



Nursing Equals LeaRNing

February 25, 2023

Attending the Virginia Nursing Students' Association's Annual Convention is an outstanding way to interact with almost 500 nursing students that travel from throughout Virginia, for this one-day event!

We are very excited to host an In Person Convention with all of you! We hope to maximize your exposure both on the event app for registrants to view leading up to convention, while the event is going on, and post-convention. As well as on location, new signage, marketing methods, and networking opportunities to allow more time for our students to interact with you!



In Person Event

**Sponsorship
Opportunities**

Exhibitor Information

**Advertising and
Marketing**

**Hotel and Travel
Information**

**VIRGINIA NURSING
STUDENTS' ASSOCIATION**

235 Martin Luther King
Jr. Way
MSC 4305
Harrisonburg, Virginia
22807

www.vnsa.us

2023 Sponsorship Opportunities

Your sponsorship will be highlighted throughout the convention space! With your sponsorship you are provided additional space (2 tables, as needed) to promote your organization, wifi connection, and electric hookup if needed! We will feature an exhibitor lounge with light refreshments throughout the day for you to use at your leisure. Lunch tickets are provided to all Sponsor attendees. Sponsors may use the exhibitor lounge outside of designated times to meet with attendees.

Click Here to Register

	<u>Platinum</u>	<u>Convention Bag</u>	<u>Convention T-Shirt</u>	<u>Breakfast</u>	<u>Registration</u>
<i>VIP Placement</i>	✓	✓	✓	✓	
<i>Designated Page on Convention website</i>	✓	✓	✓		
<i>Designated Link on Convention Sponsor Page</i>	✓	✓	✓	✓	✓
<i>Logo on Pre/Post Convention materials and emails</i>	✓	✓	✓	✓	✓
<i>Pre-Convention marketing email to all registered attendees</i>	✓	✓	✓	✓	
<i>List of ALL registered attendees</i>	✓	✓	✓	✓	✓
<i>Advertisement in The TORCH Convention Newsletter</i>	Full Page	Full Page	Full Page	Full Page	Half Page
<i>Opportunity to address all attendees at a session TBD</i>	✓	✓	✓		
<i>Direct Link on VNSA homepage for 1 (one) year</i>	✓	✓	✓		
<i>Direct Link on VNSA Convention Events page for 1 (one) year</i>				✓	✓
<i>Post – Convention marketing email to all registered attendees.</i>					✓
<i>Convention Bag Insert</i>	✓	✓	✓	✓	✓
	\$4,000	\$500 plus bags	\$500 plus shirts	\$3,500	\$2,000

Additional Sponsorship Opportunities

- **Afternoon Snack** **\$2,000**
This sponsorship will provide a lite afternoon snack in the exhibitor area to all registered attendees, allowing attendees to network with each other amongst our sponsors and exhibitors. Marketing around the snack area will highlight this sponsor as well as designation as such in all convention materials associated with this event.
- **Gold** **\$3,000**
Highlight your organization on our convention website which allows attendees to interact with you and see all the opportunities your organization has to offer! Marketing around the convention will highlight this sponsor as well as designation as such in all convention materials associated with this event. Direct link on our website for 1 year as part of the sponsor highlight.
- **Silver** **\$2,000**
Put your organization on display by marketing around the convention space as well as designation as such in all convention materials associated with the convention. Direct link on our website for 1 year as part of the sponsor highlight.
- **Keynote** **\$3,000**
This sponsorship will give you access to address the whole student body prior to introduction of the Keynote Speaker. Your organization will be prominently highlighted at the Keynote Address, around the convention space, and on the Convention app.
- **Endnote** **\$2,000**
This sponsorship will give you access to address the whole student body prior to introduction of the Endnote Speaker. Your organization will be prominently highlighted at the Endnote Address as well as on the Convention app.

Exhibitor Registration

Your participation includes the opportunity to meet face to face with almost 500 of Virginia's best and brightest nursing students in this one day event! All exhibitor registrations include table/booth in the exhibit area, exhibitor lounge access, and 2 lunch tickets.

- Hospitals and Health Systems \$500
- Schools of nursing, colleges, Universities, Educational Institutions \$500
- Service Organizations \$250
- Nursing Organizations, Non Profit Organizations \$250
- Poster Presentation (includes standard exhibitor rate + marketing) \$600
- Breakout Session Presentation (includes standard exhibitor **rate** + marketing) \$600

Sponsor a VNSA Scholarship (*exhibitor rate NOT included*)

min \$250/ max\$500.00

- Single Parent
- Second Degree Student
- Traditional Nursing Student
- Community College Student

[Click Here to Register](#)

Dates To Remember

December 1, 2022 –
Registration Opens

February 7, 2023 –
Advertising Deadline

February 11, 2023 –
Registration Closes

February 24, 2023 -
Exhibitor Check-In @
James Madison
University, Health and
Behavioral Studies
Building.

February 25, 2023 -
CONVENTION DAY
James Madison
University, Health and
Behavioral Studies
Building.

Questions/Contact Us

Rebecca Conte
Convention Director
rlkconte06@gmail.com
570-262-2664

Dr. Sandra Annan
VNSA Faculty Advisor
annansl@jmu.edu

Advertisement

All attendees will be able to view our TORCH Newsletter –
Convention Issue, with their registration. It is also posted on our
website post-convention. **All images should be received in .gif
or .jpg format .** Deadline to receive advertisements is
February 1, 2023.

Full Page Ad (7.25" x 9.825")	\$100
Half Page Ad (7.25" x 4.75")	\$60
Quarter Page Ad (3.5" x 4.75")	\$30

Cancellation Policies

Cancellations must be made in writing. Email is acceptable. The
date the exhibitor's written notice of cancellation is received by
the VNSA, will be considered the official cancellation date.

- If notice is received on or before January 5, 2023 – 75% of the costs will be refunded.
- If notice is received between January 6, 2023 and February 6, 2023 – 50% of costs will be refunded.

***There will be no refunds issued for cancellations received on or
after February 7, 2023***



James Madison University, Health and Behavioral Studies Building.
235 Martin Luther King Jr. Way
Harrisonburg, Va 22801
Parking Garage is located on E. Grace St

Hotels

[Hotel Madison \(on campus\)](#)

[Fairfield Inn and Suites](#)

[DoubleTree by Hilton Harrisonburg](#)

Schedule of Events

You will only need to check in one time. There are two set up times available for your convenience! If you need other accommodations, please contact us!

Friday, February 24, 2023

7:00p – 8:30p – Check In/ Booth Set Up*

Saturday, February 25, 2023

7:00a – 8:30a Exhibitor Check In/ Booth Set Up *

8:30a – 9:45a Exhibitor Lounge with light Refreshments

10:00a Exhibit Area opens

11:45a – 1:30p Lunch

2:45p – 3:45p Afternoon Snack (will be held in the Sponsor Area of Exhibit Area)

4:00p Exhibit Area Closes

*** Check In is only required one (1) time.**

Airport

Staunton (SHD) – 13.1 miles away

Charlottesville (CHO) – 31.4 miles away

Space Assignment

The VNSA reserves the right to accept or reject any application for space. Booth space will be determined by the VNSA and assigned prior to the convention for registered exhibitors. Payment must be received prior to February 12, 2023 in order to confirm your reservations for the Exhibit Hall. *Sponsors will be given the choice of premium locations in the Exhibit Area, on a first-come, first-reserved basis. All reservations received after this date are subject to the space available.*

Shipping Instructions

Any shipped parcels need to have the full name of the conference, the arrival date, and the vendors name/company name. Also, a phone number on the outside of the parcel is always helpful, in case of questions. We will be providing a shipping address in the confirmation letter. We are asking no packages arrive prior to February 20, 2023.

Exhibitor Lounge Info

Enjoy access to a quiet space with light breakfast style refreshments while our students are participating in the opening ceremony and keynote address.

Raffle Giveaway

VNSA will be holding a raffle to all participants with various gift bags, supplies, and accessories! If you would like to participate in the raffle giveaway, please email Rebecca Conte by February 1, 2023.

Thank You!