



2022
AWHONN
INDUSTRY
OPPORTUNITIES



AWHONN

PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS

**STRATEGIC
ALLIANCE**

“If you want to go fast,
go alone, but if you want
to go far, go together.”

–African proverb

AWHONN'S MISSION

Empower and support nurses caring for women, newborns, and their families through research, education, and advocacy.

In Partnership, We Can Go Farther Together.

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STRATEGIC ALLIANCE & PARTNERSHIPS

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AWHONN STRATEGIC ALLIANCE

Allies for Nurses in Women's, Maternal, and Newborn Health

Advancing health for childbearing people and their infants begins with excellence in nursing care. As the most trusted leaders in health care, nurses count on state-of-the-art research, evidence-based practice and education, and clinical resources to save lives and improve the wellbeing of moms and babies.

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is the largest nursing organization dedicated to the care of women and newborns in the United States.

The AWHONN Strategic Alliance joins nurses and industry leaders on clinical issues, practice trends, essential products for care, and educational resources. Aligning with AWHONN provides incomparable engagement opportunities with nurses. In this alliance, everyone benefits, especially nurses, moms, babies, and you—our partners.

Join us and become an ally for nurses, women, and newborns.

Together, we are making a difference in the lives of mothers and their newborns.

Nursing is an art and a science. It's health care with a heart and a mind.



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AWHONN STRATEGIC ALLIANCE

Let's Partner for Better Outcomes

No other group of nursing professionals provides health care for more women and babies than AWHONN nurses. Let us help you create strong relationships and build loyalty with these clinical leaders. Join the growing number of AWHONN partners who benefit from curated access to the full AWHONN nursing community.

AWHONN is your connection for strategic goals achieved with leading nurses caring for women and babies. Choose the level of Strategic Alliance benefits needed for maximum AWHONN member engagement. Partners who support AWHONN through additional sponsorships and other means are recognized at the level that reflects their total financial support of the organization and its members.

ASA Membership Levels & Benefits

VISIONARY (\$75K)

MEMBERSHIP

- Full AWHONN Annual Membership (x5)
- Full AWHONN Convention Registration (x5)
- Full Access to Publications and Newsletters
- Full Access to AWHONN HUB
- Corporate Contribution to Every Woman, Every Baby
- Inclusion in AWHONN Giveaway Box

MARKETING ENGAGEMENT

- Featured Recognition on awhonn.org
- Featured Recognition on awhonnconvention.org
- 20% Ad Discount in AWHONN Nurse's Station
- Education/Promotional Email Blasts (x3)
- Survey Email (x2), Nurse Recruitment Email (x1)

MEETINGS & EVENTS

- Electronic Ad at AWHONN Convention (x1)
- Inclusion in Signage at Leadership Conference (x1)
- Bag Insert in Convention Attendee Bags (x3)
- 1st priority for Convention exhibits (by priority points)
- Company aisle signage traffic in Expo Hall
- Special recognition & VIP reception invite (x6)
- Invitation to meet with AWHONN leadership
- Company logo & booth # in expo traffic builder
- Virtual Focus Group with Convention Attendees (x1)

SOCIAL MEDIA

- Topical IG/Facebook Conversation (x3)
- Topical Virtual Townhall Discussion (x3)
- AWHONN Insight Podcast Episodes (x3)
- Logo Recognition on Select Health Awareness Campaigns*

INNOVATOR (\$50K)

MEMBERSHIP

- Full AWHONN Annual Membership (x4)
- Full AWHONN Convention Registration (x4)
- Full Access to Publications and Newsletters
- Full Access to AWHONN HUB
- Corporate Contribution to Every Woman, Every Baby
- Inclusion in AWHONN Giveaway Box

MARKETING ENGAGEMENT

- Featured Recognition on awhonn.org
- Recognition on awhonnconvention.org
- 15% Ad Discount in AWHONN Nurse's Station
- Education/Promotional Email Blasts (x2)
- Survey Email (x1), Nurse Recruitment Email (x1)

MEETINGS & EVENTS

- Electronic Ad at AWHONN Convention (x1)
- Inclusion of Signage at Leadership Conference (x1)
- Bag Insert in Convention Attendee Bags (x2)
- 2nd priority for Convention exhibits (by priority points)
- Company aisle signage traffic in Expo Hall
- Special recognition & VIP reception invite (x5)
- Invitation to meet with AWHONN leadership
- Company logo & booth # in expo traffic builder
- Virtual Focus Group with Convention Attendees (x1)

SOCIAL MEDIA

- Topical IG/Facebook Conversation (x2)
- Topical Virtual Townhall Discussion (x2)
- Sponsor AWHONN Insight Podcast Episode (x2)
- Logo Recognition on Select Health Awareness Campaigns*



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AWHONN STRATEGIC ALLIANCE

CHANGEMAKER (\$25K)

MEMBERSHIP

- Full AWHONN Annual Membership (x3)
- Full AWHONN Convention Registration (x3)
- Full Access to Publications and Newsletters
- Full Access to AWHONN HUB
- Corporate Contribution to Every Woman, Every Baby
- Inclusion in AWHONN Giveaway Box

MARKETING ENGAGEMENT

- Recognition on awhonn.org
- Recognition on awhonnconvention.org
- 10% Ad Discount in AWHONN Nurse's Station
- Education/Promotional Email Blasts (x1)
- Survey Email (x1), Nurse Recruitment Email (x1)

MEETINGS & EVENTS

- Electronic Ad at AWHONN Convention (x1)
- Inclusion of Signage at Leadership Conference (x1)
- Bag Insert in Convention Attendee Bags (x1)
- 3rd priority for Convention exhibits (by priority points)
- Company aisle signage traffic in Expo Hall
- Special recognition & VIP reception invite (x4)
- Company logo & booth # in expo traffic builder
- Virtual Focus Group with Convention Attendees (x1)

SOCIAL MEDIA

- Logo Recognition on Select Health Awareness Campaign*
- Sponsor AWHONN Insight Podcast Episode (Co-Sponsor)

CHAMPION (\$15K)

MEMBERSHIP

- Full AWHONN Annual Membership (x2)
- Full AWHONN Convention Registration (x2)
- Full Access to Publications and Newsletters
- Full Access to AWHONN HUB
- Corporate Contribution to Every Woman, Every Baby
- Inclusion in AWHONN Giveaway Box

MARKETING ENGAGEMENT

- Recognition on awhonn.org
- Recognition on awhonnconvention.org
- 5% Ad Discount in AWHONN Nurse's Station
- Education/Promotional Email Blasts (x2)
- Survey Email (x1)

MEETINGS & EVENTS

- Electronic Ad at AWHONN Convention (x1)
- Inclusion of Signage at Leadership Conference (x1)
- Bag Insert in Convention Attendee Bags (x1)
- 4th priority for Convention exhibits (by priority points)
- Company aisle signage traffic in Expo Hall
- Special recognition & VIP reception invite (x4)
- Company logo & booth # in expo traffic builder
- Virtual Focus Group with Convention Attendees (x1)

SOCIAL MEDIA

- Logo Recognition on Select Health Awareness Campaign*



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CUSTOM PARTNERSHIPS

Your Brand + AWHONN Reach = Your Targeted Engagement

At AWHONN, our goal is simple: align your brand's mission and goals (and KPIs!) with AWHONN's name, expertise, and reach to nurses and childbearing women to make a difference!

AWHONN invites Alliance partners into digital, educational, and multimedia opportunities that propel business and marketing objectives with solid, measurable ROI and with results like:

- Increasing hospital product market share
- Boost brand awareness and loyalty within the next generation of nursing leaders
- Reach childbearing families with evidence-based advice through nurses

Showcase your brand through AWHONN's digital direct reach to the largest group of nurses working with women, pregnant persons, and infants throughout the U.S.

Custom AWHONN Industry Partnerships Created These Incredible Nurse & Patient Resources:

- Respectful Maternity Care Evidence-Based Guideline & Toolkit
- Implicit Bias Training
- Diapering and Baby Skincare Patient Education Zones
- NICU innovation grants
- Postpartum Depression and Birth Equity topical collections
- Hot topics webinars & symposia
- Distinguished Service Awards
- Translation of popular AWHONN educational products and tools into more than 13 languages
- Scholarships for Nursing Education & Convention
- Monographs and more

What will your brand and AWHONN do together this year?



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\$9 million

spent on products and services annually
by AWHONN's 24,000 members



NURSE EDUCATION & PRACTICE

Nursing Care for Pregnancy, Birth, and Safe Recovery for Mom & Baby

Evidence-based care drives healthier outcomes for moms and babies. Nurses have many choices for education and professional development and rely on their preferred authoritative source: AWHONN.

Associate your brand with the organizational leader nurses trust.

Educational and evidence-based guideline sponsorship opportunities include but are not limited to:

- Evidence-based guidelines
- Webinars
- Online learning
- Monographs
- Education guides



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NURSE EDUCATION & PRACTICE

Education & Practice Table

Newborn POST-BIRTH Warning Signs	\$250,000 Multi-sponsor options	NEW You know the popular and effective AWHONN POST-BIRTH Warning Signs program credited for saving lives by educating about warning signs among post-partum women. Now AWHONN is bringing this same care model and patient education to protect vulnerable newborns and catch concerning symptoms as early as possible. Funding covers development, evaluation and assessment, and program launch. Funding can be spread out over three years.
Nurse Orientation Toolkit	\$150,000 Multi-sponsor options Summer 2023	NEW The orientation toolkit includes preassessment testing to standardize orientation, orientation pathway, escape room bundles, self-care for preceptors and educators, and competency checklist, among other essential items. Funding can be spread out over two calendar years as work commences in 2022 and completes in 2023.
Health Equity Webinar Series	\$25,000 per webinar; discount possible for full series sponsor 2022	NEW This dynamic nursing education series focuses on actions that create equity for underrepresented populations. Each webinar addresses a specific group at risk for increased morbidities and mortalities in the U.S.
Diabetes Evidence-based Guideline	\$150,000 Multi-sponsor options Summer 2023	NEW Demand from nurses for an update of the now-retired first AWHONN evidence-based guideline on diabetes in women is compelling the generation of a new guideline. Funding can be spread out over two calendar years as work commences in 2022 and completes in 2023.
Late Preterm Infant Evidence-based Guideline Revision	\$80,000 Multi-sponsor options Summer 2022	The revision of the current Late Preterm Infant Evidence-based Guideline will update the research and recommendations essential for the care of LPI infants. Revisions will expand on post-discharge care and include additional patient tools and handouts.
OB Triage Modules	\$25,000 for all five modules, or \$5,000 per module 2022 Multi-sponsor opportunities per module	Five new modules will be added to the popular OB Triage program; sponsors can support all five modules or choose per topic among the individual segments.



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NURSE EDUCATION & PRACTICE

AWHONN Evidence-based Guidelines, Education Guides, and Monographs

Intrapartum Management of Women with Intended Vaginal Birth EBG	Multi-sponsor options	NEW Releasing fall 2022; Nursing strategies to support intended vaginal birth and includes non-pharmacologic management, including massage, hydrotherapy, peanut balls, and birthing balls.
Diabetes EBG	Multi-sponsor options	Intrapartum care of women with diabetes.
AWHONN Education Guides	\$10,000 per guide	New Education Guides for 2022: <ul style="list-style-type: none"> • Antepartum & Fetal Heart Monitoring (7th Ed.) • Limited Ultrasound Performed by Nurses (5th Ed.) • Women's Health Clinical Nurse Specialist Competencies (1st Ed.)
Perinatal Loss Monograph	\$20,000	Practice considerations when caring for women and families experiencing perinatal loss and includes anticipatory guidance as well as a discussion of aiding in meaningful keepsakes and their creation and collection.
Obstetric Patient Safety- OB Emergencies Workshop	\$25,000	NEW These virtual and in-person workshops expand nursing skills for postpartum hemorrhage, hypertensive disorders of pregnancy, and maternal sepsis. The expanded program is relevant for obstetric, ED, and ICU nurses.
AWHONN Bimonthly Webinar Series	\$25,000	Live session and archived online webinars on timely topics to obstetric, neonatal, and women's health nurses. Six topics per year.
Abstracts of the AWHONN Convention	\$15,000	Online and in-app abstracts of the podium and poster presentations of the AWHONN Convention are published annually in <i>JOGNN</i> with an average of 50,000-75,000 unique accesses.

Popular Workshops and Virtual Learning

FHM Intermediate Instructor Workshop	\$20,000	Online and in-person workshop.
FHM Intermediate Course	\$20,000	Online and in-person course.
FHM Advanced Course	\$20,000	In-person or virtual course offering.



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NURSE PROFESSIONAL DEVELOPMENT

Together, We're Cultivating Our Future Nurse Leaders

Ignite a Passion for Excellence through the AWHONN Fellows Program

At AWHONN, we understand that honesty and ethics are cornerstones of professionalism, and no professional is more trusted than nurses, who have topped the **Gallup poll** for honesty and ethics since it began surveying consumers in 1976. That's 20 years straight!

Provide quality professional development and evidence-based education for AWHONN members dedicated to advancing the nursing profession through programs like:

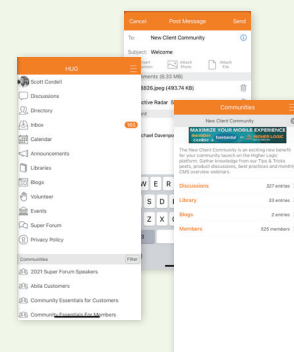
- AWHONN on Capitol Hill
- AWHONN Emerging Leaders Program
- Evidence-based Practice Educational Training at the University of Iowa
- AWHONN members-only Member Central HUB discussion groups

AWHONN on the Go Via the App!

Hundreds of discussions go on daily among AWHONN members via the AWHONN HUB. Now, with the AWHONN App, those conversations can occur away from a computer on a member's mobile device. Sponsors can gain recognition and host advertising in the app.

- Fast HUB access and posting
- Journals access

Annual Sponsorship: \$20,000



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NURSE PROFESSIONAL DEVELOPMENT

Professional Development, Scholarships, and Sponsorships

AWHONN Fellows Program: FAWHONN	Multi-sponsors sought for program launch; starting at \$10,000	<p>Support nurses as a founder of the AWHONN Fellows Program. Designation as a Fellow of The Association of Women's Health, Obstetric and Neonatal Nurses (FAWHONN) recognizes nurse leaders who have made substantive and sustained contributions to the health of women and newborns beyond expectations of their role.</p> <p>AWHONN Fellows have demonstrated outstanding contributions to clinical practice, research, education, advocacy, or policy at the regional, national, or global level that is reflective of AWHONN's mission. Recognition as an AWHONN Fellow demonstrates a nurse's commitment to the profession and to the highest standards of nursing care in the specialty of women's health, obstetric, or neonatal nursing.</p>
AWHONN Research Awards	Multi-options available	AWHONN seeks sponsorship for innovative research projects funded through Every Woman, Every Baby and industry partners. These projects focus on improving the health of women and infants through research innovation.
Distinguished Service Awards	Multi-options starting at \$10,000	<p>Recognizing the outstanding contributions nurses make to improve the profession and the lives of women and newborns. Consideration is given to new opportunities for awards recognizing distinguished service to nursing or the patients served by AWHONN members.</p> <p>These awards include:</p> <ul style="list-style-type: none"> • Distinguished Professional Service Award • Diversity, Equity, & Inclusion (DEI) Leadership Award • AWHONN Award of Excellence in Practice • AWHONN Award of Excellence in Education • AWHONN Award of Excellence in Leadership • AWHONN Award of Excellence in Research
Evidence-based Practice Education Training	Multi-options starting at \$5,000	<p>Immersive training for AWHONN members interested in implementing evidence-based practice projects in their practice settings. Participants learn the following;</p> <ul style="list-style-type: none"> • Describing the components of EBP • Organizational assessment for readiness for change • Developing a PICOT question • Searching the evidence • Critical appraisal of the evidence with synthesis table • Key points to implement a practice change • Evaluation of change and ongoing work
AWHONN on Capitol Hill	\$15,000	AWHONN's annual public policy conference equips nurses to advance legislation that promotes the health of women and newborns. Most recently, 96 nurses met with 103 members of Congress or their staff resulting in 12 new co-sponsorships for two House and one Senate bill. One of those bills, the Protecting Moms Who Served Act, has become law.



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EVERY WOMAN, EVERY BABY

AWHONN Members at the Forefront of Nursing

Every Woman, Every Baby, the charitable giving program for AWHONN, increases member participation in the professional development activities that move the nursing profession forward. 100% of contributions to Every Woman, Every Baby goes back to AWHONN members in the form of scholarships and awards to support lifelong learning.



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EVERY WOMAN, EVERY BABY

Every Woman, Every Baby Scholarship Opportunities

All funding awards are determined by the AWHONN Development Committee based on criteria set by the committee for decisions regarding the pool of applicants for each scholarship.

Educational Scholarships Benefiting Hospitals	Multi-options available	Sponsor scholarships for nurses working in low-resource hospitals to AWHONN's most popular and high-quality education programs, including POEP and NOEP. These can be customized to align with a sponsor's goals of providing nursing educational scholarships. Recipients eligible to receive scholarships are screened through an application process by the AWHONN Development Committee.
Every Woman, Every Baby AWHONN Membership Scholarships	Multi-options available	Provide scholarships for nurses who have requested economic support help and who are eligible to receive scholarships as screened through an application process by the AWHONN Development Committee. Customizable for the hospital or individual level.
AWHONN Membership Scholarships for Underserved Nursing Communities	Multi-options available	Assist AWHONN in fully diversifying its membership, particularly among nursing professionals within underrepresented groups, e.g., by gender, ethnicity, geography, and so forth.
Educational Scholarships for the AWHONN Convention	Multi-options available	<p>The AWHONN Every Woman, Every Baby scholarships ensure nurses in low-resource hospitals are able to attend the AWHONN Convention. Annual meetings scholarships can be customized to align with a sponsor's goals of providing nursing educational scholarships. Recipients eligible to receive scholarships are screened through an application process by the AWHONN Development Committee.</p> <p>Scholarships cover the costs of Convention registration for members, as well as lodging, travel, and a stipend for food and beverage.</p>
Perinatal Orientation & Education Program	\$5,000+	Donations of \$5,000+ are requested to fund scholarships to AWHONN's leading Perinatal Orientation & Education Program for nurses in hospitals serving underserved patient populations, located in underserved areas, or facilities with limited resources.
Neonatal Orientation & Education Program Scholarships	\$5,000+	Donations of \$5,000+ are requested to fund scholarships to AWHONN's leading Neonatal Orientation & Education Program for nurses in hospitals serving underserved patient populations, located in underserved areas, or facilities with limited resources.
Convention Scholarships	\$3,000+	Convention scholarships provide the full cost of attending the AWHONN Convention, including registration, airfare, lodging, and incidentals.



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EVERY WOMAN, EVERY BABY

In 2021, with your contributions, Every Woman, Every Baby awarded:

104 Nurses from 4 Hospitals

awarded Neonatal Orientation and Education Program, Fourth Edition (NOEP4) Scholarships

NOEP4
Scholarships

- Howard University Hospital - Washington, DC
- Logansport Memorial Hospital - Logansport, IN
- University of Arkansas for Medical Sciences - Little Rock, AR
- University of South Alabama Children and Women's Hospital - Spanish Fort, AL

84 Nurses from 4 Hospitals

awarded Perinatal Orientation and Education Program, Fourth Edition (POEP4) Scholarships

POEP4
Scholarships

- Door County Medical Center - Fish Creek, WI
- Floyd County Medical Center - Charles City, IA
- Regional Medical Center - Manchester, IA
- St. Luke Community Healthcare - Ronan, MT

8

Members

awarded
Emerging Leaders
Award

30

Members

awarded
General Convention
Scholarship

2

Sections

awarded
the Section Challenge
Scholarships

2

Members

awarded
the Novice
Research Award

10

Members

awarded the Ohio 5 Day
immersion Evidence
Based Practice Training

6

Members

awarded the Iowa 4 Day
immersion Evidence
Based Practice Training

8

Hospitals

awarded the NICU Small
Grant by by Prolacta
Bioscience Foundation

46

Members

awarded
Convention Scholarship
by Stryker



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Let's Go Together!

Nurse leaders give AWHONN's
events a satisfaction score of 95%.



MEETINGS & EVENTS

Meet the Most-Engaged Nurses in the U.S. at National & Regional Events

Nurse leaders who attend the largest Convention for nurses in maternal and newborn health and regional events give AWHONN's events a 95% satisfaction score!

Promote your brand and its products and services to nurses at the AWHONN Convention or a regional meeting through AWHONN meetings and events.

Capture new markets and catch up with old friends — there is no better place to captivate the hearts and minds of nurses than at AWHONN events, including:

- AWHONN Convention
- Regional Section (states) and Chapter (cities) meetings and events
- AWHONN Leadership Development Conference

2022 AWHONN Convention

If you sell health care products for women or newborns or the facilities that care for them, this is the audience for you! The AWHONN Convention attracts more than 3,300+ attendees, with 65% making or influencing purchasing decisions. Our nurses can give your company immediate feedback on your products. The nurses that attend AWHONN's Convention practice in the following fields:

- Nurse executives, managers, and administrators
- Nurse practitioners, certified nurse-midwives, and advanced practice RNs
- Women's health nurses
- Labor and delivery nurses
- Neonatal and NICU nurses
- Instructors, researchers, staff nurses, and patient educators

 2022
AWHONN
CONVENTION

June 25–29 • Aurora, CO



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MEETINGS & EVENTS

Why exhibit at 2022 AWHONN Convention?

- Access to more than 3,300+ potential customers
- 12 hours of unrestricted exhibit times
- Daily traffic-boosting events, including the opening reception and prize drawings
- Unparalleled networking and recruiting opportunities

About AWHONN Attendees



90%

HAVE A BACHELOR'S
DEGREE OR HIGHER



84%

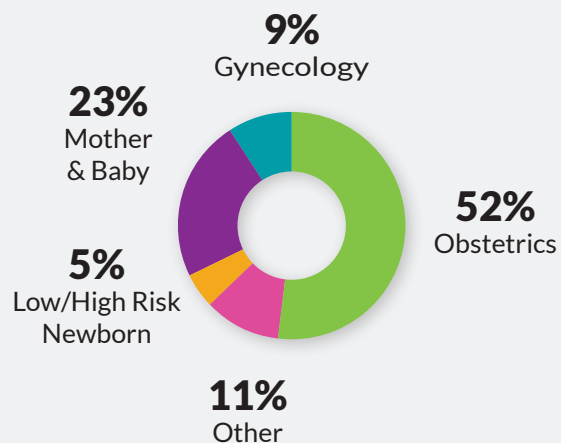
PRACTICE IN
HOSPITALS



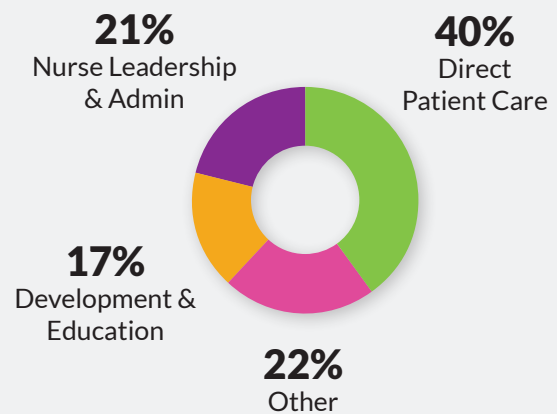
65%

MAKE OR RECOMMEND
THE PURCHASE OF
PRODUCTS & EQUIPMENT

PRIMARY CLINICAL FOCUS



MAJORITY OF TIME SPENT



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Karen Leon | Senior Manager of Exhibits and Sponsorship Sales | 202-261-2449 | kleon@awhonn.org

MEETINGS & EVENTS

Expo Hall Information

Expo Hall Schedule*

Saturday, June 25	Expo Hall Set-up	10 am–5 pm
Sunday, June 26	Expo Hall Set-up	8 am–4 pm
Sunday, June 26	Expo Hall Open	6–8 pm
Monday, June 27	Expo Hall Open	8 am–1 pm
Tuesday, June 28	Expo Hall Open	8 am–1 pm
Tuesday, June 28	Breakdown	1–8 pm

* Subject to change. You can hold meetings on the exhibit floor from 7 am to 5 pm on Monday and 7 am to 2 pm on Tuesday.

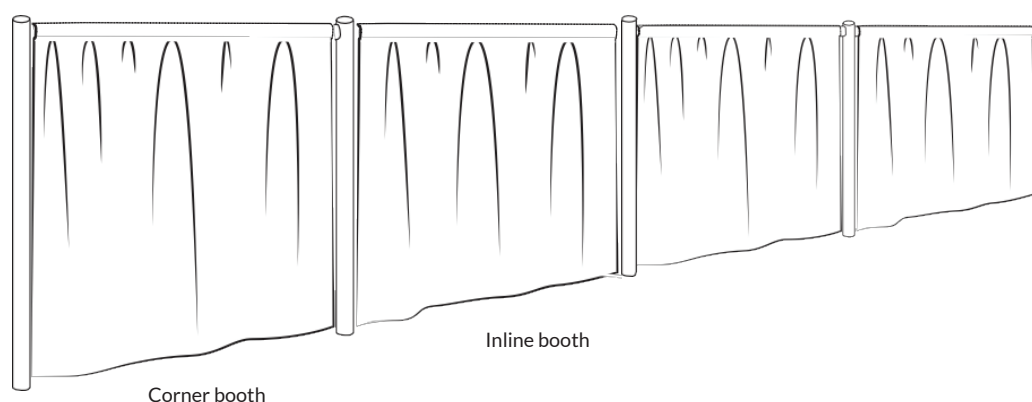
Booth Space Includes:

- Eight feet high back drape and three feet high side drape
- 7" x 44" booth identification sign
- Three exhibitor badges for every 100 square feet (access to show floor only)
- One eight-week-out pre-registration attendee mailing list
- Use of 2022 AWHONN Convention logo for marketing
- Listing and company description in the official program

Exhibit Booth Rates (Same Low Prices as 2019!)

Rates per Square Foot	Non-Profit/Hospital In-Line	Commercial In-Line	Commercial Corner	Commercial Island
Standard	\$21.50	\$29.50	\$30.50	\$31.50
Premium	N/A	\$31.50	\$32.50	\$33.50

Booth Types (maximum 300 square feet)



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Build a Sponsorship That Works for You

We understand that you want choices when investing in a conference exhibition and sponsorships. We offer you the opportunity to build your own sponsorship package and save money.

Awards (all awards are exclusive)

The Distinguished Professional Service	\$25,000
Celeste Phillips Family Centered Maternity Care	\$10,000
Margaret Comerford Freda "Saving Babies, Together" SOLD	\$10,000

Industry Sponsored Events (all events come with basic A/V, room setup, and signage)

Symposium (Max 200 attendees)	\$10,000
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Receptions/Breaks

June 25 - VIP Reception (Limited to two sponsors)	\$20,000
June 26 - Reception (Expo Hall, limited to two sponsors)	\$25,000
June 27 - President's Party (Limited to four sponsors)	\$20,000
NEW Section Leadership Reception (Limited to two sponsors)	\$12,000
Coffee & Snack Breaks (Multiple options available over Convention dates)	\$10,000
NEW Wellness Activity at HQ Hotel (Price is per activity. Multiple options available over the Convention dates)	\$5,000

Branding

Masks	\$20,000
Hand Sanitizer	\$10,000
Convention Bags SOLD	\$20,000
Convention App	Exclusive \$12,000 Banner ads \$1,500 Push notifications \$750/day
Lanyards SOLD	\$10,000
Phone Charging Stations	Exclusive \$10,000 Per station \$2,000
Relaxation Lounge	\$10,000
General Sessions Commercial/Ads 15 seconds	\$5,000
Convention Web Advertisement (included on-site through December 31, 2022)	Leaderboard (700 x 90) \$8,500 Top Right Rail (300 x 250) \$7,000 Bottom Right Rail (300 x 600) \$7,500
Lactation Lounge	Exclusive \$5,000 Literature \$500
Digital Advertising in the AWHONN HUB	\$3,000
Floor Clings (Per Cling)	\$3,000
Bag Inserts	\$2,000
Traffic Builder (Passport)	\$2,000
NEW Water Stations (Per two stations)	\$1,000



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Convention Final Program (All ads are four color)

Back cover full page ad SOLD	\$1,700
Front inside cover	\$1,700
Back inside cover SOLD	\$1,500
Full page randomly placed	\$1,200
Half page	\$1,000

Pre-show Email Header

One week out from the show (June 13)	\$5,000
Two weeks out from the show (June 6)	\$4,500
Three weeks out from the show (May 30)	\$4,000
Four weeks out from the show (May 23)	\$3,500
Five weeks out from the show (May 16)	\$3,000

Pre-show Email Advertisement

One week out from the show (June 13)	\$1,750
Two weeks out from the show (June 6)	\$1,500
Three weeks out from the show (May 30)	\$1,250
Four weeks out from the show (May 23)	\$1,000
Five weeks out from the show (May 16)	\$750

Pre-registration Attendee List (Mailing List Only)

Two weeks out from the show (June 6)	\$600
Four weeks out from the show (May 23)	\$500
Six weeks out from the show (May 9)	\$400
Eight weeks out from the show (April 25)	Free to exhibitors

2023 Section & Chapter Leadership Conference

Multi-options from \$5,000	AWHONN's annual Section & Leadership conference brings the organization's full leadership, including Section and Chapter leaders, the AWHONN Board of Directors, and AWHONN staff together to advance the organization's mission and strategic priorities. This is a must-attend event for organizations looking to align along with a shared mission and goals with AWHONN.
Spring 2023	



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MEDIA & ADVERTISING

From significant and internationally circulating journals and a consumer magazine to the AWHONN website, *Nurse's Station eNewsBrief* newsletters, and email blasts, there are so many creative ways to extend your brand messaging through communication channels trusted by our members.

AWHONN Strategic Alliance Members enjoy discounts across all AWHONN media. Collaborate with us on a measured media campaign that harnesses the power of all of AWHONN's highly engaged media channels:

Multimedia

- awhonn.org
- awhonnconvention.org
- AWHONN Express member newsletter
- AWHONN Nurse's Station scholarly eNewsbrief
- AWHONN Insights Podcast
- AWHONN Convention App & Announcements
- AWHONN HUB
- AWHONN Career Center

Publications

- *Journal of Obstetric, Gynecologic & Neonatal Nursing*
- *Nursing for Women's Health*
- *Healthy Mom&Baby* (patient magazine)
- Print and online advertising

Social

- AWHONN: Facebook, Twitter, LinkedIn, and Instagram
- JOGNN: Facebook, Twitter, and Instagram
- NWH: Facebook, Twitter, and Instagram
- *Healthy Mom&Baby*: Facebook, Twitter, and Instagram

Your Brand.
Our Channels.

One Goal:
Outstanding
Engagement



STRATEGIC ALLIANCE & PARTNERSHIPS

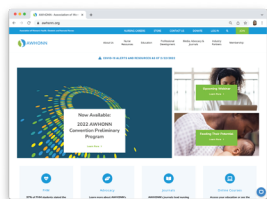
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MEDIA & ADVERTISING

awhonn.org



AWHONN's website is the go-to resource for leaders in obstetrics, neonatal, and women's health for the latest news and information within our field.

MultiView Sales

(972) 402-7070

salesinquiries@multiview.com

Media Kit Link

AWHONN Insights Podcast

Monthly episodes



Our podcast offers the latest in perinatal care from AWHONN nurses. The free episodes are led by experts and help listeners apply evidence-based practice, research, and AWHONN's guidelines.

AWHONN Contact

Carolyn Cockey

Senior Director, Strategic Partnerships & Publications

carolyndc@awhonn.org

(202) 261-1464

Journals and Websites

*Journal of Obstetric, Gynecologic
& Neonatal Nursing*

Nursing for Women's Health



Now in their 50th and 25th years of publishing, AWHONN journals circulate globally within the nursing literature and are highly-ranked and indexed essential resources for nurses caring for women and infants.

Advertising Sales

Kelley Russell

Wachli Tauber Group

Kelley.russell@wt-group.com

(214) 704-4628

[JOGNN media kit & rate card](#)

[NWH media kit & rate card](#)

Magazine and Website

Healthy Mom&Baby



AWHONN's patient education magazine and website reach women when they're trying to conceive or who are early in pregnancy. Written by nurses for their patients, moms say it's their trusted resource for pregnancy care.

Advertising Sales

Joanna Harrington, Publisher

Maitland Warne

(312) 572-7729

joh@maitlandwarne.com

health4mom.org



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MEDIA & ADVERTISING

AWHONN HUB

hub.awhonn.org/home



AWHONN's members-only social network, the HUB, connects members to the people, information, and discussions to help members enhance their practice, profession, and patient outcomes. There are more than 50+ online specialty communities with topics related to improving the care of women, newborns, and their families, as well as special communities for local AWHONN Section members.

AWHONN Contact

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AWHONN Nurse's Station

Industry eNewsBrief of nursing scholarship; weekly every Wednesday



AWHONN's weekly eNewsbrief features the latest nursing scholarship from its journals and other nursing publications and goes to more than 130,000 nurses, including AWHONN members who work within women's health, childbearing, and neonatal care.

Nurse's Station publishes weekly every Wednesday. Special issues publishing the second and fourth Fridays of each month are the monthly recap of the top articles from the previous month and a preview of health awareness-related scholarship for the month ahead.

Advertising Sales

MultiView Sales

(972) 402-7070

salesinquiries@multiview.com

[Media Kit Link](#)

AWHONN Convention Program



Reach the more than 3,300+ nurses who attend the AWHONN Convention in the program guide they use onsite and keep for reference.

AWHONN Contact

Karen Leon

Senior Exhibit Manager

(202) 261-2449

kleon@awhonn.org

awhonnconvention.org

AWHONN Convention App



Be a part of every nurse's connected Convention activities by advertising in the AWHONN Convention App.

AWHONN Contact

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AWHONN
PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS

**STRATEGIC
ALLIANCE**