The biennial convention of the Washington State Nurses Association.

Washington State Nurses Convention
May 3–5, 2017  Tulalip Resort Casino, 10200 Quil Ceda Boulevard, Tulalip, WA

About the Convention
Year after year, Gallup® public opinion polls show nursing to be the most respected profession, and nurses play a crucial role in shaping and delivering health care. Their public credibility gives them a strong influence in the communities they serve and puts them in positions of key responsibility in setting health care policy and in strategic planning.

The Washington State Nurses Convention draws hundreds of nurses together from across the state and beyond for three days of continuing education, keynote speakers, networking, and sharing knowledge and best practices.

The focus in 2017 will be “Creating a culture of safety.”

In-person Audience
Event capacity: 400
• Front-line product users
• Nurse managers and executive staff
• Health policy decision-makers
• Social influencers
• Purchasing influencers
• Job applicants

Additional Audience
Digital and print communications reaching WSNA members and the professional nursing community:
• The Washington Nurse magazine (circulation 14,151)
• WSNA website (12,000 unique monthly visitors)
• Email (20,880 active subscribers)
• WSNA Facebook page (2,675 followers)
• Convention Facebook page (1,990 followers)
• WSNA Twitter (617 followers)

About WSNA
The Washington State Nurses Association (WSNA) is the leading voice and advocate for nurses in Washington, providing representation and training that allow nurses to reach our full professional potential and focus on caring for patients. For more than 100 years, WSNA has championed issues that support nurses, advance professional standards and improve the health of individuals and families in Washington.

• WSNA represents more than 17,000 registered nurses who provide care in hospitals, clinics, schools, and community and public health settings across Washington.
• By giving nurses a voice and enhancing skills, WSNA members can focus on delivering quality care that improves the health of individuals and families in Washington.

To discuss opportunities to work in partnership with WSNA to build your brand, contact Martin Hsiung at 206.575.7979, ext. 3003.

www.wsna.org
## Sponsorship benefits

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<tr>
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<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Contributing</th>
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<tbody>
<tr>
<td></td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,000</td>
<td>$500</td>
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<tr>
<td><strong>Recognition in printed program guidebook</strong></td>
<td>Full-page ad</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
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<tr>
<td><strong>Recognition on on-site signage</strong></td>
<td>●</td>
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<tr>
<td><strong>Rotating slideshow before keynote sessions</strong></td>
<td>Logo and recognition as primary sponsor</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
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<tr>
<td><strong>Convention website</strong></td>
<td>Banner or Skyscraper Ad</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
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<tr>
<td><strong>Recognition on WSNA and Convention Facebook pages</strong></td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td><strong>Standard exhibition booth</strong></td>
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<td><strong>Complimentary convention passes, including awards banquet ticket ($500 value)</strong></td>
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<td>2</td>
<td>1</td>
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<tr>
<td><strong>Advertising in Washington Nurse magazine (2 issues)</strong></td>
<td>Full-page ad</td>
<td>1/3 page ad</td>
<td>1/6 page ad</td>
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<td><strong>Recognition as a sponsor of a meal or beverage break</strong></td>
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<td><strong>Recognition as the primary sponsor of the event</strong></td>
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<td><strong>Recognition in all promotional emails with logo and link to your website</strong></td>
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<td><strong>Verbal recognition at the opening and closing of the convention</strong></td>
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### Additional Sponsorship Opportunities

**LITERATURE OR PRODUCT SAMPLE** $450
Each attendee receives sponsor-provided information, product sample or promotional item in their totebag.

**LANYARDS** $1,500
Logo on lanyard for attendee name badges.

**PHOTO BOOTHS** $2,500
Have your logo included on the printed photo booth photos attendees will take home with them to remember their experience at the event. You may also provide promotional materials to be distributed at the photo booth.

### Reach

**The Washington Nurse** magazine
Circulation 14,151

**Facebook pages**
4,600+ followers

**Email**
20,880 active subscribers

**Website**
12,000 unique monthly visitors