

# SGNA Advertising and Marketing Opportunities

# 2018

**Meet Your Organization's Marketing Goals — Partner with SGNA**

*Maximize your exposure to gastroenterology 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 gastroenterology nursing professionals. Our global membership of nearly 7,500 spans the United States and 20 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 gastroenterology nursing profession — consider partnering with SGNA.

*"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 Immediate Past President

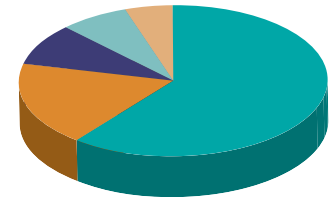
*"I am always searching for the best products and services to make sure my staff and our patients are receiving the best care possible. I appreciate being notified of new offerings from partners of SGNA."*

— Colleen Keith, MSN RN CGRN, Director of Surgical Services, King's Daughters' Health  
SGNA Past President

*"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, MS HSA BS RN CGRN, Director of GI Services, Northside Hospital  
SGNA Past President

## About SGNA



### SGNA Member Job Categories

- 61%** Staff Nurses (future leaders!)
- 18%** Nurse Supervisors, Nurse Managers
- 9%** Administrative Directors, Clinical Specialists, Educators
- 7%** Technicians
- 5%** Other



### Questions about Advertising Opportunities?

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).

# Connect with SGNA — Publication Advertising

## SGNA Publication

The **number 1** valued membership benefit, the printed newsletter provides updates on the industry. Distributed bi-annually, the newsletter features highlights from the website, trends, industry developments and more.

A copy of the newsletter is mailed to each of SGNA's nearly 7,500 members each quarter, oftentimes passed on to non-members to read and shared in the GI unit break room.

When you advertise in the newsletter, you have the opportunity to target those purchasers and decision-makers in one of the most rapidly growing markets in the gastroenterology 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. Dates subject to change.*

	Reservation Deadline	Materials Deadline	Drop Date	½ Page Ad: \$3,000
<b>Issue 1</b>	January 30, 2018	February 20, 2018	April 30, 2018	7.25 (w) x 4.25 (h)
<b>Issue 2</b>	July 1, 2018	July 20, 2018	October 1, 2018	7.25 (w) x 4.25 (h)

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



**Questions about Advertising Opportunities?**

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).

## SGNA Electronic Newsletter

Hit your target audience monthly through the SGNA Electronic Newsletter, 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. Sent out the third Wednesday of every month, the SGNA Electronic Newsletter averages an open rate of 26% among its readership.

### Headline Banner Ad: Premium Placement

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

Centered at the top of the SGNA Electronic Newsletter. Statistics are provided upon request.

#### Requirements:

First come, first serve for availability.

Materials Deadline: 20th of month prior to ad run date

Ad size: 590 x 70 pixels

\*Ability to hyperlink to your choice of a website.

### Secondary Placement Available

**\$750; limited to one (1) advertiser per issue**

#### Requirements:

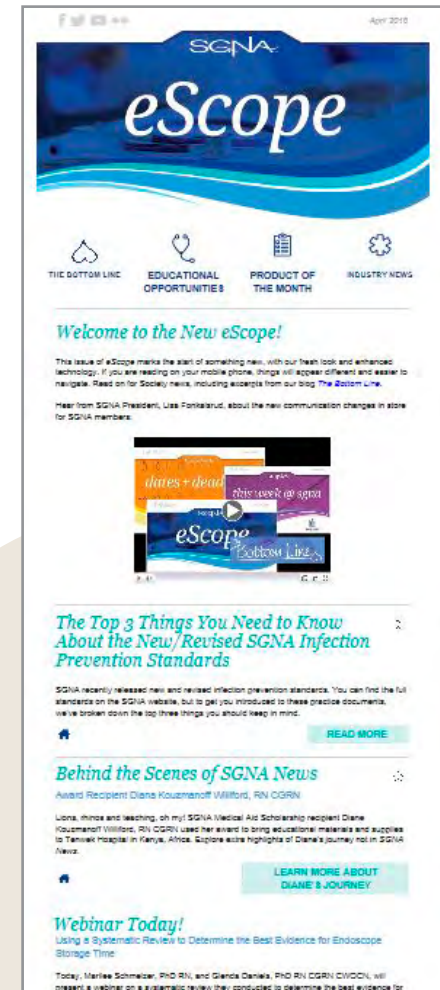
First come, first serve for availability.

Materials Deadline: 20th of month prior to ad run date

Ad size: 590 x 70 pixels

\*Ability to hyperlink to your choice of a website.

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



### Questions about Advertising Opportunities?

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).

## This Week @ SGNA

Get your brand in front of SGNA's entire database with *This Week @ SGNA*, the electronic digest that is distributed every Monday to over 15,000 members and non-members who have provided a valid email address. This digest covers all upcoming SGNA happenings and industry news that are relevant for the week ahead. Two for the price of one, an ad in *This Week @ SGNA* places your brand in both the member and non-member versions of the newsletter, which collectively has an open rate of 17% and a click rate of 10% among readers.

### Headline Banner Ad: Executive Placement

**\$3,000 includes four (4) weeks; weeks do not need to be consecutive**

Centered at the top of *This Week @ SGNA*. Statistics are provided upon request.

#### Requirements:

Limited to one (1) advertiser per issue

First come, first serve for availability.

Materials Deadline: 20th of month prior to ad run date

Ad size: 590 x 70 pixels

\*Ability to hyperlink to your choice of a website.

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



### Questions about Advertising Opportunities?

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).

## 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 gastroenterology professionals. SGNA's membership database includes distribution of nearly 7,500 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 7,500 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: A \$100 set up fee will apply for any order less than 1,000 contacts. All mailing pieces are subject to review and approval by SGNA. Payment must be received in full before being able to receive the list.*



#### Questions about Advertising Opportunities?

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).



# Inspire Others — Share YOUR Expertise

## Product Directory

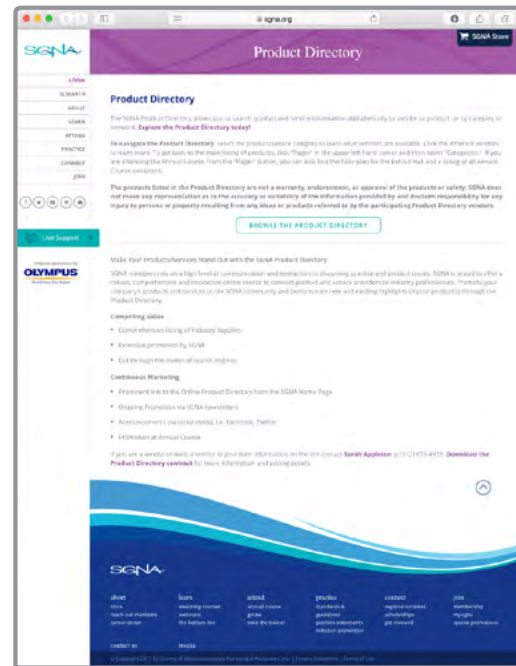
SGNA members rely on a high-level of communication and interaction in discussing practice and product issues, and SGNA is proud to offer a new, more robust, comprehensive and interactive online source to connect product and service providers to industry professionals. The Product Directory is the place to promote your company's products and services to the SGNA community and demonstrate new and exciting highlights of your product(s). Listings begin at \$500. [Click here for an application to participate in the Online Product Directory.](#)

## Compelling Value

- Comprehensive listing of Industry Supplies
- Extensive promotion by SGNA
- Cut through the clutter of search engines
- Product listings include images and detailed descriptions
- Members can flag products or vendors of interest
- Attendees of the SGNA Annual Course can see which vendors will be at the event and where their booth is located in the Exhibit Hall

## 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



**Please note:** Payment must be received in order to fill out your product directory and have it public.

All New Product/Priority Listing Opportunities purchased will boost your company to the top of the directory for added exposure.



**Questions about Advertising Opportunities?**

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).

## Focus Group at the SGNA Leadership Conference

SGNA will work with you to convene a group of 8 to 12 participants targeting your demographic to help your company gauge interest in products or services or understand thoughts and opinions of SGNA members. The SGNA Leadership Conference, planned for November in the Chicago area, welcomes leaders from all Regional Societies for brainstorming and coaching to take back to their local area. SGNA will provide hosts a list of participants prior to the Focus Group, a meeting room in which to hold the 90-minute focus group, food and beverage, and a stipend for participants.

**Price:** \$6,000





## Virtual Focus Groups

SGNA is now offering access to members throughout the year to conduct a virtual Focus Group to help your company gauge interest in products or services or understand thoughts and opinions of SGNA members. SGNA will work with you to convene a group of 8 to 12 attendees targeting your demographic and coordinate the Focus Group via GoToMeeting. SGNA will provide hosts a list of meeting registrants prior to the Focus Group and a recording of the Focus Group after. SGNA will offer a stipend to all participants.

**Price:** \$4,000



## Surveys

SGNA will survey the membership of our Vendor Advisory Group (or a section of members) on your behalf. Take advantage of this opportunity to gain insight from thousands of gastroenterology nursing professionals. Your company will provide survey questions (subject to approval by SGNA). The survey should be developed to be completed in 15 to 20 minutes. SGNA will send all aggregate responses to surveyor in electronic format.

*Please note: Surveys are limited to two per month.*

**Price:** \$3,500





Society of Gastroenterology Nurses and Associates, Inc.

# 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 Sarah Appleton at [sappleton@sgna.org](mailto:sappleton@sgna.org).

## Company Information

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

## SGNA Advertising Opportunities

### SGNA Printed Newsletter

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

#### ISSUE 1

- Ad Reservation Deadline: January 30, 2018  
Ad Materials Deadline: February 20, 2018  
 ½ Page Ad (\$3,000)

#### ISSUE 2

- Ad Reservation Deadline: July 1, 2018  
Ad Materials Deadline: July 20, 2018  
 ½ Page Ad (\$3,000)

### SGNA Electronic Newsletter

#### Headline Banner Ad

- Materials Deadline: 20th of month prior to ad run date
- One (1) month for \$1,500 or three (3) months for \$3,600

Check the month(s) you are advertising:

- Jan  Feb  Mar  Apr  May  Jun  
 Jul  Aug  Sep  Oct  Nov  Dec

#### Secondary Banner Ad

- Materials Deadline: 20th of month prior to ad run date
- \$750; limited to one (1) advertiser per issue

Check the month(s) you are advertising:

- Jan  Feb  Mar  Apr  May  Jun  
 Jul  Aug  Sep  Oct  Nov  Dec

### This Week @ SGNA

#### Headline Banner Ad

- Materials Deadline: 20th of month prior to ad run date
- \$3,000; choice of any four (4) weeks, based on availability, limited to one (1) advertiser per issue

Check the weeks/dates you are advertising:

- 2-Jan  5-Feb  5-Mar  2-Apr  7-May  4-Jun  2-Jul  6-Aug  4-Sep  1-Oct  5-Nov  3-Dec  
 8-Jan  12-Feb  12-Mar  9-Apr  14-May  11-Jun  9-Jul  13-Aug  10-Sep  8-Oct  12-Nov  10-Dec  
 16-Jan  19-Feb  19-Mar  16-Apr  21-May  18-Jun  16-Jul  20-Aug  17-Sep  15-Oct  19-Nov  17-Dec  
 22-Jan  26-Feb  26-Mar  23-Apr  29-May  25-Jun  23-Jul  27-Aug  24-Sep  22-Oct  26-Nov  31-Dec  
 29-Jan  30-Apr  30-Jul  29-Oct

## Method of Payment

Total Due: \_\_\_\_\_

#### Check

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

#### Remit Checks to:

SGNA Exhibits  
8275 Solutions Center  
Chicago, IL 60677-8002  
Phone: 312.673.5631

- 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 the link for online payment.

Questions about fulfillment? Contact Kat Noelke (312.673.5631 or [knuelke@sgna.org](mailto:knuelke@sgna.org))

## 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 \_\_\_\_\_

Questions about Advertising Opportunities? Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).



# SGNA Focus Groups and Surveys Application

## Instructions

Complete all sections of this application. Sign and return the application via fax to 312.673.6986 or email a PDF to Sarah Appleton at [sappleton@sgna.org](mailto:sappleton@sgna.org).

## Company Information

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

## Focus Group at the SGNA Leadership Conference

- \$6,000 each; limited to two (2)

## Virtual Focus Group

- \$4,000 each

## Surveys

- \$3,500 each; limited to two (2) per month

## Method of Payment

**Total Due:** \_\_\_\_\_

- Check

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

**Remit Checks to:** SGNA Exhibits, 8275 Solutions Center, Chicago, IL 60677-8002  
Phone: 312.673.5631

- 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 the link for online payment.*

**For questions regarding payment, please contact:** Kat Noelke (312.673.5631 or [knoelke@sgna.org](mailto:knoelke@sgna.org))

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## Signature

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

## VENDOR MAILING LIST ORDER FORM AND RENTAL CONTRACT

### COMPANY INFORMATION:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

I am an authorized company representative (named above) with the full power and authority to sign this agreement. The company listed on this application agrees to comply with all of the policies, rules, terms, and regulations contained in the Agreement.

### SEQUENCE:

Ascending Numeric by Zip Code  
 Ascending Alphanumeric 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 or 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. A \$100 set up fee will apply for any order less than 1,000 contacts. Orders will be invoiced and payment is due upon receipt. Pricing is subject to change without notice.

### PROFESSIONAL SETTING:

Free Standing/Ambulatory  
 GI Nursing Floor  
 Inpatient/Outpatient Combo  
 Equipment Sales  
 Inpatient Only  
 Manufacturer  
 GI Clinic  
 Outpatient Only  
 Physicians Office

### POSITION:

Administrative/Director  
 Educator  
 Staff Nurse  
 Sales  
 Clinical Specialist  
 Head Nurse  
 Nurse Practitioner  
 Technician  
 Consultant  
 Researcher  
 Supervisor/Coordinator

### GEOGRAPHIC AREA:

All locations  
 United States and Canada  
 United States only  
 Canada only  
 Outside United States and Canada  
 The following states only: \_\_\_\_\_  
 Other: \_\_\_\_\_

### 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: 312/673-5631  
 **Credit Card (Please do not provide credit card information on this contract)**  
Upon receipt of this contract, SGNA will email you an invoice to the main contact with the link for online payment.

### 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?

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).

## SGNA VENDOR DIRECT MAIL SERVICE LIST RENTAL AGREEMENT AND USAGE POLICY

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

The List Renter shall rent the SGNA Membership Mailing List for free and terms stated in the invoice of this Agreement. 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.

**The List Renter shall provide the List Owner a complete sample of the mailing piece for approval prior to release of the mailing.**

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.

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.

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.**

The List Renter agrees that the rental conditions herein shall apply to any present and future rentals of the SGNA Membership Mailing List. 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.

The List Renter understands that there is NO-RETURN POLICY on all 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.

All label counts received by the 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.

**List Owner reserves the right to "seed" their lists using decoy names to protect against unauthorized use.**

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.

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.

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

1. Copying and entering names and addresses into a client's database, for any purpose.
2. Announcements of openings or positions at companies/institutions.
3. Announcements of education 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) Confidentiality. Providers may not share contact information related to learners without written permission from the learner.
- 2) SGNA shall not act as a broker, through providing its membership addresses for any products or service not manufactured or provided directly by the buyer of the list.
- 3) Direct mailing list brokers soliciting the SGNA membership mailing list 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 address in any ways prescribed above shall be cause for, at the minimum, permanent disqualification of the buyer from the 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?

Contact Sarah Appleton (312.673.4920 or [sappleton@sgna.org](mailto:sappleton@sgna.org)).