

Precision Nursing: Through Research, Education and Practice

November 3-5, 2017

Hyatt Regency Reston

Reston, Virginia USA

Sponsorship Prospectus

2017 ISONG World Congress



International Society of Nurses in Genetics



***JOIN US!* Be recognized as an industry leader with global presence at the 2017 ISONG World Congress in Reston, Virginia USA.**

Sponsors and Exhibitors of the ISONG Congress have access to the best and brightest genetic leaders, sharing current knowledge and future trends of genetics/genomics. Our attendees are eager to hear presentations, visit exhibitor information tables and discuss tools, programs and products. The visibility of your company or institution will be heightened through direct exposure to the attendees. Opportunities to highlight your company or institution will be prevalent to the Congress attendees and to the members prior to, during, and after the Congress. Sponsorships are available at a variety of levels and involvement. In particular, there are prominent spots available for sponsors to reach the audience on a relevant topic which also reflects the message of your company or institution.

ISONG members and Congress attendees bring with them a deep knowledge base and passion for the field of Genetic Nursing. They come from a variety of settings, ranging from government agencies to clinical and academic settings and hail from around the world.

Most have direct patient care, many are nursing faculty committed to educating the next generation of nursing scholars and *all are committed to fully integrating genomics into healthcare*. The audience for the ISONG World Congress is YOUR direct target audience, either for testing, medications, therapies, graduate or doctoral education, principal investigators, research studies, and faculty recruitment.

Make ISONG your strategic partner by taking advantage of this unique sponsorship opportunity. **All Congress sponsors are listed on the Website and in e communications for all Congress notifications.**

A new sponsorship option offers sponsorship of ISONG Educational Webinar which will highlight your company throughout the year! Please note – All speakers, webinars, and topic sessions are planned by ISONG.

Please review the options listed throughout the prospectus or contact ISONG to discuss sponsorship opportunities at: linda@isong.org.

Below are a few examples of sponsorship opportunities:

New!

Platinum Sponsorship

This level offers you the opportunity to be one of our Official Congress Sponsors and the Sponsor for Two ISONG Educational Webinars! Receive an opportunity to briefly introduce your company/institution before one of our highlighted speakers begins or prominently display your logo on the hotel key cards. In addition, you will be promoted as the webinar sponsor for two of our educational webinars and receive acknowledgment in Congress materials and recognition on all signage as well as priority booth placement. Your logo will be prominently displayed in all webinar communications and on the webinar page of our website. **This sponsorship provides the greatest degree of visibility and offers reach to your audience throughout the year!**

Poster Session Reception, Welcome Reception or Lunch Sponsor

These sponsorship levels offer high visibility while supporting these important educational and networking events. Your logo will be highlighted in the program leading up to the event and during the Congress.

ISONG Genetic Nursing Research Grant Awards

The purpose of the annual ISONG Genetic Nursing Research Grant Award is to support research related to genetic nursing practice or that which contributes to the development of genetic nursing science. All grant submissions undergo rigorous peer review by a committee of Research Committee members and the annual awards will be awarded \$2,500 (for each award). These awards will be presented at the 2017 Congress.

New!

Reserved Lunch Networking Table

An opportunity to have a captured audience and network at a reserved table during the Congress lunch. (The number of attendees will be limited to a table of ten.)



Opportunities

Congress sponsorship provides the opportunity to network with ISONG Membership and Congress attendees while gaining exposure for your company/institution throughout the year.

New! PLATINUM \$10,000

Official Partners of the 2017 ISONG World Congress. Provides the greatest degree of visibility throughout the year!

Choose from one of the 2 sponsorship options:

1. Keynote Speaker and Two Educational Webinars Sponsor (2 Sponsors accepted here)
2. Branded Hotel Key Cards and Two Educational Webinars Sponsor (1 Sponsor accepted here)

Additional PLATINUM benefits:

- This sponsorship provides the highest degree of visibility! Opportunity to briefly introduce your company/institution before the speaker begins or highlight your company by displaying your logo on the hotel key cards. Your company logo will be prominently displayed on our website and in all webinar communications.
- Opening Session Sponsor Slide
- Two Newsletter Articles in our monthly e update (with prior approval by ISONG)
- Logo on ISONG website with link to your company/institution website
- Logo on ISONG membership system with link to company/institution website
- Full Page Ad in the ISONG Congress Final Brochure
- One-time use mailing list; electronic copy for direct mail
- Prominent Exhibit space with table and chairs; access to all attendees during break times
- Complimentary Bag Insert
- **Four** Congress registrations with exhibitor badges. **Additional registrations offered at the ISONG member discounted rate.**

GOLD \$7,000

Choose from one of the 3 sponsorship options:

1. Branded Lanyards and One Educational Webinar Sponsor
2. Branded Congress Bag or Branded Power Bank and One Educational Webinar Sponsor
3. Branded Congress Electronic Signage or Charging Station and One Educational Webinar Sponsor

Additional GOLD benefits:

- This level provides expanded reach with brand recognition items and high visibility throughout the year as One Educational Webinar Sponsor.
- One Newsletter Article in our monthly e update (with prior approval by ISONG)
- Logo on ISONG website with link to your company/institution website
- Logo on ISONG membership system with link to your company/institution website
- Full Page Ad in the ISONG Congress Final Brochure
- One-time use mailing list; electronic copy for direct mail
- Prominent Exhibit space with table and chairs; access to all attendees during break times
- Complimentary Bag Insert
- **Three** Congress registrations with exhibitor badges. **Additional registrations offered at the ISONG member discounted rate.**

SILVER \$5,000

Choose from one of the 3 sponsorship options:

1. Reserved Lunch Networking Table Sponsor – an opportunity to have a captured audience and network at a reserved table during the Congress lunch. (The number of attendees will be limited to a table of ten.)
2. Congress Lunch and One Educational Webinar Sponsor
3. Topic-Focused Session Sponsor (Sponsor one of our planned sessions) and One Educational Webinar Sponsor

Additional SILVER benefits:

- An ideal opportunity to network with a captured audience, highlight your company/institution with session sponsorship and for One Educational Webinar.
- Logo on ISONG website with link to your company/institution website
- Logo on ISONG membership system with link to your company/institution website
- Half Page Ad in the ISONG Congress Final Brochure
- One-time use mailing list; electronic copy for direct mail
- Exhibit table and chairs; access to all attendees during break times
- Complimentary Bag Insert
- **Two** Congress registrations with exhibitor badges. **Additional registrations offered at the ISONG member discounted rate.**

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Opportunities (continued)

BRONZE \$3,500

Choose from one of the 4 sponsorship options:

1. Congress Brochure Sponsor
2. "Pocket Agenda" Congress Program Sponsor (fits in name badge holders)
3. Welcome Reception Sponsor
4. Twitter Sponsor

New!

Additional BRONZE benefits

- An ideal opportunity to highlight your company/institution on these printed items, the popular welcome reception or for increased brand recognition through Twitter posts
- Logo on ISONG website with link to your company/institution website
- Logo on ISONG membership system with link to your company/institution website
- One-time use mailing list; electronic copy for direct mail
- Exhibit table and chairs; access to all attendees during break times
- Complimentary Bag Insert
- **Two** Congress registrations with exhibitor badges. **Additional registrations offered at the ISONG member discounted rate.**

COPPER \$2,500

Choose from one of the 3 sponsorship options:

1. Genetic Nursing Research Grants - ***Commitment of sponsorship for research grants must be received by July 1, 2017.**
2. Refreshment Break Sponsor
3. Scientific Poster Session and Reception Sponsor (2 Sponsors accepted here)

Additional COPPER benefits

- Logo on ISONG website with link to your company/institution website
- Logo on ISONG membership system with link to your company/institution website
- Exhibit table and chairs; access to all attendees during break times
- Complimentary Bag Insert
- **One** Congress registration with exhibitor badge. **Additional registrations offered at the ISONG member discounted rate.**

EXHIBITOR \$1,750

Exhibit space with access to all attendees during the Congress.

Additional EXHIBITOR benefits:

- Logo on ISONG website with link to your company/institution website
- Logo on ISONG membership system with link to your company/institution website
- Complimentary Bag Insert
- **ONE** Congress registration with exhibitor badge. **Additional registrations offered at the ISONG member discounted rate.**

UNIVERSITY ROW \$1,500

This is a special opportunity for universities to showcase their programs and expand their recruiting efforts for graduate and PhD programs for genetic nurses with prominent exhibit space during the Congress.

Additional UNIVERSITY ROW benefits:

- Logo on ISONG website with link to your University Program
- Logo on ISONG membership system with link to your University Program
- Complimentary Bag Insert
- **ONE** Congress registration with exhibitor badge. **Additional registrations offered at the ISONG member discounted rate.**

PROGRAM ADVERTISING

The official program will be disseminated to all participants attending the Congress.

Quarter-page B&W: \$250 (3.625"x4.875")	Half-page B&W: \$450 (7.5"x4.875" or 3.625"x10")	Full-page B&W: \$650 (7.5"x10")	Inside Front Cover/Back Cover: \$850 (7.5"x10")
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BAG INSERT \$250

You provide the insert or Branded item which will be disseminated to all Congress participants.

2017 ISONG World Congress

Sponsorship/Exhibitor Form

ISONG Tax ID # 52-1595057

Name: _____
Company: _____
Address: _____
City/ State: _____
Postal Code: _____
Country: _____
Phone: _____

E-mail: _____
Website Link: _____
On-site representative(s): _____
Title: _____
On-site representative(s): _____
Title: _____
E-mail(s): _____

Please send your Company logo in **high resolution** format to linda@isong.org

Indicate your sponsorship/exhibitor level and branded selection, if applicable:

New!

PLATINUM \$10,000

(Indicate 1st and 2nd choice – assigned on a first-come basis)

- Keynote and Two Webinars Sponsor
- Branded Hotel Key Cards and Two Webinars Sponsor

GOLD \$7,000

(Indicate 1st, 2nd, 3rd, 4th and 5th choice – assigned on a first-come basis)

- Branded Lanyards and One Educational Webinar Sponsor
- Branded Congress Bag and One Educational Webinar
- Branded Power Bank and One Educational Webinar
- Branded Congress Electronic Signage and One Educational Webinar
- Charging Station and One Educational Webinar

SILVER \$5,000

(Indicate 1st, 2nd and 3rd choice – assigned on a first-come basis.)

- Reserved Lunch and One Webinar Sponsor
- Congress Lunch and One Webinar Sponsor
- Topic-Focused Session and One Webinar Sponsor

BRONZE \$3,500

(Indicate 1st, 2nd, 3rd and 4th choice – assigned on a first-come basis.)

- Congress Brochure Sponsor
- Pocket Agenda Sponsor
- Welcome Reception Sponsor
- Twitter Sponsor

COPPER \$2,500

(Indicate 1st, 2nd and 3rd choice – assigned on a first-come basis.)

- Genetic Nursing Research Grant Award Sponsor
- Refreshment Break Sponsor
- Scientific Poster Session and Reception Sponsor

Exhibitor \$1,750

University Row \$1,500

Program Ad \$250/ \$450/ \$650/ \$850

(circle choice)

(Camera ready – submitted by October 1, 2017.)

Bag Insert \$250

Inserts sent directly to the Hotel by October 31, 2017.

CONGRESS VENUE

Hyatt Regency Reston
1800 Presidents Street
Reston, Virginia 20190 USA
Phone: +1 703-709-1234



The ISONG Congress group room rates are as follows:
\$179 Single/ Double plus taxes

All room reservations must be made by **October 11, 2017** to ensure that you get the discounted group room rate. The special conference rate and room availability cannot be guaranteed after the **October 11, 2017** cut-off date.

The hotel offers a complimentary shuttle to/from the Dulles Airport.

[Click here to make a reservation at the special room rate.](#)

Check payments are preferred to help reduce service fees. A signed letter of commitment will serve until payment is received—preferably within two weeks of the date on the letter.

Payment type:

Check (made payable to ISONG) Credit Card

Mail form and payment to:

ISONG, 461 Cochran Road, Box #246, Pittsburgh, PA 15228

Questions: Contact linda@isong.org or +1 (412) 344-1414

Credit Card #: _____

Expiration Date: ____/____/____ CVV Code:

Name on Card: _____

Email to send receipt: _____

Cardholder's signature: _____

Billing Postal code: _____

Date: _____

Please note – All speakers, webinars and topic sessions are planned by ISONG.