



Summit 2011

The Cost of Nursing: The Dollars and Sense of Caring

October 27 – 28, 2011

University of Pittsburgh at Johnstown | Living Learning Center

Send contract to: PSNA Summit 2011  
 2578 Interstate Drive  
 Suite 101  
 Harrisburg, PA 17110

Checks payable: PA State Nurses Association  
 Register online: [www.panurses.org/summit](http://www.panurses.org/summit)  
 Contact: P 717.798.8942  
 F 717.657.3796  
[jenniferneidig@panurses.org](mailto:jenniferneidig@panurses.org)

<b>FOR OFFICE USE</b>	
Date contract received	_____
Amount received	_____ Amount due _____
Paid in Full	_____ Date _____
Check number	_____
Table Assignment	_____
Additional Notes	_____
_____	_____

## SUMMIT CONTRACT

The undersigned organization hereby applies for participation in the 2011 PSNA Summit, subject to the terms printed in the Summit Prospectus.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Your Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

E-mail \_\_\_\_\_

Number of representatives attending \_\_\_\_\_

<u>Enclosed is a check to cover fees for the following:</u>	
Exhibit Fee	\$ _____
Additional Exhibitor Lunch tickets @ \$30/ea (1 comp. w/ contract)	\$ _____
Other Sponsorship(s)	\$ _____
Total Enclosed	\$ _____

## EXHIBIT SPACE

**\$500** per table

Friday, October 28

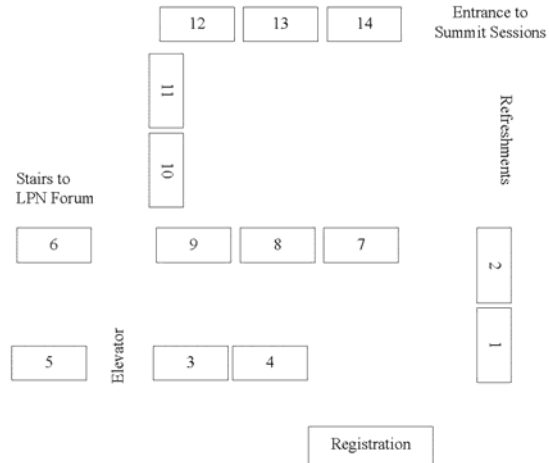
University of Pittsburgh at Johnstown

Option 1 \_\_\_\_\_

Option 2 \_\_\_\_\_

Option 3 \_\_\_\_\_

- Check here if you will have a give-away
- item for drawing on Friday



## PSNA SUMMIT SPONSORSHIP OPPORTUNITIES

### Platinum Keynote Address Sponsor

- Our company agrees to sponsor the Keynote Address presented on Friday, Oct 28.
- The sponsorship fee of **\$3000** is enclosed with this contract.
- Sponsorship includes:
  - Full-page color ad in Summit Program (a \$600 savings)
  - Full-page b&w ad in one issue of *Pennsylvania Nurse* (a \$1000 savings)
  - Verbal recognition at Welcome prior to Keynote Address
  - Prominent signage during event
  - Web link on the Summit web page for six (6) months (a \$550 savings)
  - With purchase of exhibitor booth, *Platinum Sponsor* sign
  - Full-page color ad in two (2) PSNA member e-newsletters

### Gold Sponsor

- Our company agrees to sponsor the Gold Sponsorship on Friday, Oct 28.
- The sponsorship fee of **\$2500** is enclosed with this contract.
- Sponsorship includes:
  - Full-page b&w ad in Summit Program (a \$525 savings)
  - Half-page b&w ad in one issue of *Pennsylvania Nurse* (a \$645 savings)
  - Prominent signage during event
  - Web link on the Summit web page for four (4) months (a \$425 savings)
  - With purchase of exhibitor booth, *Gold Sponsor* sign
  - Half-page color ad in two (2) PSNA member e-newsletters

### Silver Sponsor

- Our company agrees to sponsor the Silver Sponsorship on Friday, Oct 28.
- The sponsorship fee of **\$2000** is enclosed with this contract.
- Sponsorship includes:
  - Half-page color ad in Summit Program (a \$450 savings)
  - Quarter-page b&w ad in one issue of *Pennsylvania Nurse* (a \$335 savings)
  - Prominent signage during event
  - Web link on the Summit web page for three (3) months (a \$350 savings)
  - With purchase of exhibitor booth, *Silver Sponsor* sign
  - Half-page color ad in one (1) PSNA member e-newsletter

### Bronze Sponsor

- Our company agrees to sponsor the Bronze Sponsorship on Friday, Oct 28.
- The sponsorship fee of **\$1500** is enclosed with this contract.
- Sponsorship includes:
  - Half-page b&w ad in Summit Program (a \$375 savings)
  - Prominent signage during event
  - Web link on the Summit web page for one (1) month (a \$110 savings)
  - With purchase of exhibitor booth, *Bronze Sponsor* sign
  - Quarter-page color ad in one (1) PSNA member e-newsletter

### Awards Gala Commemorative Glass Sponsor

- Our company agrees to sponsor the Commemorative Glass given to attendees on Thurs, Oct 27.
- The sponsorship fee of **\$750** is enclosed with this contract.
- Company logo for use on Glass e-mailed to [jenniferneidig@panurses.org](mailto:jenniferneidig@panurses.org) (by Sept 15).

### Awards Gala Program Sponsor

- Our company agrees to sponsor the Gala Program given to attendees on Thurs, Oct 27.
- The sponsorship fee of **\$750** is enclosed with this contract.
- Company logo e-mailed to [jenniferneidig@panurses.org](mailto:jenniferneidig@panurses.org) (by Sept 15).
- Sponsorship includes:
  - Full-page sponsorship recognition on Gala Program's inside cover
  - Half-page color ad in Awards Gala Program (a \$225 savings)

### Awards Gala Chocolate Dessert Topper Sponsor

- Our company agrees to sponsor the Gala Dessert Topper given to attendees on Thurs, Oct 27.
- The sponsorship fee of **\$500** is enclosed with this contract.
- Company logo for use on Dessert e-mailed to [jenniferneidig@panurses.org](mailto:jenniferneidig@panurses.org) (by Sept 15).

### Summit Lunch Break Sponsor (includes signage at break)

- Our company agrees to sponsor the Lunch Break on Friday, Oct 28.
- The sponsorship fee of **\$2000** is enclosed with this contract.

### Summit Attendee Tote Sponsor

- Our company agrees to sponsor the Summit Tote given to attendees on Friday, Oct 28.
- The sponsorship fee of **\$1750** is enclosed with this contract.
- Company logo for use on Tote e-mailed to [jenniferneidig@panurses.org](mailto:jenniferneidig@panurses.org) (by Sept 15).

### Summit Breakfast Break Sponsor (includes signage at break)

- Our company agrees to sponsor the Breakfast Break on Friday, Oct 28.
- The sponsorship fee of **\$1000** is enclosed with this contract.

### Summit Refreshment Break Sponsor (includes signage at break)

- Our company agrees to sponsor one Refreshment Break.
- The sponsorship fee of **\$750** is enclosed with this contract.

Name \_\_\_\_\_

Organization \_\_\_\_\_

# PSNA SUMMIT ADVERTISING

## Awards Gala Program Advertising (color)

- Inside back cover (5.5 w x 8.5 h) .....\$425
- Full-page (5.5 w x 8.5 h) .....\$300
- Half-page (5.5 w x 4.25 h).....\$225

## Summit Program Advertising

- Back cover, 4-color (7.5 w x 10 h) .....\$875
- Inside front cover, 4-color (7.5 w x 10 h).....\$750
- Inside back cover, 4-color (7.5 w x 10 h) .....\$750
- Full-page, 4-color (7.5 w x 10 h) .....\$600
- Full-page, b&w (7.5 w x 10 h) .....\$525
- Half-page, 4-color (7.5 w x 5 h).....\$450
- Half-page, b&w (7.5 w x 5 h).....\$375

## GENERAL INFORMATION

- *Deadline:* Ads and logos must be received by September 15, 2010.
- *Artwork:* Digital files can be EPS, PDF, TIFF, JPEG or AI.
- *Contact:*
  - *For Exhibitor Inquiries:* Jason Russell, [jrussell@panurses.org](mailto:jrussell@panurses.org)
  - *For Sponsorship Inquiries:* Jennifer Neidig, [jenniferneidig@panurses.org](mailto:jenniferneidig@panurses.org)
- *Schedule of Events:* [www.panurses.org/summit](http://www.panurses.org/summit).
- *Availability:* Sponsorship and exhibitor space is first-come, first-serve availability.
- *Meals:* The cost of exhibiting includes one (1) lunch (additional lunches \$30).
- *Payment:* Payment is due no later than **September 30, 2011**.
- *Cancellation:* Cancellations will not be accepted for any reason after **October 3, 2011**. An administrative fee of \$50 will be charged for all cancellations made prior to October 3, 2011.

