



michigan center  
for nursing

# Exhibiting & Sponsorship Opportunities



## Michigan Nursing Summit

The Michigan Center for Nursing is a service of michigan health council

# About

## Our Mission

The mission of Michigan Center for Nursing (MCN) is to enhance the delivery of compassionate, quality health care by providing resources regarding education, careers, skills, and leadership development to Michigan nurses and nursing students, thereby helping nurses to meet the needs of the community.

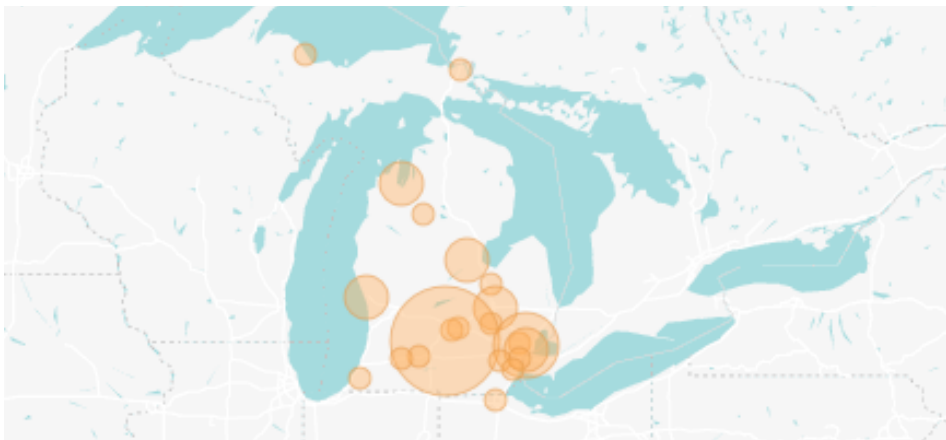
MCN has been a service of Michigan Health Council since 2003. Support for some of our projects comes from the Robert Wood Johnson Foundation.

## Your Opportunities

Opportunities exist for health related organizations and those who support health educational programs to become involved with MCN. Michigan Center for Nursing's interests lie in working collaboratively with the healthcare community and stakeholders.

Partners will have a chance to inform, contribute to, and communicate with nursing professionals from all over the state. The map below illustrates the Summit's reach. Our attendees traveled from all over Michigan in 2018.

Michigan Center for Nursing is a program of Michigan Health Council, a 501(c)(3) nonprofit organization dedicated to creating a culture of health with health professionals at the heart of the delivery system.



## How we keep in touch

### Digital Reach

Our website received over 60,000 visitors last year, averaging over 5,000 visitors per month.

We also have a strong social media presence with an engaged audience.

### Newsletter

Our newsletter goes out to nearly 2,000 nurses and nursing partners in Michigan every month.

### Michigan Nursing Action Coalition

We are co-lead for the Michigan Nursing Action Coalition, which connects nearly 200 nurses statewide.

[www.miactioncoalition.org](http://www.miactioncoalition.org)

# Event Details

October 17-18, 2019 | Dearborn, Michigan

## Overview

Michigan Center for Nursing’s Michigan Nursing Summit is an annual event that convenes nurses from Michigan as well as several nearby states. The purpose of this summit is to increase nurses’ understanding of factors that impact health beyond traditional delivery of care and empower them to enact positive change for the health of their communities. If you have any questions, please call Kristin Sewell at 517-908-8243 or reach her by email at [kristin.sewell@mhc.org](mailto:kristin.sewell@mhc.org).

## Venue

DoubleTree by Hilton Detroit - Dearborn  
5801 Southfield Expressway  
Detroit, MI 48228  
Phone: 313-336-3340  
Website: [bit.ly/2019summithotel](http://bit.ly/2019summithotel)

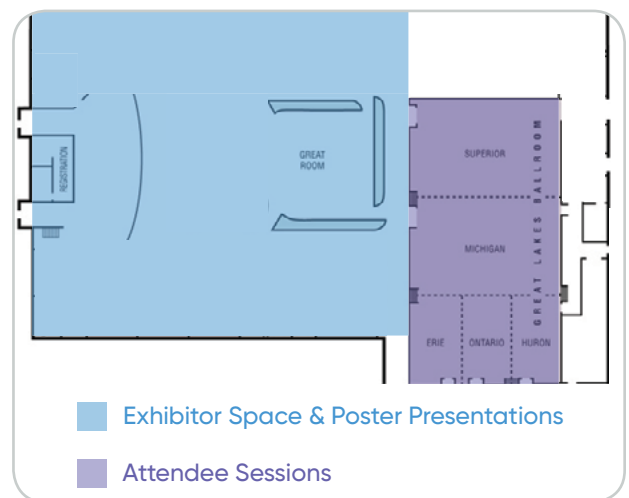
## Features

- Two days of exhibiting
- Exhibitor space located in central area near sessions and food
- Long break times with exhibitors
- Long lunch time with exhibitors
- Ability to participate in sponsor prize drawing
- \$100 discount for legacy exhibitors (legacy exhibitors include those who have exhibited or sponsored a previous Michigan Nursing Summit)

## Quick Facts

**300+** Participants expected for the 2019 Michigan Nursing Summit  
**278** Participants at last year’s 2018 Michigan Nursing Summit

- **Exhibitor Schedule**
- **Thursday Oct 17**
- 7-8 am exhibitor set up
- 8:00 am - 5:00 pm exhibits open
- **Friday Oct 18**
- 8:00 am - TBD exhibits open





# Sponsorship Levels

**Exhibitor Package (40 available)**

- 8 foot linen covered table and 2 chairs
- 2 exhibit staff per table
- Breakfast, lunch, and snacks included
- Sponsor name listed on website
- Sponsor name printed in Summit program

\$600

**Iron Sponsor (4 available)**

- Exhibitor package  
*plus*
- Social media recognition
- Coffee service sponsor branded signage

\$1,000

**Copper Sponsor (2 available)**

- Exhibitor package  
*plus*
- Social media recognition
- Snack service sponsor branded signage
- Logo on promotional item<sup>1</sup>

\$2,500

**Bronze Sponsor (2 available)**

- Exhibitor package  
*plus*
- Social media recognition
- Snack service sponsor branded signage
- Logo on promotional item<sup>1</sup>
- Attendee raffle prize: gift card<sup>2</sup>

\$3,000

**Silver Sponsor (2 available)**

- Exhibitor package  
*plus*
- Social media recognition
- Breakfast service sponsor branded signage
- Logo on promotional item<sup>1</sup>
- Attendee raffle prize: gift card<sup>2</sup>
- Sponsor logo & link on Michigan Center for Nursing website

\$5,000

## About the Attendees

**30% Direct Patient Care in a Clinical Setting**

Includes RNs, Case Managers, and Specialists in a clinical setting

**23% Administrator in a Clinical Setting**

Includes Directors of Nursing, Chief Nursing Officers, and other management in a clinical setting

**23% Faculty**

Includes faculty and administrators in an academic setting

**14% Community Health**

Includes Community Health workers, Public Health workers, and Social Workers

**6% Student Nurses**

**1.5% Retired Nurses**

**3% Other**

# Sponsorship Levels

## Gold Sponsor (2 available)

\$7,000

- Exhibit level package *plus*
- Social media recognition
- Reception sponsor branding (e.g., drink tickets, napkins, table signs)
- Logo on promotional item<sup>1</sup>
- Attendee raffle prize: gift card<sup>2</sup>
- Sponsor logo & link on Michigan Center for Nursing website
- All day lobby signage



Sponsor flash drives pre-loaded with event presentations

## Platinum Sponsor (2 available)

\$9,000

- Exhibit level package *plus*
- Social media recognition
- Lunch sponsor branded signage
- Logo on promotional item<sup>1</sup>
- Attendee raffle prize: gift card<sup>2</sup>
- Sponsor logo & link on Michigan Center for Nursing website
- All-day lobby signage



Sponsor drink tickets for evening reception



Sponsor lanyards for name tags



Sponsor tote bags for registration materials

Each Package Includes:	Exhibit	Iron	Copper	Bronze	Silver	Gold	Platinum
Exhibit table for 2 staff	•	•	•	•	•	•	•
Sponsor name listed on website	•	•	•	•	•	•	•
Sponsor name printed in program	•	•	•	•	•	•	•
Social media recognition		•	•	•	•	•	•
Logo on Summit promotional item			•	•	•	•	•
Sponsor logo & link listed on website					•	•	•
Attendee raffle prize: gift card				•	•	•	•
Coffee service signage		•					
Snack sponsor signage			•	•			
Breakfast sponsor signage					•		
Lunch sponsor signage							•
Evening reception sponsor signage						•	
All day lobby signage						•	•



# Sponsorship Levels

## À La Carte Options

### Additional Attendees

**\$150**

Each exhibitor table includes chairs for 2 staff members. Additional attendees may be purchased at a cost of \$150 per person for up to two (2) additional staff members

### Nursing Student Scholarship

**\$120**

Scholarships are awarded to pre-licensure nurses to attend the Summit. Sponsor has the option to either award scholarship to a student of its choice or allow Michigan Center for Nursing to select the student.

### Print Advertisements in Summit Program

Ads may be in full color, also includes company name on MCN website. Ads are subject to approval by the Michigan Center for Nursing. Ad art must be sent to [ana.hornburg@mhc.org](mailto:ana.hornburg@mhc.org) by August 31, 2019.

Full Page Ad (8.5" x 11" plus bleeds)

**\$1,000**

Half Page Ad (8" x 5", no bleeds)

**\$600**

Quarter Page Ad (3.5" x 5", no bleeds)

**\$400**

### Raffle Prize: Gift Basket

**\$300**

Gift baskets are valued at a minimum of \$250. Michigan Center for Nursing is responsible for supplying the gift basket. The Sponsor will be acknowledged from the podium during the General Session.

### Keynote Sponsor

**\$5,000**

Sponsor the Keynote Session to receive branded signage, organization name listed in the printed Summit program, and social media recognition.

<sup>1</sup>Promotional items include required event materials such as tote bags, neck wallets, flashdrives, bookmarks, notepads, etc. The Sponsor's logo will appear along with "2019 Michigan Nursing Summit" (when applicable) and will be distributed to all attendees at registration. Michigan Center for Nursing is responsible for ordering all materials.

<sup>2</sup>Gift card values range from \$25-\$100 depending on the sponsorship level. Sponsors will be acknowledged from the podium during the General Session.



Sponsor gift cards are distributed during the event as attendee raffle prizes



Signage is provided for meal, snack, and keynote sponsors



Sponsor a scholarship for a Michigan nursing student



Custom gift sponsorship distributed to all attendees at registration

# Registration & Payment

## Registration Deadline August 31, 2019

Sponsor and exhibitor registration may now be completed online at [michigancenterfornursing.org/sponsor2019](http://michigancenterfornursing.org/sponsor2019)

### Legacy Exhibitor Discount

Organizations who have exhibited previously with the Michigan Nursing Summit (2014-2018) are eligible to receive a \$100 discount.

### Exhibit Space

All materials must be available for distribution only at the exhibit tables. Exhibitors may not share or sublease table space with other organizations.

Each sponsorship level includes 2 staff members to exhibit. **Additional attendees may be purchased at a cost of \$150 per person for up to two (2) additional staff members.**

### Advertisements

If your sponsorship agreement includes an advertisement, final art must be received by August 31, 2019 to be included in the program. All ad art is subject to approval by the Michigan Health Council.

### Payment and Cancellation Policy

The application form and payment must be provided in order to reserve booth or other sponsorship space. Checks should be made to "Michigan Health Council." Cancellations made after August 31 will not be refunded.

### Mail checks to:

Attn: MCN Summit 2019  
Michigan Health Council  
2121 University Park Dr., STE 150  
Okemos, Michigan 48864

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### Contact Us

If you have any questions, please contact the Michigan Health Council. You may contact Kristin Sewell directly using the contact information below.



**Kristin Sewell**

**mail** 2121 University Park Dr., STE 150  
Okemos, MI 48864

**tel** 517-908-8243

**email** [kristin.sewell@mhc.org](mailto:kristin.sewell@mhc.org)



# 2018 Sponsors & Exhibitors

## **SPONSORS:**

Flash Drive Sponsor:  
ACEMAPP

Gift Sponsor: Lansing  
Community College

Keynote Sponsor: Walden  
University

Neck Wallet Sponsor: Center  
for Caring

Thursday AM Break Sponsor:  
University of Michigan-Flint

Tote Bag Sponsor: The  
Mentoring Project, Michigan  
Nursing Action Coalition

## **CORPORATE TABLES:**

University of Michigan - Flint  
School of Nursing

Barry Eaton District Health  
Department

Munson Healthcare -  
Cadillac

## **EXHIBITORS:**

American Red Cross

Ascension

Ascension at Home  
(Reverence Home Health  
and Hospice/Crittenden  
Home Health)

AstraZeneca

Arrow Strategies

Aya Healthcare

Baker College

Bronson Healthcare Group

Burcham Hills

CAE Healthcare

Davenport University

Eastern Michigan University

Ecology Center/MI Air MI  
Health

Ferris State University

Grand Canyon University

Grand Valley State University

Kirkhof College of Nursing

HealthCall

Henry Ford Health System

Holland Hospital

Hurst Review Services

ICONMA

Indiana Wesleyan University

Kaplan Nursing

Madonna University

Meemic: K. Mathes Insurance  
Agency

Michigan Department of  
Corrections

Michigan Health & Hospital  
Association (MHA)

Michigan Health Council

Michigan Medicine,  
University of Michigan

MSU College of Nursing

Munson Medical Center

Navy Recruiting District,  
Michigan

Ohio University

Pine Rest Christian Mental  
Health Services

Rainbow Rehabilitation

Rochester College School of  
Nursing

Siena Heights University

Sparrow Health System

United States Army  
Healthcare

University of Detroit Mercy

University of Michigan - Flint

University of Michigan  
School of Nursing

Voalte

Vocera

Walden University

Wayne State University

## **PROGRAM**

## **ADVERTISERS:**

Hurst Review Services

ICONMA

Michigan Council of Nurse  
Practitioners

Michigan Nursing Action  
Coalition

Michigan Public Health  
Institute

MSU College of Nursing

Pine Rest Christian Mental  
Health Services

University of Michigan - Flint