

March  
1st-4th

# 2023 Convention

Reno, Nevada



**BLACK  
NURSES  
ROCK**

INSPIRING

EMPOWERING

INNOVATING



## WHY SHOULD YOU ATTEND THE BNRF CONVENTION?

The Black Nurses Rock Foundation invites you to join us as an exhibitor or sponsor for the 2023 Black Nurses Rock Annual Convention and Expo, March 1st-4th at the Silver Legacy Resort Casino, Reno, Nevada.

The 2023 Black Nurses Rock Annual Expo will offer you the opportunity to present products and showcase your facilities in an excellent, cost-effective way to approximately 300 licensed practical nurses, registered nurses, nurse practitioners, CRNAs, military nurses, retired nurses, and nursing students. **The Hall will open Thursday, March 2nd.**

**Black Nurses Rock Foundation is the largest minority nursing association in the country, representing over 250,000 African American nurses and students from the USA, Canada, Eastern Caribbean, Africa, Japan, and Germany.**

The Convention is a powerful forum for Black Nurses to share their stories, insights, and opinions. As the Trusted Voice for Black Nurses, we not only facilitate communication, but also act as a catalyst of change, bringing light and life to vital issues.

### What kinds of companies can benefit from advertising with Black Nurses Rock Foundation

- Pharmaceutical Companies
- Health Care Products Companies
- Nutritional Supplement Companies
- Workwear Suppliers and Retailers
- Business Products Suppliers
- Long-Term-Care Facilities
- Medical Clinics
- Hospitals
- General Health Care Providers
- Nursing Schools
- Personal Development Coaches
- Insurance Companies
- Recreational Products Companies
- Fitness Products Companies
- Investment & Wealth Management Consultants
- Travel and Leisure Providers
- Staffing Agencies

The Black Nurses Rock Foundation provides for a variety of advertising options. When you partner with Black Nurses Rock Foundation, you will reach over 197,000 professional black nurses, nursing students, health care leaders, and government officials with your company's message.

Black Nurses Rock Foundation is the largest online community where professional black nurses share, network, and develop together. Black Nurses Rock Foundation's social media platform is explosive!

## EXPO SHIPPING & STORAGE

Black Nurses Rock Foundation will not be responsible for accepting exhibit shipments for storage. Exhibitors are responsible for making arrangements for delivery and return shipments with the Silver Legacy Resort Casino. Materials will be accepted based on prior authorization from Convention Services Coordinator. Materials and packages must be labeled as follows:

ADDRESS  
BLOCK  
GOES  
HERE

All other shipping and exhibitor information will be e-mailed after booth/sponsorship has been confirmed.

## EXPO BUILDING OCCUPANCY

In the event the premises of the Silver Legacy Resort Casino is destroyed or damaged, or if the convention fails to take place as scheduled or is interrupted and/or discontinued, or if access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any governmental agency or Silver Legacy Resort Casino, or for any other reason, this contract may be terminated by BNRF. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of BNRF will be to return to each exhibitor the space payment, less the pro-rated share of all cost expenses incurred and committed by BNRF.

## EXPO OFFICIAL CATERER

Exhibitors planning to offer food or beverage items must seek approval through **NAME** at **EMAIL** or at [conference@blacknursesrock.com](mailto:conference@blacknursesrock.com) (.net?)

## EXPO DOOR PRIZES

All Exhibitors are required to submit a door prize. Prizes will be given out throughout the convention's exhibiting hours.

## CANCELLATION POLICY

A charge of 25% of the exhibitor fee and/or sponsorship fee will be assessed for cancellations made prior to **DATE**. Cancellations made between **DATE-DATE** will be subject to a 50% charge. **Cancellations will not be accepted after DATE.**

## CONVENTION PROGRAM GUIDE - IMPORTANT DEADLINE

The deadline for your company's name to appear in the convention program guide is **DATE**. While BNRF will continue to accept exhibitors after that date, the company's name will not be listed in the program if the contract is not received by **DATE**.



## CORPORATE PARTNERSHIP OPPORTUNITIES

**Diamond**  
Level**\$50,000**

- Recognition in **all** publications produced throughout the year, including the Annual Convention
- Opportunity to survey BNRF members once a year
- Complimentary Membership Mailing List
- 12 months of E-Blast marketing and membership webinars hosted by your company
- Full page ad and logo on our website and listing on social media
- Complimentary booth for **all** BNRF events, including the Annual Convention
- VIP Pass to **all** BNRF Meet and Greet Events
- First option to participate in special BNRF projects and programs as they are developed
- All **Platinum Level Convention Sponsorship package** benefits

**Platinum**  
Level**\$35,000**

- Recognition in **all** publications produced throughout the year, including the Annual Convention
- Opportunity to survey BNRF members once a year
- Complimentary Membership Mailing List
- 6 months of E-Blast marketing and membership webinars hosted by your company
- Full page ad and logo on our website and listing on social media
- Complimentary booth for **all** BNRF events, including the Annual Convention
- VIP Pass to **all** BNRF Meet and Greet Events
- First option to participate in special BNRF projects and programs as they are developed
- All **Platinum Level Convention Sponsorship package** benefits

**Gold**  
Level**\$25,000**

- Recognition in **all** publications produced throughout the year, including the Annual Convention
- Opportunity to survey BNRF members once a year
- Complimentary Membership Mailing List
- 6 months of E-Blast marketing and membership webinars hosted by your company
- Full page ad and logo on our website and listing on social media
- Complimentary booth for **all** BNRF events, including the Annual Convention
- All **Gold Level Convention Sponsorship package** benefits

**Silver**  
Level**\$10,000**

- Recognition in **all** publications produced throughout the year, including the Annual Convention
- Opportunity to survey BNRF members once a year
- Complimentary Membership Mailing List
- 4 months of E-Blast marketing and membership webinars hosted by your company
- Full page ad and logo on our website and listing on social media
- Complimentary booth for **all** BNRF events, including the Annual Convention
- All **Gold Level Convention Sponsorship package** benefits



## CONVENTION SPONSORSHIP OPPORTUNITIES



**Platinum  
Level**

**\$5,000 Package**

- Premium Exhibit Booth Space - 10 x 20 ft
- Complimentary Convention Registration (1)
- Company logo prominently displayed on the main stage backdrop
- Registration Bag Insert - Place up to five (5) promotional items in the official convention bag
- Online Visibility - Acknowledgement of your company's sponsorship, including your logo, company profile (provided by sponsor) and a link to your website, prominently displayed on Convention website
- License to use the "Official Sponsor" convention logo in connection with promotion of your convention sponsorship and participation
- Full page ad in convention book (ad/logo must be sent with registration)



**Gold  
Level**

**\$3,000 Package**

- Exhibit Booth Space - 10 x 10 ft
- Premium Booth Upgrade Option: Double the size of your booth space to 10 x 20 ft for \$???
- Registration Bag Insert - Place up to three (3) promotional items in the official convention bag
- Online Visibility - Acknowledgement of your company's sponsorship, including your logo and a link to your website, displayed on Convention website
- License to use the "Official Sponsor" convention logo in connection with promotion of your convention sponsorship and participation
- Full page ad in convention book (ad/logo must be sent with registration)



**Silver  
Level**

**\$2,000 Package**

- Exhibit Booth Space - 10 x 10 ft
- Registration Bag Insert - Place one (1) promotional item in the official convention bag
- Online Visibility - Acknowledgement of your company's sponsorship, including your logo and a link to your website, displayed on Convention website
- License to use the "Official Sponsor" convention logo in connection with promotion of your convention sponsorship and participation
- Quarter page ad in convention book (ad/logo must be sent with registration)



**Bronze  
Level**

**\$1,500 Package**

- Exhibit Booth Space - 10 x 10 ft
- Online Visibility - Acknowledgement of your company's sponsorship displayed on Convention website
- License to use the "Official Sponsor" convention logo in connection with promotion of your convention sponsorship and participation
- Company name included on Sponsorship List



## A LA CARTE SPONSORSHIP OPPORTUNITIES

### Exhibitor ONLY - \$1,250 (Includes 10 x 10 exhibit space)

- **Sponsor the Banquet Awards Dinner and Close-Out Party - \$10,000**

Be part of the recognition of outstanding service awards and scholarships and make a lasting impression at the **grand finale event**.

- **Sponsor the Welcome Reception - \$3,500**

Help us kick-off the convention by sponsoring the Welcome Reception, which hosts more than 300 attendees.

- **Sponsor the Convention Program Guide - \$2,500**

You'll make big news with your corporate brand on the front cover of the book attendees use multiple times a day. Your logo will also jump off pages in the "Notes" section of the program and travel back to the office with all who take the program to share with others.

- **Sponsor the Corporate Roundtable - \$1,500**

Exclusive sponsorship of BNRF 2023 **Corporate Roundtable** featuring chapter presidents and the **Board of Directors of BNRF**. Includes brief (2-3 minute) welcome address for the sponsor.

- **Sponsor the All-Day Coffee Service - \$1,200**

See your logo displayed on a special "Thank You" sign in the refreshment area in the Expo Hall each day during the convention.

- **Sponsor the Lanyards - \$1,000**

Have attendees "wear" your logo all convention long! Imagine hundreds of walking advertisements promoting your brand!

- **Convention Bag Sponsor** (contact BNRF for more information)

- **Donate Door Prizes/Gifts**

On-Site appreciation and acknowledgement

### GREEN SPONSORSHIP PACKAGE - \$500

Online Visibility ONLY - Acknowledgement of sponsorship prominently displayed on official meeting website and in convention book.

### NURSE ENTREPRENEUR BOOTH - \$300

Paid Members Only

### AD PACKAGE ONLY

- Full Page: \$1,000
- Half Page: \$700
- Quarter Page: \$500
- Business Card: \$250
- Patron: \$100



# **BLACK NURSES ROCK**



[www.blacknursesrock.net](http://www.blacknursesrock.net)