



**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! They will be highly sought after by the most innovative companies interested in getting their message before nursing students and faculty!

STUDENT NURSES' ASSOCIATION OF PENNSYLVANIA

EXHIBIT & SPONSORSHIP OPPORTUNITIES
Harrisburg Hilton & Towers
November 17—19, 2021

TAKE NOTE!

Convention Dates: November 17th-19th

Exhibitor Dates: November 18th-19th

Exhibit Hours:

November 18th: 12:00pm—3:30pm

Buffet Luncheon: 10:30am—11:30am

Lounge open from 11:30am—4:00pm

November 19th: 9:30am—12:30pm

Give-away drawing at 12:00pm

Lounge open from 10:00am—2:00pm

Exhibit Registration:

November 18th: 8:30am—11:00am

Set-Up: November 18th after 8:30am

Break-Down: November 19th after 12:30pm

REGISTER AT:

<https://snapexhibitregistration2021.eventbrite.com>

EXCITING SPONSORSHIP OPPORTUNITIES!

The Student Nurses’ Association of Pennsylvania (SNAP) is excited to offer your organization some great 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 be using **EVENTBRITE**, an event app, that attendees will be able to access throughout convention on their phones and laptops. 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	POSTER PRESENTATION SPONSOR	AWARDS CELEBRATION SPONSORSHIP	SCORE! CHALLENGE BOWL SPONSOR	CHALLENGE BOWL REFRESHMENT SPONSOR
FEE	\$10,000	\$3,000	\$3,250	\$3,000	\$3,000
Table Location	Exclusive	Premium	Premium	Premium	Premium
Signage	At all programs	At Poster Presentation Area	In Exhibit area	At Challenge Bowl	At Challenge Bowl
Specialized Email Blast	To all SNAP members before & after Convention	To attendees before & after Convention	To attendees before & after Convention	To attendees before & after Convention	To attendees before & after Convention
VIP Awards Celebration Tickets	5	3	2		
Website Logo/Link	Front page for 1 year		Convention page for 1 year		
SNAP Scholarship	\$500		\$250		
Speaking Opportunity - Greetings	Opening Ceremony	Introduced at Opening Ceremony	Introduced at event	At Challenge Bowl	At Challenge Bowl
Convention Bag Insert	Yes	Yes	Yes	Yes	Yes
EVENTBRITE Banner Ad	Yes	Yes	Yes	Yes	
Push Messaging	Yes	Yes			
INSIGHT Ad—SNAP’s Digital Newsletter	Display ad with link 1 year	Block with logo before/after convention	logo and link before/after convention	logo and link before/after convention	logo and link before/after convention
Widget on EVENTBRITE	Yes				
EVENTBRITE Sponsor Page	Logo/link & Description	Logo/link & Description	Logo/link	Logo/Link	Logo/Link
Additional Benefits	Logo at Registration Site			\$500 award to winners	

SNAP Exhibitor Information

Convention Dates: November 17—19, 2021
Exhibit Dates: November 18—19, 2021
Location: Harrisburg Hilton & Towers
1 North Second Street, Harrisburg, PA 17101
Reservations: (717)233-6000 Group Code: SNAP21
Room Rate: \$134 Single/Double

To reserve your room:

Booking Link: <https://www.hilton.com/en/book/reservation/rooms/?ctyhocn=MDTHHHF&arrivalDate=2021-11-15&departureDate=2021-11-21&room1NumAdults=1&cid=OM%2CWW%2CHILTONLINK%2Cen%2CDirectLink>

BE SURE TO TELL THEM YOU'RE WITH THE SNAP CONVENTION

Exhibit Hours/Dates: **Thursday, November 18th**
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 19th
Open from 9:30 am to 12:30 pm
Give-Away Drawing in exhibit area at 12:00 noon
Exhibitor Refreshment Lounge open from 10:00 am - 12:00 noon

Exhibit Registration: **Thursday, November 18th**
8:30 am - 11:00 am

Exhibit Set-up: **Thursday, November 18th after 8:30 am**
Exhibit Break-down: **Friday, November 19th after 12:30 pm**

Exhibit Fees

	Early Registration	After 7/31/21
Hospitals, NCLEX Review Courses, Publishing, Government (armed forces)	\$1,610	\$1,880
Professional nursing organizations (PSNA, PLN, etc)	\$1,300	\$1,500
Schools of Nursing	\$1,300	\$1,500
Awards Reception Celebration Sponsorship	\$3,250	\$3,250
SCORE! NCLEX Bowl Sponsor	\$3,000	\$3,000
SCORE! NCLEX Bowl Refreshment Sponsor	\$3,000	\$3,000
POSTER PRESENTATION SPONSOR	\$3,000	\$3,000
CHAMPION SPONSOR	\$10,000	\$10,000

Registration and Payment **MUST BE RECEIVED** by July 31st
in order to be eligible for the Early Registration fee.

*If you are not sure which category fits your institution/business,
please contact Cindy Shingler at (717)671-7110 or snap@snap-online.org*

OTHER SPONSORSHIP OPPORTUNITIES

All sponsorships will receive special publicity, recognition in the registration brochure (if received by August 1, 2021) your interactive logo on the activity page as the sponsor of this event in our Eventbrite app and recognition in our digital 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

\$3,000

With this sponsorship, SNAP will provide refreshments for our annual SCORE! NCLEX® Challenge Bowl. This event is a huge success every year and we know it will be even bigger this year! The sponsor will also receive a booth in the exhibit hall, special signage and company logo in the SNAP Eventbrite app.

Challenge Bowl Sponsor

\$3,000

With this sponsorship, the winners of the SCORE! NCLEX® Challenge 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 on Wednesday evening, November 20th! The sponsor will also receive a booth in the exhibit hall, special signage and company logo in the SNAP Eventbrite 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 Eventbrite 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 Eventbrite app.

Workshop Sponsorship each

\$500

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 Eventbrite 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 min

All monies received are awarded to outstanding SNAP members at the Annual Awards Reception Celebration by the sponsors. All efforts will be made to match scholarship winners with geographic location of sponsor. The sponsor will receive one (1) ticket to the event.

Name Badge Holders, Lanyards 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 18, 2019. Please contact Cindy Shingler for availability at (717)671-7110.

SNAP EVENTBRITE SPONSORSHIPS

SNAP has entered the hi-tech world with our conventions. Rather than printing a booklet that can be lost or misplaced, SNAP has created 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!

EventBrite 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 email the SNAP office.

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 afternoon and Friday morning.

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, in which case the exhibitor will not include their give-away in the drawing.

Cancellation Policy

Cancellations will not be accepted for any reason after July 31, 2021. 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 Reception Celebration on Thursday evening for \$40.00/person. This is an enjoyable event 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 digital newsletter that is sent monthly 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—recognizing it as one of the best publications produced by a state nursing student organization!

Advertising

Size	1x/year	4x/year	11x/year
Digital Image	\$750/ad	\$500/ad	\$250/ad

All ads must be in gif format. Please contact the SNAP office for more information: (717)671-7110 or email snap@snap-online.org.

Hospital/Firm Name: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____ Email: _____

Company Representative: _____

Advertising Agency: _____

Representative: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____ Email: _____

Issues

September 2021: deadline 9/1/21 **October 2021:** deadline 10/1/21 **November 2021:** deadline 11/1/21

December 2021: deadline 12/1/21 **January 2022:** deadline 1/3/22 **February 2022:** deadline 2/1/22

March 2022: deadline 3/1/22 **April 2022:** deadline 4/1/22 **May 2022:** deadline 5/1/22

June 2022: deadline 6/1/22

August 2022: deadline 8/1/22

SNAP's 69th Annual Convention

November 17 – 19, 2021

EXHIBIT & SPONSORSHIP CONTRACT

Register at <https://snapexhibitregistration2021.eventbrite.com> (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 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 10/15/21): _____

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

PLEASE CHECK: (FEE MUST BE PAID by 7/31/21 for Early Registration rate)

Hospitals, Review Courses, Publishing, Government (including Armed Forces)

Early Registration \$1,610 Regular Registration \$1,880

Professional Nursing Organization Early Registration \$1,300 Regular Registration \$1,500

School of Nursing Early Registration \$1,300 Regular Registration \$1,500

Awards Celebration Sponsor (Includes Table. See sponsorship page) \$3,250

Challenge Bowl Sponsor (Includes Table. See sponsorship page) \$3,000

Challenge Bowl Refreshment Sponsor (Includes Table. See sponsorship page) \$3,000

EventBrite App Sponsor \$550

General App Ad \$400

Poster Presentation Sponsor (Includes Table. See sponsorship page for additional benefits) \$5,000

Champion Sponsor (Includes Table. See sponsorship page for additional benefits) \$10,000

____ Additional Luncheon Ticket (s) @ \$35/ea. (2 complimentary with registration) \$ _____

____ Celebration Reception Ticket (s) @ \$40/ea. \$ _____

TOTAL from Sponsorship page (turn page) \$ _____

TOTAL DUE FOR EXHIBIT BOOTH/SPONSORSHIPS \$ _____

PLEASE TURN PAGE FOR OTHER CONVENTION SPONSORSHIP OPPORTUNITIES

PHONE: 717.671.7110

FAX: 717.671.7112

EMAIL: snap@snap-online.org

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Reserve with online registration: <https://snapexhibitregistration2021.eventbrite.com>
or send via mail with registration form (previous page)

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, 2021.

SNAP NAME BADGE HOLDER/CONVENTION BAG SPONSOR

- Our company agrees to sponsor the name badge holders (must arrive at hotel by Monday, November 15)
- Our company agrees to sponsor the convention bags (must arrive at hotel by Monday, November 15)

KEYNOTE ADDRESS SPONSOR

- Our company agrees to sponsor the Keynote Address on Thursday, November 18, 2021
- The sponsorship fee of \$1,000 is enclosed with this contract.

WORKSHOP SPONSOR

- 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 Reception Celebration. A company representative will be invited to attend the awards celebration 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):

All sponsors will have their logo prominently placed on the session/activity page in the EventBrite app. For more information, please contact Cindy Shingler at snap@snap-online.org or (717)671-7110.

Contract must be received by Monday, August 2nd in order to be included in the convention registration brochure.

SNAP EVENTBRITE SPONSORSHIPS

SNAP's 69th Annual Convention

November 17—19, 2021

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 in GIF); 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 in GIF) and a thumbnail logo (120x150 pixels in GIF); Image and description for sponsor page; Sponsor website URL.

Sign up for these advertising opportunities on

<https://snapexhibitregistration2021.eventbrite.com>



Relax in comfort at the Hilton Harrisburg & Tower, with its central location in the 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 have been completely 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 3:00 pm and check out is 11:00 am. Parking for convention attendees is a reduced rate of \$10/day; valet parking is \$24/day.

Hilton Harrisburg

One North Second Street, Harrisburg, PA 17101

PHONE: 717.233.6000 WEBSITE: www.hilton.com

Booking Link: <https://www.hilton.com/en/book/reservation/rooms/?ctyhocn=MDTHHHF&arrivalDate=2021-11-15&departureDate=2021-11-21&room1NumAdults=1&cid=OM%2CWW%2CHILTONLINK%2Cen%2CDirectLink>

**The direct registration link above can be found on the SNAP Webpage:
Convention > SNAP Annual Convention > Exhibitors and Sponsors**

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 <https://snapexhibitregistration2021.eventbrite.com>