



STUDENT NURSES'
ASSOCIATION OF
PENNSYLVANIA

EXHIBIT & SPONSORSHIP OPPORTUNITIES

Harrisburg Hilton
November 14—17, 2018

SHOWCASE YOUR ORGANIZATION!

TO THE MEMBERS OF THE
ASSOCIATION OF
TOMORROW'S NURSING
LEADERS!

By being an exhibitor/sponsor of SNAP, you will gain an advantage over other organizations who do not participate. SNAP boasts over 5,000 members, with 700-800 attending the convention each year.

Act now to reserve that special sponsorship opportunity that will set you apart from the rest! This is the second year for these sponsorships, and will be highly sought after by the most innovative companies interested in getting their message before nursing students and faculty!

TAKE NOTE!

Convention Dates: Nov 14-17

Exhibitor Dates: Nov 15-16

Exhibit Hours:

November 15: 12:00p—3:30p

Buffet Luncheon: 10:30a-11:30a

Lounge open from 11:30a-4:00p

November 16: 9:30a—12:30p

Give-away drawing at 12:30p

Lounge open from 10:00a-12:00p

Exhibit Registration:

November 15: 8:00a-11:00a

Set-Up: Nov 15 after 8:30a

Break-Down: Nov 16 after 12:30p

REGISTER AT:

www.regonline.com/2018snapexhibitors

EXCITING NEW SPONSORSHIP OPPORTUNITIES!

The Student Nurses' Association of Pennsylvania (SNAP) is excited to offer your organization some new ideas to get your name before our membership and schools of nursing in Pennsylvania! We designed these sponsorships to give you maximum exposure, both at the convention and—for the Champion Sponsor—throughout the year! Each of the sponsorships includes an exhibit table in the exhibit hall and various levels of signage that will drive traffic to your booth.

SNAP will again be using **GUIDEBOOK**, an event app, that attendees will be able to access throughout convention on their phones. It was a huge success last year and most of these sponsorships receive a banner ad, which is valued at \$550. In fact, each sponsorship has outstanding value-added marketing opportunities.

QUESTIONS? Contact Cindy Shingler, Executive Director at 717.671.7110 or email snap@snap-online.org

SPONSORSHIP OPPORTUNITIES & BENEFITS	CHAMPION SPONSOR	LEADER SPONSOR	ADVOCATE SPONSOR	GUIDEBOOK APP SPONSOR	AWARDS CELEBRATION SPONSOR	SCORE! CHALLENGE BOWL SPONSOR
FEE	\$10,750	\$8,000	\$5,375	\$5,375	\$3,350	\$2,800
Table Location	Exclusive	Premium	Premium	Premium	Premium	Regular
Signage	At all programs	At major programs	At select programs	In Registration area	In Exhibit area	At NCLEX Bowl
Specialized Email Blast	To 6,000 members before & after Convention	To attendees before & after Convention	To attendees prior Convention	To attendees prior to Convention		
VIP Awards Celebration Tickets	4	2	2	2	2	
Website Logo/Link	Front page for 1 year	Convention page for 1 year	Convention page for six months			
SNAP Scholarship	\$500	\$250	\$250		\$250	
Speaking Opportunity - Greetings	Opening Ceremony					
Convention Bag Insert	Yes	Yes	Yes			
Guidebook Banner Ad	Yes	Yes	Yes	Yes	Yes	
Push Messaging	Yes	Yes	Yes	Yes		
Insight Ads	Full page for 1 year (4 issues)	Half page for 1 year (4 issues)	Half page in convention issue			
Individual Widget on Guidebook	Yes			Yes		
Guidebook Sponsor Page	Logo/link & Description	Logo/link & Description	Logo/link & Description	Logo/Link & Description	Logo/Link	Logo
Additional Benefits	Logo at Registration Site			Guidebook presence via splash screen, etc.		\$500 award to winning team

SNAP Exhibitor Information

Convention Dates: November 14—17, 2018
Exhibit Dates: November 15—16, 2018
Location: Harrisburg Hilton and Towers
 1 Second Street, Harrisburg, PA
Reservations: (717)233-6000
Room Rate: \$129
Group Booking ID: SNAP11

To reserve your room:

Booking Link: https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=MDTHHHF&spec_plan=SNAP11&arrival=20181112&departure=20181118&cid=OM,W,W,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT

BE SURE TO TELL THEM YOUR WITH THE SNAP CONVENTION

Exhibit Hours/Dates: **Thursday, November 15th**
 Grand Opening at 12:00 noon. Open until 3:30 pm
 Buffet Luncheon served from 10:30 am to 11:30 am
 Exhibitor Refreshment Lounge open from 11:30 am to 4:00 pm

Friday, November 16th
 Open from 9:30 am to 12:30 am
 Drawing in exhibit area at 12:00 noon
 Exhibitor Refreshment Lounge open from 10:00 am - 12:00 noon

Exhibit Registration: **Thursday, November 16th**
 8:00 am - 11:00 am

Exhibit Set-up: **Thursday, November 16th** after 8:30 am
Exhibit Break-down: **Friday, November 17th** after 12:30 pm

Exhibit Fees

	Early Registration	After 8/1/18
Hospital Systems, NCLEX Review Courses, Publishing, Government (armed forces)	\$1,610	\$1,880
Single hospital/facility	\$1,500	\$1,775
Prof. nursing organizations	\$1,300	\$1,500
Schools of Nursing	\$1,300	\$1,500
Awards Celebration Sponsorship (see sponsorship grid for details)	\$3,350	\$3,350

Payment **MUST BE RECEIVED** by August 1th
 in order to be eligible for the Early Registration fee.

OTHER SPONSORSHIP OPPORTUNITIES

*All sponsorships will receive special publicity, recognition in the registration brochure (if received by 8/1/18), your interactive logo on the activity page as the sponsor of this event in our new GuideBook app and recognition in our newsletter, **INSIGHT**, in appreciation of your support. Attendees will be able to click on your logo, which will take them to your individual page within the app.*

Challenge Bowl Refreshment Sponsor

\$1,000

With this sponsorship, SNAP will provide refreshments for our annual SCORE! Nurse Challenge Super Bowl. This event is a huge success every year and we know it will be even bigger this year! Other benefits include special signage and recognition in the SNAP GuideBook app.

Challenge Super Bowl Sponsor

\$2,800

With this sponsorship, the winners of the SCORE! Nurse Challenge Super Bowl will receive a \$500 prize. The sponsor will have the opportunity to present the trophy and have their picture taken with the winning chapter! The sponsor will also receive a booth in the exhibit hall, special signage and company logo in the SNAP GuideBook app.

Refreshment Break Sponsorship

\$1,500/day

Thursday afternoon and/or Friday morning beverages will be available in the exhibit hall for students with this sponsorship. Other benefits include special signage and recognition in the SNAP GuideBook app.

Keynote Address Sponsorship

\$1,000

SNAP has been honored to have exceptional keynote speakers to address our convention attendees every year. The sponsor will receive special recognition at the event, special signage and your logo in the SNAP GuideBook app.

Plenary Session Sponsorship

\$750

SNAP is planning an exceptional plenary session presented by Dr. AnnMarie Papa and Terry Foster, MSN, RN, and star of "Untold Stories of the ER". The sponsor will receive special recognition at the event, special signage and your logo in the SNAP GuideBook app.

Workshop Sponsorship

\$500 each

SNAP presents several workshops throughout the convention. This year's workshops focus on the convention theme and enlist some of the best and the brightest faculty to share their expertise with convention participants. Be the sponsor and receive special recognition at the event and in our new GuideBook Convention app.

Registration Sponsorship

\$750

Each participant will receive their convention materials in a special registration envelope with your company name, address, and logo prominently displayed.

Scholarship Sponsorship

\$250 minimum

All monies received are awarded to outstanding SNAP members at the Annual Awards Banquet by the sponsors. All efforts will be made to match scholarship winners with geographic location of sponsor.

Name Badge Holders or Convention Bags

The sponsor will provide either the name badge holders and/or convention bags to be distributed to student and faculty participants. Sponsor must ship items directly to the hotel, to be available Monday, November 12, 2018. Please contact Cindy Shingler for availability at (717)671-7110.

SNAP GUIDEBOOK SPONSORSHIPS

SNAP is entering the hi-tech world with this year's convention. Rather than printing a booklet that can be lost or misplaced, SNAP is creating a special app that all attendees and exhibitors can access on their phone, tablet, laptop or computer! All convention activities will be at your fingertips! The entire convention app is interactive, allowing attendees to click on sponsors, activities and maps which will bring them directly to you! To learn more about Guidebook, please check out <https://guidebook.com/event-apps/> and watch the two minute video!

GuideBook App Banner Ad

\$550.00

With this sponsorship, your banner advertisement image will rotate on the bottom of the main menu screen, which will be seen by all attendees throughout the convention. Clicking on the banner ad directs attendees to a sponsor page with a customizable image, name & description, and a "More Info" link to additional information, including a PDF or a webpage!

General Ad

\$400.00

With this sponsorship, your logo will be included in the "Sponsor" module. Clicking on your logo directs attendees to a dedicated page with your information/advertisement and a link to your website!

ADDITIONAL EXHIBITOR INFORMATION

Table Assignment & Specifications

Tables will be assigned with other exhibits from the same region or state. If you wish a different assignment, please indicate your desire on your registration.

The exhibiting fee entitles the exhibitor **one six (6) foot skirted table, two (2) chairs and a wastebasket**. Electricity and drayage must be arranged with the hotel. SNAP will provide two tickets for a complimentary luncheon buffet on Thursday from 10:30am-11:30am. Additional luncheon tickets can be purchased for \$30 each. SNAP also provides an Exhibitor Lounge with complimentary beverages on both Thursday and Friday.

You will receive a confirmation letter, along with other pertinent information. **Please note:** If you plan to have a give-away item and wish for SNAP to distribute it through a raffle, it will be drawn and/or announced in the exhibit area on Friday at 12:00 noon. All winners must be present to win, unless the exhibitor chooses to send the item to the winner.

Cancellation Policy

Cancellations will not be accepted for any reason after July 31, 2018. An administrative fee of \$500.00 will be charged for all cancellations made prior to July 31st.

Additional Opportunities

You may wish to attend our Annual Awards Celebration on Thursday evening for \$30.00/person. This is an enjoyable dessert reception that offers you an opportunity to meet our members outside of the exhibit hall in a fun-filled atmosphere.

ADVERTISE IN INSIGHT

SNAP's Award Winning Newsletter

Insight is a full-color publication that is sent to every member of SNAP. It is also sent to all deans, directors, faculty advisors, alumni and sustaining members and is available on our website. Information concerning nursing issues, events, and education are written by students for students. *Insight* has won the outstanding state newsletter award at the NSNA convention many times—including this year—recognizing it as one of the best publications produced by a state nursing student organization!

Display Advertising

Size	1x/year	4x/year
Full page	\$900/ad	\$650/ad
Half page	\$750/ad	\$500/ad

Ad Dimensions

Size	Width	Depth
Full page (JPEG)	7 1/2"	10"
Half page-horizontal (JPEG)	7 1/2"	4 7/8"

Hospital/Firm Name: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____ Email: _____

Company Representative: _____

Advertising Agency: _____

Representative: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____ Email: _____

Issues

- ☐ **Fall 2018** - deadline 8/1/18
 ☐ **Convention 2018** - deadline 10/1/18
 ☐ **Winter 2019** - deadline 12/1/18
☐ **Spring 2019** - deadline 3/1/19
 ☐ **Fall 2019** - deadline 8/1/19
 ☐ **Convention 2019** - deadline 10/1/19

SNAP's 66th Annual Convention

November 14 – 17, 2018

EXHIBIT & SPONSORSHIP CONTRACT

Register at www.regonline.com/2018snapexhibitors (credit card or check)
Or mail form & check payable to SNAP, PO Box 6567, Harrisburg, PA 17111-0567

PLEASE PRINT

Company Name (as it will appear in print): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: (____) _____ FAX Number: (____) _____

Website Address (if Banquet Sponsor): _____

Your Name: _____ Email: _____

Signature: _____ Title: _____

Give-away item for Friday's drawing: ☐ Yes ☐ No Number of representatives attending: _____

Name(s) for Badges (please submit names by 10/15/18): _____

SPACE ASSIGNMENT: Place with region/state: ☐ yes ☐ no Special Request: _____

PLEASE CHECK: (FEE MUST BE PAID by 8/1/18 for Early Registration rate)

Hospital Systems, Review Courses, Publishing, Government (including Armed Forces)

Single Hospital	<input type="checkbox"/> Early Registration \$1,610	<input type="checkbox"/> Regular Registration \$1,880
Prof. Nursing Organization	<input type="checkbox"/> Early Registration \$1,500	<input type="checkbox"/> Regular Registration \$1,775
School of Nursing	<input type="checkbox"/> Early Registration \$1,300	<input type="checkbox"/> Regular Registration \$1,500

<input type="checkbox"/> Awards Celebration Sponsor (Includes Table. See sponsorship page)	\$3,350
<input type="checkbox"/> Challenge Super Bowl Sponsor (Includes Table. See sponsorship page)	\$2,800
<input type="checkbox"/> GuideBook App Sponsor (Includes Table. See sponsorship page for additional benefits)	\$5,375
<input type="checkbox"/> Advocate Sponsor (Includes Table. See sponsorship page for additional benefits)	\$5,375
<input type="checkbox"/> Leader Sponsor (Includes Table. See sponsorship page for additional benefits)	\$8,000
<input type="checkbox"/> Champion Sponsor (Includes Table. See sponsorship page for additional benefits)	\$10,750

____ Additional Luncheon Ticket(s) @ \$30/ea (2 complimentary with registration) \$ _____

____ Celebration Reception Ticket(s) @ \$30/ea \$ _____

TOTAL from Sponsorship page (turn page) \$ _____

TOTAL DUE FOR EXHIBIT BOOTH/SPONSORSHIPS \$ _____

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Reserve with online registration: www.regonline.com/2018snapexhibitors
or send via mail with registration form (previous page)

SCORE! CHALLENGE SUPER BOWL REFRESHMENT SPONSOR

- ☐ Our company agrees to sponsor the Challenge Bowl Refreshments on Wednesday, November 15, 2017.
- ☐ The sponsorship fee of \$1,000 is enclosed with this contract.

SNAP REFRESHMENT BREAK SPONSOR

- ☐ Our company agrees to sponsor the Refreshment Break on: ☐ Thursday afternoon ☐ Friday morning.
- ☐ Sponsorship fee of \$1,500/day is enclosed with this contract.

SNAP REGISTRATION SPONSOR

- ☐ Our company agrees to sponsor the registration envelope given to all attendees.
- ☐ The sponsorship fee of \$750 is enclosed with this contract.
- ☐ Company logo for cover design is enclosed.
- ☐ Company logo will be sent by September 1, 2018.

SNAP NAME BADGE HOLDER/CONVENTION BAG SPONSOR

- ☐ Our company agrees to sponsor the name badge holders (must arrive at hotel by Monday, November 12)
- ☐ Our company agrees to sponsor the convention bags (must arrive at hotel by Monday, November 12)

KEYNOTE ADDRESS SPONSOR

- ☐ Our company agrees to sponsor the Keynote Address on Thursday, November 15, 2018
- ☐ The sponsorship fee of \$1,000 is enclosed with this contract.

PLENARY SESSION SPONSOR

- ☐ Our company agrees to sponsor the Plenary Session on Friday, November 16, 2018
- ☐ The sponsorship fee of \$750 is enclosed with this contract.

WORKSHOP SPONSORSHIP

- ☐ Our company agrees to sponsor _____ workshop(s) at the SNAP Convention.
- ☐ The sponsorship fee of \$500 per workshop is enclosed with this contract.

SCHOLARSHIP SPONSOR

☐ Our company agrees to sponsor one or more scholarships to be awarded at the Annual Awards Banquet. A company representative will be invited to attend the banquet to make the presentation. Scholarships winners and sponsors will be listed in *Insight*, SNAP's newsletter. (minimum scholarship sponsorship is \$250)

_____ Scholarship(s) in the amount of \$ _____ each is enclosed with this contract.

Representative's Name (person attending celebration reception:)

SNAP GUIDEBOOK SPONSORSHIPS

SNAP's 66th Annual Convention

November 14—17, 2018

PLEASE PRINT

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: (____) _____ FAX Number: (____) _____

Your Name: _____ Title: _____

Signature: _____ Date: ____/____/____

Purchase Order #: _____

Email (required): _____

Our company chooses the following convention sponsorship advertising opportunity:

☐ **Convention App Sponsor Banner Ad \$550.00**

With this sponsorship, your banner advertisement image will rotate on the bottom of the main menu screen, which will be seen by all attendees throughout the convention. Clicking on the banner ad directs attendees to a sponsor page with a customizable image, name & description, and a "More Info" link to additional information, including a PDF or a webpage!

SNAP will need: Banner advertisement image (600x110 pixels); Image and description for sponsor page; Sponsor website URL or sponsor details in PDF.

☐ **General Sponsor Ad \$400.00**

With this sponsorship, your logo will be included in the "Sponsor" module. Clicking on your logo directs attendees to a dedicated page with your information/advertisement and a link to your website!

SNAP will need: Company image (640x240 pixels) and a thumbnail logo (120x150 pixels); Image and description for sponsor page; Sponsor website URL.

Sign up for these advertising opportunities on
www.regonline.com/2018snapexhibitors



Relax in comfort at the Hilton Harrisburg & Tower, with its central location in heart of historic Harrisburg, Pennsylvania's state capitol. Enjoy being steps to the Harrisburg nightlife, which is directly located on Restaurant Row and the coolest pubs, restaurants and attractions.

Within the hotel is a fitness center and a heated indoor pool. Each room is equipped with a coffee/tea maker, mini fridge and a safe for your valuables. Guest rooms have complimentary wireless internet access. The entire lobby and restaurants has been completing transformed, with a vibrant city feeling. The new Ad Lib Craft Kitchen and Bar offers over 40 small plates, along with classic tavern dishes. 1700° Steakhouse invites you to relax and socialize in one of three sophisticated dining rooms, featuring Midwestern prime angus beef and sustainable seafood, with handcrafted cocktails and an extensive wine list.

Check-in is 4:00 pm and check out is 12:00 pm. Parking for convention attendees is a reduced rate of \$10/day; valet parking is \$24/day.

HILTON HARRISBURG & TOWERS

ONE NORTH SECOND STREET, HARRISBURG, PA 17101

PHONE: 717.233.6000 Group Code: SNAP11

WEBSITE: https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=MDTHHHF&spec_plan=SNAP11&arrival=20181112&departure=20181118&cid=OM.WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT

(website specific to reserving rooms for the SNAP Convention)

STUDENT NURSES' ASSOCIATION OF PENNSYLVANIA

P.O. BOX 6567, HARRISBURG, PA 17112-0567

PHONE: 717.671.7110

FAX: 717.671.7112

EMAIL: SNAP@SNAP-ONLINE.ORG

WEBSITE: WWW.SNAP-ONLINE.ORG

This prospectus is also available on our website!

Register at www.regonline.com/2018snapexhibitors