August 3, 2021

Re: 2022 Annual Meeting and Conference and Golden Anniversary Celebration Exhibitor and Vendor Prospectus

To Whom It May Concern:

The Organization of Nurse Leaders of New Jersey (ONL NJ) is seeking support for its Annual Meeting and Conference to be held April 28-29, at The Westin Princeton at Forrestal Village in Princeton, N.J. Due to COVID-19, the Golden Anniversary Celebration originally scheduled in 2021 was cancelled. We are extremely happy that will be celebrating the 51st anniversary this year in conjunction with the Annual Meeting and Conference.

This annual event has a long history of success, and it typically brings together nearly 200 nurse executives and leaders from across the state including direct care providers, managers and administrators from all practice settings and encompassing acute care, post-acute and long-term care.

This year the venue has moved to The Westin Princeton to provide more space for exhibits, meeting rooms and education sessions. ONL NJ is pleased to offer the opportunity to participate through various levels of sponsorship. The enclosed prospectus provides detailed information on exhibits and other sponsorship opportunities. This is an exceptional opportunity to showcase new services, technologies, and equipment. A listing of all exhibit and sponsor companies will be included on event webpage.

Thank you for your consideration as a potential exhibitor or sponsor. For more information, please contact Susan Cholewka, executive director at scholewka@onlnj.org or 732-421-7557. We ask for your response by December 10, 2021

Sincerely,

The ONL NJ Finance Committee

General Information

The ONL NJ Annual Meeting and Conference and Golden Anniversary Celebration
April 28-29, 2022

Event Location
The Westin Princeton at Forrestal Village
201 Village Boulevard
Princeton, NJ 08540

Hotel Reservations
ONL NJ Room rate $139, plus taxes and fees
Cutoff date – March 31, 2022
Method for reservations – contact phone number is 1-888-236-2427 and ask for the
Organization of Nurse Leaders of New Jersey group block.

Purpose
The ONL NJ Annual Meeting and Conference and Golden Anniversary Celebration provides opportunity for education and networking for members and non-members alike. Approximately 200 nurse leaders representing all patient care delivery settings, academia and healthcare business representatives are expected to attend. The program includes nationally known speakers and presentations on current issues that are important to healthcare and have an impact on the nursing profession.

A Sponsor Brochure will be distributed to all conference attendees.

Definitions

- ***Exhibit space* –** includes one six-foot draped and skirted table. Products, equipment, and samples will be permitted pending approval by the committee.
- ***Deluxe Exhibit space*** larger area to display equipment and products such as beds.
- ***Networking lunch* -** networking opportunities with conference attendees at the luncheon.
- ***Conference attendee list* –** vendors will receive a list of all conference attendees, including name, title, and employer**.**
- ***Complimentary education session attendance*** for one company representative. Nursing continuing education credits will be provided.
- ***Prominent listing as sponsor*** in Annual Meeting and Golden Anniversary Event webpage.
- ***Introduction of key speaker* -** sponsor representative will introduce a key speaker at one of the education sessions.

Package Sponsorship Opportunities:

Package	Bronze $2,000	Silver $2,500	Gold $3,000	Diamond* $3,500	Platinum $4,500
Standard Exhibit Space one day	✓				
Deluxe Exhibit Space 1 day (ABC)		✓			
Standard Exhibit Space two days			✓		
Deluxe Exhibit Space two days (ABC)				✓	✓
Networking luncheon	✓	✓	✓	✓	✓
Conference attendee list	✓	✓	✓	✓	✓
Education Session Attendance	✓	✓	✓	✓	✓
Prominent listing as sponsor in Annual Meeting event website	✓	✓	✓	✓	✓
Introduce Key speaker					✓

Cancellation or Withdrawal
Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received on or before February 25, 2022, a refund of all monies minus a charge of $200 will be refunded. **Cancellation for any reason after February 25, 2022, will not be eligible for any refund**.

Other Sponsorship Opportunities:

Golden Anniversary Celebration Cocktail Reception
$3,000 – Host or co-host networking reception with conference attendees Thursday, April 28, from 4 p.m. – 5:30 p.m. Host company representative may make brief comments and provide literature.

$600 – Exclusive back cover advertisement in the Anniversary Issue Program Book
Specifications: Ad Size 7.5" wide x 10" tall, full-page bleeds cannot be accommodated. Final Trim Size: 8.5" wide by 11" tall, black and white, ad pages printed by Xerox Docutech. Black and white ads will be accepted as Adobe Acrobat PDFs, saved as print-optimized (high resolution, minimum 300, dpi), no image compression and/or embedded fonts; or Adobe, Photoshop 6.0 – CS (.tif, .eps, .psd, .jpg) saved at a minimum of 300 dpi, sized at 100 percent.
Artwork deadline March 17

$500 – Inside cover advertisement in the Program Book

Specifications: Ad Size 7.5" wide x 10" tall, full-page bleeds cannot be accommodated. Final Trim Size: 8.5" wide by 11" tall, black and white, ad pages printed by Xerox Docutech. Black and white ads will be accepted as Adobe Acrobat PDFs, saved as print-optimized (high resolution, minimum 300, dpi), no image compression and/or embedded fonts; or Adobe, Photoshop 6.0 – CS (.tif, .eps, .psd, .jpg) saved at a minimum of 300 dpi, sized at 100 percent.
Artwork deadline March 17

$350 – Full-page advertisement in the Program Book

Specifications: Ad Size 7.5" wide x 10" tall, full-page bleeds cannot be accommodated. Final Trim Size: 8.5" wide by 11" tall, black and white, ad pages printed by Xerox Docutech. Black and white ads will be accepted as Adobe Acrobat PDFs, saved as print-optimized (high resolution, minimum 300, dpi), no image compression and/or embedded fonts; or Adobe, Photoshop 6.0 – CS (.tif, .eps, .psd, .jpg) saved at a minimum of 300 dpi, sized at 100 percent.
Artwork deadline March 17

Contact to confirm and register:
Susan Cholewka
Executive Director
ONL NJ
scholewka@onlnj.org