National Hartford Center of Gerontological Nursing Excellence

Sponsor Prospectus

2023 VIRTUAL NHCGNE ANNUAL CONFERENCE
OCTOBER 24 - 26
WWW.NHCGNE.ORG
About NHCGNE
The National Hartford Center of Gerontological Nursing Excellence (NHCGNE) is a specialty nursing organization representing gerontological nurses from more than 60 of the most respected national and international institutions working collaboratively to improve life for older adults. NHCGNE was organized in 2000, incorporated in 2017, and is today classified as a non-profit organization under section 501(C)(3) of the Internal Revenue Code. NHCGNE has a voice and appeal reaching more than 100,000 deans, faculty, students, and alumni with a breadth and depth of knowledge in caring for older adults and those who love them.

NHCGN builds upon the legacy of The John A. Hartford Foundation, which represents the gold standard of excellence in gerontology. We are a collaboration of national and international nursing schools and institutions that have demonstrated the highest level of commitment to the field of gerontological nursing. Our members are more likely to achieve success because of the strong collaborative relationships that they build through access to over 300 gerontological nursing leaders, and because of the potential for rapid development of their programs through access to cutting-edge best practices in faculty and curriculum development.

NHCGNE Mission Statement
The mission of the NHCGNE is to enhance and sustain the capacity and competence of all nurses to work in partnership with others to provide quality care of older adults through:

- Promoting faculty development
- Advancing nursing science for older adults
- Facilitating adoption of best practices
- Fostering leadership
- Designing and shaping policy

NHCGNE Vision
The vision of the NHCGNE is optimal health and quality of life for older adults.
NHCGNE Membership

NHCGNE has an elite group of members and counts over 60 institutions around the world as its partners. To help fulfill our mission NHCGNE provides members with faculty and staff development, advances in gerontological nursing science, facilitates adoption of best practices, fosters leadership, and helps design and shape policy centered around gerontology and caregiving. Partnering with NHCGNE can provide valuable exposure to your organization -- including 1900+ email database and 1400+ social media followers -- within the gerontological nursing community and contribute to the advancement of research, education, and policy development in the field.

Who’s Attending?

87% of participants are advanced practice nurses who hold faculty positions in top nursing schools
30% of attendees have tenure
33% are on a tenure track
24% are on a non-tenure track

Cumulative Impact on Students:
Since 2001, over 200,000 nursing students have been taught or mentored by participants.

Research Areas

- Acute/Critical Care
- Aging and System Management
- Alzheimer’s Disease and Related Dementias
- Caregiving
- Community Based Care
- Culture and Aging
- Gerontological Nursing
- Home Health
- Long-Term Care
- Pain in Aging
- Palliative Care
- Psychosocial
- Quality Improvement
- Technology
Why Sponsor?

EXPOSURE: Include your company ad and/or description in the Symposium Program. Attendees use the program throughout the event, and it serves as a great take-home reference! Sponsor logos are placed on signage throughout the event and NHCGNE recognizes sponsors on its Twitter, LinkedIn, and Facebook before and during the event.

RECOGNITION: NHCGNE Annual Conference attendees appreciate the contributions your organization makes to the gerontological nursing profession. We’ll remind them of your support on signage throughout the event, on the NHCGNE website, and in the Conference Program.

ACCESS: This is an opportunity for you to promote your products and/or services to the key leaders in gerontological nursing. Our registration list is a virtual “Who’s Who” in gerontological nursing, representing the top programs in the nation and around the world.

• Take advantage of the intimate setting and get access to the key thought leaders and decision makers of internationally renowned gerontological nursing colleges, schools, and programs.
• Showcase your organization’s successful programs and products in gerontology.
• Learn about what is going on in the field, directly from those in the frontlines of research and education.

Who Should Sponsor at the Virtual NHCGNE Annual Conference?

✓ Nursing Academic Programs
✓ Healthcare Equipment & Suppliers
✓ Health-Related Publishers
✓ Stimulation Technology Providers
✓ Health-Related Product Manufacturers
✓ Clinical & Academic Consultants
✓ Tableau Student Course Evaluations
✓ Zoom / Canvas
✓ Assessment Technologies

Your support makes the NHCGNE Annual Conference the premiere event for the gerontological nursing community and is one of the many reasons our attendees return year after year.
Sponsorship Opportunities

- Platinum Sponsorship: $5,000
- Gold Sponsorship: $3,000
- Silver Sponsorship: $1,500
- Bronze Sponsorship: $1,000
- Supporting Sponsorship: <$1,000
- Continuing Education: $2,500
- Mary Starke Harper Award: $2,500
- Poster Flash Talks Recognition: $2,500
- SIG Meetings: $2,000
- Award Sponsorship: $1,750
- Three Month Website Ad: $900
- One Month Website Ad: $350
- One Month Newsletter Ad: $350
- Two or More Newsletter Ads: $150/Issue
- Conference Program Full Page: $1050
- Conference Program Half Page: $650
- Conference Program Banner Ad: $400

Scan this QR code to learn more and for payment form.

Questions?
Contact info@nhcgne.org.
Advertising Opportunities

**NHCGNE Website Advertising**

One Month...............................$350
Three Months..........................$900

**NHCGNE Newsletter Advertising** -- 1,900+ subscribers

One Month...............................$350
Two or More Issues...............$150/issue

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2023 Annual Conference
October 24-26, 2023

NHCGNE.org