

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

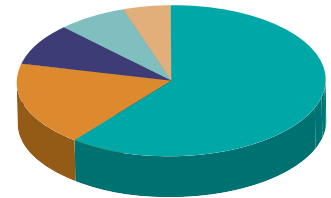
"I am always searching for the best products and services to make sure my staff and our patients are receiving the best care possible. I appreciate being notified of new offerings from partners of SGNA."

— 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).

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
Issue 1	January 30, 2018	February 20, 2018	April 30, 2018	7.25 (w) x 4.25 (h)
Issue 2	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).

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 over 15,000 SGNA members and non-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).



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 more than 6,000 current 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).

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 to 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:

Regular Rate: \$0.50 per contact, available by full membership list or 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.

SGNA Membership Email Blast MONTHLY EXCLUSIVE: \$5000

Reach all members in SGNA's opt-in membership database with a sponsored email blast.

Only ONE sponsored email blast per month

E-blasts will be sent the second Thursday of each month.

All copy must be approved by SGNA. Copy must be submitted for approval by the 20th of the month prior to E-blast date.



Questions about Advertising Opportunities?

Contact Sarah Appleton (312.673.4920 or sapleton@sgna.org).

Sponsored Content

The *Inside Tract* is the official content source of SGNA and is now delivered as a dynamic online intelligence hub at theinsidetract.sgna.org.

With new content posted weekly, timely and relevant news for gastroenterology is always front and center. Here is your chance to put your message in front of our members in the form of sponsored content!

- Articles should be between 500 and 700 words
- Article will be featured in “The Pulse” page of “The Inside Tract” for 2 weeks, then archived.
- Cost per article is \$1500
- All submissions must be accompanied by an executed author agreement, company logo, author headshot, and bio.



Sponsored content must adhere to a strict set of guidelines that uphold the editorial integrity of the publication. They are as follows:

- **Avoid the pitch:** Sponsored content must be educational, not purely promotional. Your piece must be written in a fresh and thoughtful manner, providing commentary on issues relevant to GI nurses and associates. It should be written by someone who has unique expertise or experience, and in a manner that is accessible, compelling and free of jargon.
- **Provide informative, actionable information:** All content inquiries and submissions must be educational and provide actionable information that GI nurses and associates can apply to their day-to-day activities.
- **Speak in broad terms:** Your piece should not be centered on your company or product. Instead, it should speak in broader industry terms. Presenting a challenge, along with a solution—without mentioning your company or product name—will go a long way in providing an authentic and impactful voice to our audience. In addition, content should be written from the third-party perspective, unless it is a case study of something specific to your company or organization.
- **Be a compelling storyteller:** Whenever possible, base your story on real customers with real people solving real challenges. Speaking in particulars rather than the hypothetical paints a more compelling story for the reader.

The Inside Tract editor has the right to revise all articles to fit SGNA style and voice.



Questions about Advertising Opportunities?

Contact Sarah Appleton (312.673.4920 or 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



Pop-up Ad Sponsorship

Pop-up ads will appear in the foreground of the SGNA Annual Course Event Page

Size: 900px wide x 500px tall MAXIMUM

Duration: Each ad will be live on the Annual Course/Home page for one week

Displays: Ads will be set so that visitors will see the pop-up each time they log onto Annual Course page

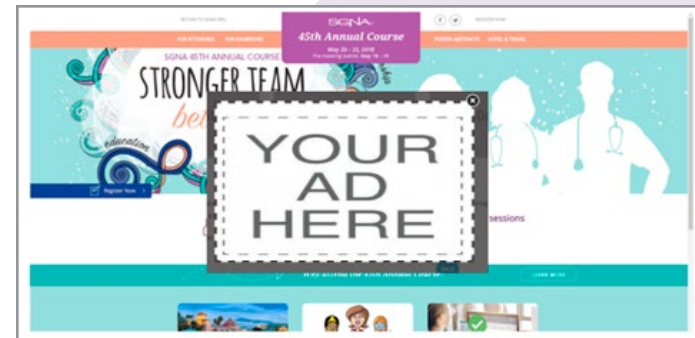
Tracking: Basic tracking (how many clicks) will be provided. Advertisers encouraged to add unique URLs that they can track on their own site

Editable: Advertisers purchasing multiple weeks can provide new ads week to week

Cost of Ad: \$1750/week

Where? Pop-ups ads will appear on Annual Course page

Ad subject to SGNA approval: 5 day turnaround



Questions about Advertising Opportunities?

Contact Sarah Appleton (312.673.4920 or sappleton@sgna.org).



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.

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)

Pop-up Ad Sponsorship \$1750

Membership Email Blast \$5000

Sponsored Content \$1500

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)

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).



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.

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)

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

VENDOR MAILING LIST ORDER FORM AND RENTAL CONTRACT

COMPANY INFORMATION:

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

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.

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 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
- 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: _____

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 sappletton@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).