



#AWHONN2024

EXHIBITOR AND SPONSOR PROSPECTUS

The Ultimate Meet-Up for the
Women's Health, Obstetric, and
Neonatal Nurse Community

2024 AWHONN CONVENTION

PHOENIX, AZ
JUNE 7-11, 2024

Show: 2024 AWHONN Convention Onsite Expo

Where: Phoenix Convention Center & Venues

When: June 8-10, 2024

Times: Saturday, June 8 • 1:30-5:30 pm
Sunday, June 9 • 12:15-4:15 pm
Monday, June 10 • 11 am-3 pm

Your Business Will Thrive in Phoenix

Get ready to tap into a live event that will help you achieve your business goals and offer you the unique opportunity to connect with a lead-rich audience.

#AWHONN2024 is the perfect place for any exhibitor to showcase new products, meet new customers, and network with some of the leading experts in the women's health and newborn care industry.

AWHONN is the standard-bearing organization for nurses charged with caring for women, newborns, and their families through research, education, and advocacy.

Did You Know...

65% of attendees have a role in purchasing decisions.

Exhibitor Benefits

- Have cost-effective access to more than 2,500 attendees
- Test or launch new products and services at the customer level
- Network and build relationships with decision makers and influencers
- Introduce your company to AWHONN members
- Up-sell existing clients
- Contact new prospects and generate leads
- Reach the competition and develop ways to distinguish your products and services
- Discuss the needs of your customers face-to-face and demonstrate solutions
- Promote your organization's image and maximize its market exposure
- Develop your database to strengthen your overall sales and marketing program

Who Attends #AWHONN2024?

If you sell health care products for women or newborns or the facilities that care for them, this is the audience for you! 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

Join the growing list of exhibitors who offer products and services in the following categories:

- Birthing Equipment
- Books and Journals
- Breastfeeding
- Clinic/Ambulatory Care
- Contraceptive Products
- Data Management Systems
- Furniture
- Government
- Hospitals
- Infant Supplies
- Infection Control
- L&D Products/Services
- Medical Devices
- Medical Record Systems
- Monitoring Devices/Equipment
- Neonatal Bereavement
- Non-profit Organizations
- Nutritional Products and Information
- Patient Education
- Perinatal L&D Equipment
- Perinatal Products
- Pharmaceuticals
- Photography
- Professional/First Responders Self-Care Offerings
- Recruiting Companies
- Research
- Scrubs and Shoes
- Security Products
- Staff Training
- Staffing Systems and Communication Systems
- Testing and Equipment
- University Programs
- Women's Consumer Products
- Women's Health Products

Exhibit Booth Pricing

101 by 10 inline booth pricing starts at:

- \$2,250 for non-profit, schools, and hospitals
- \$3,050 for commercial

Exhibit Space Includes:

- 8 feet high back drape and 3 feet high side drape
- 7 inches by 44 inches 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 2024 AWHONN Convention logo for marketing**
- Company name, booth number, and description in the 2024 AWHONN Convention app
- Company name and booth number listed on the Convention website

***Use of the 2024 AWHONN Convention Logo must have pre-approval from AWHONN before marketing materials can be distributed.*

Looking for more? [Visit our website](#) to design your full exhibitor experience.

Reserve Your Space

[Reserve Your Exhibit Space >>](#)

[View the 2024 Floor Plan >>](#)

Sponsorship Opportunities

Looking for more ways to engage with Convention attendees? Check out our full line of advertising and sponsorship opportunities.

Awards *(All Awards Are Exclusive)*

Lifetime Achievement Award	\$25,000
Diversity, Equity, and Inclusion Award	\$15,000
Margaret Comerford Freda "Saving Babies, Together" Award	\$10,000

Receptions/Breaks

June 7 - VIP Reception (Limited to two sponsors)	\$15,000
June 8 - Expo Hall Reception (Limited to two sponsors)	\$25,000
President's Party (Limited to four sponsors)	\$25,000
Coffee and Snack Breaks (Multiple options available over Convention dates)	\$10,000

Branding and Advertising

Convention bags	\$25,000
Lanyards	\$12,500
Convention app (Exclusive)	\$12,000
Banner ads in the app	\$1,200
Push notifications (One per company per day)	\$850/day
Static digital ads within the app (Includes one push notification on Saturday, June 8)	\$5,000
Floor clings (Placed in an isle in the Expo Hall)	\$2,500 Each
Traffic builder	\$2,500 Industry Partner/ \$3,500 Non-Industry Partner
Bag Inserts	\$2,000 Exhibitor/ \$3,000 Non-exhibitor

Attendee Experiences

The Engagement Zone	\$20,000
Well-being Lounge	\$10,000
Lactation Lounge	\$5,000
Wellness Activity at HQ Hotel (Price is per activity. Multiple options available over the Convention dates)	\$5,000

Educational Marketing Sessions

Focus Groups (Max 30 attendees)	\$3,000 (Six slots available)
Symposium (Max 200 attendees)	\$13,500
NEW Super Symposium in General Session Room (Max 1000 attendees)	\$50,000 (Two slots available)

Pre-Show Email Header

Know-Before-You-Go (to attendees only)	\$5,000
One week out from the show (week of May 27)	\$5,000
Two weeks out from the show (week of May 20)	\$4,500
Three weeks out from the show (week of May 13)	\$4,000
Four weeks out from the show (week of May 6)	\$3,500
Five weeks out from the show (week of April 29)	\$3,000

Pre-Show Email Advertisement

Know-Before-You-Go (to attendees only)	\$1,750
One week out from the show (week of May 27)	\$1,750
Two weeks out from the show (week of May 20)	\$1,500
Three weeks out from the show (week of May 13)	\$1,250
Four weeks out from the show (week of May 6)	\$1,000
Five weeks out from the show (week of April 29)	\$750

Pre-Registration Attendee List *(Mailing List Only)*

Two weeks out from the show (week of May 20)	\$600
Four weeks out from the show (week of May 6)	\$500
Six weeks out from the show (week of April 22)	\$400



Exhibitor and Sponsor Questions?

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