERTIFICATION SCHOLARSHIPS	\$300/EACH	AWARDS AND SCHOLARSHIPS	8
CERTIFICATION OASIS	PRICING VARIES	ANNUAL COURSE/REGIONAL CONFERENCE	10

Benefits of ABCGN Sponsorship

In appreciation of your company's **cumulative** 2009-sponsorship support, ABCGN will be pleased to recognize your company in the following ways:

THROUGHOUT THE YEAR:

- ◆ Logo recognition in one issue of the ABCGN newsletter
- ◆ Logo recognition in one issue of the SGNA newsletter, *SGNA News*
- ◆ Logo recognition in one issue of SGNA's journal, *Gastroenterology Nursing*
- ◆ Recognition on the ABCGN Web site; major sponsors (>\$20,000 cumulative) receive logo and 350-word company description

AT THE GALA AT THE SGNA ANNUAL COURSE:

- ◆ Recognition at Gala and verbal recognition during Presidential address
- ◆ Recognition on banner at entrance of Exhibit Hall
- ◆ ABCGN sponsor ribbon for display at exhibit booth
- ◆ Recognition on opening ceremony sponsor thank you slide

Recognition Requirements

**For sponsorship at the Bronze level, the recognition is name recognition vs. logo recognition.*

PRODUCT VS. COMPANY LOGO:

Because ABCGN is a tax-exempt organization, certain Tax Code Regulations must be followed to remain within the qualified sponsorship safe harbor. The following are ABCGN'S guidelines for the use of product logos. Company logos may be used in any sponsorship acknowledgment.

- ◆ A product logo can be placed on a non-education sponsored item as sponsorship recognition (e.g., luggage tags, sun visors, etc.).
- ◆ A product logo cannot be used for general recognition (e.g., overall course banners, Web site page, publication, etc.).
- ◆ The product logo cannot contain quantitative or comparative language, price information or other indicators of savings or value, an endorsement or an inducement to purchase, sell or use the product or service.

Sponsorship Levels:

Diamond Sponsorship – \$100,000+
Platinum Sponsorship – \$50,000 – \$99,999
Gold Sponsorship – \$20,000 – \$49,999
Silver Sponsorship – \$5,000 – \$19,999
Bronze Sponsorship – \$1,000 – \$4,999*

**Remember that sponsorship dollars for both ABCGN and SGNA offerings are collective and count towards your overall sponsorship level.*

Sponsorship Opportunities by Category

PUBLICATIONS AND PRODUCTS

◆ **SELF-ASSESSMENT STUDY MODULES – \$7,500/ALL OR \$3,000 EACH**

These valuable study modules each contain case studies with questions directly related to the case and the gastroenterology specialty. The modules offer valuable information and contact hours for those certified nurses looking to recertify, and help nurses preparing to sit for the exam. Upon completion of module, contact hours are awarded. In 2008-2009, ABCGN will have three modules available for sponsorship:

- ABCGN Self-Study GI Bleed Module
- ABCGN Self-Study Pharmaceutical Module
- ABCGN Self-Study Percutaneous Esophageal Gastronomy Module

The modules are posted on the SGNA and ABCGN Web site for sale, and displayed at the SGNA Annual Course marketplace with sponsor logo prominently displayed on the cover.

Additional sponsor acknowledgement includes logo recognition on individual modules.

◆ **ABCGN TELECONFERENCES – \$7,500/FOR THREE OR \$3,000 EACH (AVAILABLE FOR 2009)**

ABCGN introduced a new learning format in 2006 with our Teleconference Series. For each teleconference, a group of nurses can dial into a conference call number and flip through the speaker's PowerPoint® presentation in a live format with time for questions and answers at the end. This new format is a great way for an entire nursing team to earn contact hours while at work, and because it is live with interaction, it counts towards recertification in the category I specification.

In addition, the teleconferences are then reproduced with slides onto CDs for an at-home continuing educational opportunity. Each module includes post-test questions that are submitted to ABCGN for contact hour approval.

Both formats have been very well-received by the gastroenterology nursing community. In fact, one member shared with us this comment, "I cannot say enough about the benefits of having purchased those CDs on the EUS and ERCP for staff to listen to and gain GI specific contact hours! It gives your staff the ability to hear a National speaker even though they have not been fortunate enough to attend our National Conference. One staff member was so motivated, she joined SGNA! We have had a lot of fun together listening at our leisure!"

In 2009 ABCGN will have three teleconferences available for sponsorship. Speakers and topics have not yet been announced.

◆ **THE CERT REPORT – ELECTRONIC NEWSLETTER – \$5,000 -Year or \$3000- Each**

Three issues of the ABCGN Newsletter will be e-mailed to all certified nurses and posted online for year-round viewing. The newsletter is the primary vehicle for the dissemination of information to certified members. Each issue includes columns from the ABCGN president and editor, as well as timely information on certification and recertification.

Additional sponsor acknowledgment in the issue(s) sponsored.

◆ **ABCGN WEB SITE – \$5,000 FOR ONE YEAR**

The ABCGN Web site receives approximately 750,000 hits and over 97,000 visits per year. This averages to over 8,000 visitors per month with an average of over 60,000 hits per month. These are both current certificants looking to purchase educational material or merchandise, potential candidates and test takers looking to get more information and resources, and the general public. This opportunity will allow your company's logo to be seen seven days a week, 24 hours a day by your target audience. In addition, your company can post a hyperlink and message that can be changed on a monthly basis.

Additional sponsorship acknowledgment includes logo recognition on front page of Web site.

◆ **ABCGN CERTIFICATION AND RECERTIFICATION HANDBOOKS – \$2,500 EACH**

These handbooks are essential for any candidate who is going to sit for the exam or is planning to recertify by contact hours. Each handbook contains background information, tips, instructions and forms. Both handbooks are available upon request and downloadable from the ABCGN Web site. ABCGN distributes approximately 2,500 EACH per year.

Additional sponsor acknowledgment includes name on cover and logo on the inside cover or back of the handbook.

◆ **CERTIFICATION/RECERTIFICATION PACKETS INCLUDING PIN – \$2,500**

Every candidate who successfully passes the certification exam or successfully recertifies receives this packet, which includes a "Congratulations" folder containing a certificate of achievement and certification pin. ABCGN certificants anticipate and appreciate this mailing as the reward for their accomplishment and it is a great way to get your name in front of our members. ABCGN distributes approximately 800-1,000 packets per year.

Additional logo recognition in the packet; could include a letter of congratulation.

Awards and Scholarships

◆ EXCELLENCE IN PROFESSIONALISM AWARDS – **\$1,500**

This award is presented to facilities that have a minimum 50% certification rate. This award was created to recognize those nurses and facilities who illustrate commitment to excellence by validation of qualifications through certification. Each eligible facility receives a framed certificate at the ABCGN Gala Dinner, and is listed in the ABCGN Newsletters. Last year, over 20 facilities qualified and we anticipate that number doubling in the coming year.

Additional sponsor acknowledgment includes verbal recognition during the Gala and written recognition in the program and a press release.

◆ GI PROFESSIONAL AWARD – **\$1,500**

The Certified GI Professional of the Year Award recognizes a certified GI nurse who has excelled in clinical practice, in education of patients and peers and in service to the profession. The award is presented at the ABCGN Gala, held during the SGNA Annual Course, and includes a stipend to attend the course in order to receive the award. The award recipient is a nurse who encourages all GI nurses to aspire to excellence.

Additional sponsor acknowledgment includes verbal recognition during awards ceremony and written recognition in the program and press releases.

◆ TOP SCORE AWARD – **\$1,500**

Help ABCGN recognize the top two scorers on the certification exam. This honor, awarded at the ABCGN Gala during the SGNA Annual Course, includes a special certification pin with a small diamond, along with a certificate.

Additional sponsor acknowledgment includes verbal recognition during the Gala and written recognition in the program and a press release.

◆ CERTIFICATION SCHOLARSHIPS – **\$300 EACH**

Scholarships in the amount of \$300 each make certification and/or recertification possible for those who could not otherwise afford it. Each year the number of scholarship applicants rises with an average of 50 applicants per year. In light of cutbacks in support of professional growth and education by healthcare employers, more and more GI nurses find the goal of achieving and maintaining certification a financial challenge. You can help by sponsoring a certification scholarship and give a nurse the opportunity to become certified or recertified.

Additional sponsor acknowledgment includes a listing on the Call for Nominations, Applications and on award letters.

ANNUAL COURSE/REGIONAL CONFERENCE

◆ **ABCGN GALA DINNER – \$40,000**

Each year, ABCGN recognizes the achievement of certified nurses, ABCGN officers and leaders at the Gala Dinner, held during the SGNA Annual Course. This event is a way to recognize the achievement of certification as well as have fun. A formal sit-down dinner and entertainment are provided for attendees. Always anticipated and enjoyed, the Gala is an exciting evening for all who attend.

Additional sponsor acknowledgment includes logo and verbal recognition during the Gala Dinner and written recognition on the program.

◆ **REGIONAL CERTIFICATION MARKETING PACKETS – \$5,000**

Promote certification by sponsoring these packets that will include posters with response cards, certification and recertification handbooks, next steps brochures, test site dates and locations – all to be provided to every SGNA Region for display at their meetings and courses. Each region will receive multiple posters to hang year-round in their facilities as well. What better way to get your name in front of certification candidates and gastroenterology facilities.

Additional logo recognition on the poster.

◆ **CERTIFICATION DAY CELEBRATION STATION – \$3,500**

Help certification candidates at the SGNA Annual Course celebrate the completion of their exam and recoup their energy. Candidates will be able to take a break, sit down and be served lunch after taking the exam.

Additional sponsor acknowledgment on signage at the lunch.

◆ **“RAISING THE BAR” CONCURRENT SESSION – \$3,000**

Each year ABCGN offers a concurrent session during SGNA's Annual Course entitled “Raising the Bar.” This session is presented by the current president each year to a full house. Topics covered include exam development, certification requirements, overview of recertification and the very popular Q&A. Sponsorship will include signage at the session and on all conference materials where the session is listed.

◆ **RECERTIFICATION INFORMATION SESSION – \$3,000**

Come to hear from the ABCGN Audit Committee and get an overview of the recertification process and requirements. While most of the time will be set aside for Q&A, a general overview of the recertification qualifications, contact hour requirements and GI-specific requirements will be covered, as well as the “submit-per-year” recertification option.

◆ **ABCGN LEADERSHIP RECEPTION – \$2,500**

Each year, ABCGN invites SGNA Regional Presidents and other leaders to a reception during the SGNA Annual Course. This event helps ABCGN to promote certification through the regions, as well as recognize regions for their continued support and promotion of certification on the local level. This event offers a great opportunity for your sales team to meet the leaders of SGNA in an intimate setting.

Additional sponsor acknowledgment includes logo and verbal recognition during the Reception.

◆ **ITEM WRITERS WORKSHOP – \$2,500**

This optional session, held in conjunction with the SGNA Annual Course, assures that the ABCGN examinations reflect current practice and the highest standards of GI patient care. Each participant leaves having a greater understanding of the certification testing process, identifying the steps involved in validating items and earning 4.0 contact hours. This session is a valuable learning tool for participants, an exam item generator for ABCGN and a perfect way to reach ABCGN and SGNA leaders and dedicated volunteers.

Additional sponsor acknowledgment includes recognition on the invitation to all certified nurses and logo recognition at the Workshop.

◆ **CERTIFICATION EXAM DAY KITS – \$1,500**

Increase awareness of the importance of certification and help nurses take their certification exam at the SGNA Annual Course. Between 600-650 nurses are certified annually by ABCGN. Each nurse taking the exam will be given a kit that will include a “good luck” pencil, ear plugs and stress ball. What better way to let a test taker know you care!

Additional sponsor acknowledgment includes sponsor logo on kits.

◆ **CERTIFICATION OASIS – PRICING VARIES**

Help certified attendees get relaxed, refreshed and rejuvenated at the ABCGN Certification Oasis. This room will be designated for certified nurses at the SGNA Annual Course to come in and rest their feet, catch up with old friends and grab a beverage or snack. This room can be sponsored for the entire conference or on a per-day or per-break basis. A personal invitation will be included in attendees’ registration packets with your company’s name and logo.

Additional recognition in room during sponsored break.



American Board of Certification
for Gastroenterology Nurses

TO TAKE ADVANTAGE OF A SPONSORSHIP OPPORTUNITY, PLEASE
CONTACT ABCGN:

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ABCGN OPPORTUNITIES IN PARTNERSHIP

PARTNER WITH ABCGN IN 2009

**SHOW YOUR COMMITMENT TO GASTROENTEROLOGY AND ENDOSCOPY NURSING
– AND KEEP YOUR NAME IN FRONT OF NURSING LEADERS!**



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Society of Gastroenterology Nurses and Associates, Inc.

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