



The Black Nurses Rock Foundation (BNRF) invites you to join us as an exhibitor or sponsor for the

BLACK NURSES ROCK FOUNDATION 2021 ANNUAL VIRTUAL CONVENTION

Saturday, April 24th, 2021

EXHIBITOR OPPORTUNITIES

Black Nurses Rock Foundation (BNRF) is a professional minority nursing organization that seeks to Inspire and Empower innovative nursing leaders. Our mission is to educate our most vulnerable communities on health issues that disproportionately affect them to foster positive health and lifestyle changes. We are a 501(c)(3) non-profit representing minority nurses in the USA, Caribbean, and Japan.

Why should you exhibit at the Black Nurses Rock Foundation 2021 Virtual Annual Conference?

When you partner with Black Nurses Rock Foundation, you will reach over 174,000 professional black nurses, nursing students, health care leaders, and government officials with your company's message. Black Nurses Rock is largest online community where professional black nurse's share, network, and develop together. Black Nurses Rock social medial platform is explosive!

**To reserve exhibit space for the 2021 Black Nurses Rock Annual Virtual Convention
please contact Linda Huval at linda.huval@internationalamc.com**

We look forward to working with you to make the Virtual Exhibit Hall a rewarding experience for Black Nurses Rock Foundation members and its exhibitors. If you have any questions, please call Black Nurses Rock at (850) 474-3535. Let us know what we can do to make this a successful opportunity for you!

EXHIBITOR MARKETING AND PROMOTION BENEFITS

- Recognition in the online program guide.
- Recognition on the BNRF 2021 event website.
- Promotion for the exhibitor's booth on main stage chat.
- Pre-event promotion by eblast to BNR Foundation audience and attendees.
- Exhibitor list to be distributed to all attendees with your full contact information.
- Receive a full list of attendee information after the event.

A VIRTUAL EXHIBIT BOOTH

This is the opportunity to provide an exclusive Zoom meeting room to the attendees. This is a private room where you can meet with attendees during the Virtual Exhibit Hall hours. By using breakout rooms, you can also meet one-on-one with attendees for customized networking sessions. The Virtual Exhibit Hall will provide sponsors and exhibitors with a powerful forum to engage with attendees. With featured marketing by the Foundation, attendees are encouraged to engage and be rewarded for visiting as many virtual exhibitors as possible. Sponsors and exhibitors will maximize their ability to generate prospects, increase branding awareness, and track attendee engagement.

Included with your booth are:

- Custom Virtual Booth with your logo, custom cover image, company details and custom offers.
- Passport gamification promotion.
- Secondary 500 mb pre-recorded video content for live booths when not live.
- Contact information included in sponsor representation directory of the registration website.
- Analytics: attendee visitor activities and contact information.

WAYS TO ENGAGE VIRTUAL ATTENDEES

Lead Retrieval and Meetings

Once you register, you will be given a link to set up a company profile. Ask visitors to “like” your booth and interact through live chat. All “likes” will be added to your leads. To attract visitors to your booth, add a promotional offer, raffle, giveaway, or coupon. Visitors to “Deals and Offers” will be added to your leads. You can also invite other staff members to access and collect leads for your booth. For chats, emails, or video meetings, leads may be manually entered with edit lead option. Leads can be exported. Use live stream and chat to directly engage in meetings. We support all major live streaming platforms including Zoom, Google Meets, Microsoft Teams, Skype, and more.

Virtual Passport Game

Attendees can collect stamps each time an Exhibitor uses Lead Retrieval or each time they claim “deals & offerings”, post a comment, and like a booth. Event attendees can access the Passport Contest through the home page of the app. From here, they will be able to collect stamps when they claim deals & offerings, post a comment, and like a booth. Exhibitors can access the Lead Retrieval feature through the home page of the app.

Virtual Goodie Bag

Attendees will receive a goodie bag containing swag and information regarding products and services. The virtual goodie bag webpage is a place with content about the virtual conference including speaker handouts, FAQs, quick links, gifts, and more. Exhibitors are encouraged to provide attendees with swag and electronic advertisement for the virtual goodie bag. Virtual goodie bag participation is \$100 per exhibitor.

EXHIBITOR REGISTRATION INFORMATION

EXHIBIT HALL

Virtual booth fee, exclusive of virtual goodie bag, is \$250 USD. BNRF Members get a special rate of \$150. To reserve exhibit space for 2021 Black NursesRock Annual Virtual Convention, please contact Linda Huval at linda.huval@internationalamc.com. Payment and company description is required to confirm participation in the Virtual Exhibit Hall. **April 12, 2021 is the registration deadline to have your company included in all promotional materials. All promotional materials must be sent to Linda Huval at linda.huval@internationalamc.com no later than April 12, 2021. Virtual booth requests made after April 12, 2021 may be accommodated but will not be listed in all promotional materials.**

EXHIBITOR PROFILE

Provide a company description, in 50 words or less, for the program guide by April 12, 2021. Please include your company logo or other marketing graphics you would like to display. You can also display handouts or flyers through your profile as free downloads to attendees. Company description should provide information on products and/or services. Please email your exhibitor request to Linda Huval at linda.huval@internationalamc.com.

EXHIBIT CANCELLATION

Cancellations made after April 12, 2021 will not be subject to a refund. Refunds will be given, minus 15% administration fee, if cancellations are submitted to Linda Huval at linda.huval@internationalamc.com by April 12, 2021. Our corporate packages ensure that your company is well represented throughout our events, programs, audiences and magazine.

We are pleased to invite you to join Black Nurses Rock Foundation as a corporate Partner for the year 2021. This annual partnership allows you access to all our events, customized marketing opportunities, and networking opportunities. Get your brand in front of an inspiring audience of culturally sensitive healthcare providers seeking quality services and resources for better patient care and professional development. Our corporate packages are customized to ensure that your company is well represented throughout our events, programs, and audiences. We can also create a custom partnership package for your company. For more information, contact sponsors.blacknursesrock@gmail.com or to schedule a meeting contact Dr. Bruce Walker, president, at bruce.blacknursesrock@gmail.com for custom benefits.

Diamond LEVEL CORPORATE PARTNERSHIP

Corporate Partnership entitles your company to the benefits and recognition listed below.

50,000

- ◆ Recognition in publications produced during the year such as the Annual Conference and Leadership Seminar.
- ◆ Complimentary Membership Mailing List. Mail piece must be approved by BNR.
- ◆ 12-yearly membership webinars hosted by your company
- ◆ 12 months of E-Blast marketing for your company
- ◆ VIP Pass to all BNR Meet and Greet events
- ◆ Full page advertising and logo on our website and listing on social media
- ◆ Special recognition of your company at BNR's Annual Convention
- ◆ Corporate certificate for your virtual booth
- ◆ Recognition of Corporate Partners on website at Annual Convention
- ◆ Corporate Partner digital badge for your virtual booth
- ◆ Complimentary booth for all BNR events
- ◆ First option to participate in special BNR projects and programs as they are developed
- ◆ Opportunity to survey BNR members once during the year



Corporate Partnership entitles your company to the benefits and recognition listed below.

35,000

- ◆ Recognition in publications produced during the year such as the Annual Conference and Leadership Seminar.
- ◆ Complimentary Membership Mailing List. Mail piece must be approved by BNR.
- ◆ VIP Pass to all BNR Meet and greet events
- ◆ 6-yearly membership webinars hosted by your company
- ◆ 6 months of E-Blast marketing for your company
- ◆ Full page advertising and logo on our website and listing on social media
- ◆ Special recognition of your company at BNR's Annual Convention
- ◆ Corporate certificate for your virtual booth
- ◆ Recognition of Corporate Partners on website at Annual Convention
- ◆ Corporate Partner digital badge for your virtual booth
- ◆ Complimentary booth for all BNR events
- ◆ First option to participate in special BNR projects and programs as they are developed
- ◆ Opportunity to survey BNR members once during the year



Corporate Partnership entitles your company to the benefits and recognition listed below.

25,000

- ◆ Recognition in publications produced during the year such as the Annual Conference and Leadership Seminar.
- ◆ Complimentary Membership Mailing List. Mail piece must be approved by BNR.
- ◆ 6-yearly membership webinars hosted by your company
- ◆ 6 months of E-Blast marketing for your company
- ◆ Full page advertising and logo on our website and listing on social media
- ◆ Special recognition of your company at BNR's Annual Convention
- ◆ Corporate certificate for your virtual booth
- ◆ Recognition of Corporate Partners on website at Annual Convention
- ◆ Corporate Partner digital badge for your virtual booth
- ◆ Complimentary booth for all BNR events
- ◆ First option to participate in special BNR projects and programs as they are developed



Corporate Partnership entitles your company to the benefits and recognition listed below.

10,000

- ◆ Recognition in publications produced during the year such as the Annual Conference and Leadership Seminar.
- ◆ Complimentary Membership Mailing List. Mail piece must be approved by BNR.
- ◆ 4-yearly membership webinars hosted by your company
- ◆ 4 months of E-Blast marketing for your company
- ◆ Full page advertising and logo on our website and listing on social media
- ◆ Special recognition of your company at BNR's Annual Convention
- ◆ Corporate certificate for your virtual booth
- ◆ Recognition of Corporate Partners on website at Annual Convention
- ◆ Corporate Partner digital badge for your virtual booth
- ◆ Complimentary booth for all BNR events
- ◆ First option to participate in special BNR projects and programs as they are developed

