51st Annual
NBNA Institute & Conference

Atlanta
Hilton Atlanta Hotel | Atlanta, GA
August 1 – 6, 2023

NATIONAL BLACK NURSES ASSOCIATION

www.NBNA.org/conf
Dear NBNA Members and Attendees,

We are excited to kick off our next 50 years in the great city of Atlanta. If you enjoyed the 2022 conference in Chicago, you don’t want to miss the southern hospitality of our Atlanta BNA Chapter and other Georgia chapters. The conference will take place from Tuesday, August 1 to Sunday, August 6, 2023 at The Hilton Atlanta, in Atlanta, Georgia. Yes! The National Office, Board and hotel staff started working early September 2022 to ensure we have a fabulous, memorable, educational and engaging Conference.

Our Conference Committee and staff goals are to offer you the very best in continuing education, career development, leadership enhancement and networking every day. We guarantee you will have a memorable 2023 conference experience. Please thoroughly review the registration materials as there are a few updates and new additions to the conference schedule. We are pleased to offer the poster session for the second year. Our corporate roundtable partners and sponsors, old and new, are leaning in with fresh ideas that will keep our conferences innovative and knowledgeable with purpose driven focus.

Our conference theme is “NBNA Fifty Years and Beyond: Leading the way in Innovation, Built Environments, Advocacy, Mentorship and Community Engagement.”

Atlanta is waiting and ready for us. However, the word on the street is that chapters from surrounding states such as Alabama, Tennessee, South Carolina, and Florida are saying this is also their rodeo. We invite you to bring a friend and join us for this productive, knowledge- and fun-filled conference.

Martha A. Dawson, DNP, RN, FACHE
President and NBNA Board of Directors
Welcome to the 51st Annual NBNA Institute and Conference!

As we convene the 51st Annual NBNA Institute and Conference, we continue to celebrate our beginnings and amplify the importance of our very first conference held in Cleveland, Ohio in September of 1972. Fifty-one years later, black nurses remain strong and are key leaders in reducing disparities and advancing health equity through their innovations in nursing practice, education, research, policy advocacy, and entrepreneurship. Our Annual Institute and Conference is designed to equip attendees with the requisite knowledge needed to address cross cutting issues affecting nursing, health care, and health equity.

CONFERENC E OBJECTIVES

■ Discuss the criticality of innovation in advancing health care, the profession, and health equity.
■ Define the concept “built environment” and its relationship to public’s health in general and specifically racial and ethnic minorities.
■ Examine emerging models and opportunities for improving the built environment.
■ Analyze key concepts for effective mentoring of current and emerging leaders in nursing.
■ Articulate new approaches for effective community engagement.
■ Identify trends and issues affecting health equity and social justice.

ABOUT THE CONFERENCE

REASONS FOR INVESTING IN NBNA

■ Generate leads and build relationships with nurse attendees
■ Conduct quality conversations with nurse clinicians, researchers, educators, administrators and key leaders that positively impact the way they work
■ Create brand and product portfolio awareness
■ Participate in educational content
■ Gain exposure to the latest nursing innovations
■ Opportunity to see what competitors are doing and identify new trends and hot button topics
■ More than 900 nurses attended the 2022 NBNA Conference in Chicago
TO REGISTER FOR THE CONFERENCE

We are moving toward on-line registration for the exhibit booths, booth staff registration, and sponsorship opportunities. Using Jotform, you may pay by credit card or request an invoice if you prefer to pay by check. Should you wish to pay by ACH, please request ACH information on the invoice and someone will follow up with information request. If you prefer to use the PDF document to register, please click on the link provided.

CONFERENCE SPONSORSHIP FORM

COMPLETE SPONSORSHIP FORM ➡ CLICK HERE

EXHIBITOR REGISTRATION / CONTRACT

EXHIBITOR ONLINE REGISTRATION ➡ CLICK HERE

BADGE REQUEST FORM

EXHIBITOR BADGE REQUEST ➡ CLICK HERE

PROGRAM BOOK ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES FORM ➡ CLICK HERE

WHO SHOULD EXHIBIT AT THE CONFERENCE:

Any company or organization looking to target the nurse marketplace through product demonstrations, building brand image, develop new contacts and recruit from the brightest and the most highly credentialed pool of nurses in the country. Please use category numbers when filling out the EXHIBIT CONTRACT JOTFORM. A list of previous exhibitors can be found at www.NBNA.org

Associations (Medical) ........................................ (1)
Behavioral Health ........................................... (2)
Consumer Goods (jewelry, travel, etc.) .......... (3)
Education/Research Programs .................... (4)
Government Agencies ............................... (5)
Hospitals/Medical Centers ......................... (6)
Information Technology ............................ (7)
Insurance/Financial Investments ................. (8)
Laboratory/Pharmaceutical ....................... (9)
Medical Equipment/Supplies ...................(10)
Nursing Homes ...........................................(11)
Nutrition/Food ........................................... (12)
Publishers .................................................. (13)
Pharmaceuticals ........................................ (14)
Recruitment/Personnel .............................. (15)
Skin Care/Personal Care ............................ (16)
State Nurses Associations ....................... (17)
Uniforms/Shoes/Clothing .......................... (18)
Universities/Colleges/Schools ................. (19)
Wound Care ............................................. (20)

ABOUT NBNA:

The National Black Nurses Association represents approximately 308,000 African American nurses from the USA, Canada, Eastern Caribbean and Africa, with 111 chartered chapters nationwide.

OUR MISSION:

To serve as the voice for black nurses and diverse populations ensuring equal access to professional development, promoting educational opportunities and improving health.
Hilton Atlanta Hotel

255 COURTLAND STREET NE
ATLANTA, GEORGIA, 30303
404-659-2000

HOTEL & CONFERENCE INFORMATION RESERVATIONS

THE NBNA ROOM BLOCK WILL BE AVAILABLE STARTING DECEMBER 1, 2022. The deadline for making reservations at the Hilton Atlanta is FRIDAY, JUNE 30, 2023 AT 5:00 PM, EASTERN TIME, after this date, reservations will be accepted on a space and rate availability basis. If the Group Rate is not available, the Hotel’s rack rate will apply. A limited number of suites are included in the room-block.

CALL-IN RESERVATIONS: Hilton Central Reservations: 800-774-1500 (DEADLINE: 5:00 PM EASTERN TIME, FRIDAY, JUNE 30, 2023). When calling in, the guest should refer to the National Black Nurses Association Conference. GROUP CODE: NBN

ONLINE RESERVATIONS:
Reserve your room online at the Hilton Atlanta, (DEADLINE: FRIDAY, JUNE 30, 2023). GROUP CODE: NBN

TO BOOK YOUR RESERVATION: CLICK HERE

ROOM RATES

NOTE: State, local, hotel tax of approximately $21.90 per night will be applied to ALL room rates. For information on the government rate, please email: dmance@nbna.org.

KING ROOM: 1 King Bed, (1 or 2 people): Single or Double Occupancy Rate is $175.
DOUBLE/DUOUBE: 2 Queen Beds, (1 or 2 people): Single or Double Occupancy Rate is $175.
KING ROOM OR DOUBLE ROOM: Triple Occupancy Rate: $175, Quad Occupancy Rate: $175.

CHECK-IN & CHECK-OUT

CHECK-IN: 4:00 PM / CHECK-OUT: 11:00 AM

EARLY DEPARTURE FEES: A fee of $175 will be charged if you shorten your reservation after you check in. You must notify the hotel in advance of your arrival or when you check-in to avoid paying the $175 fee.

LATE CHECK OUT: Please check with the front desk for availability, hours, and fees.
ROOM GUARANTEE: Attendees should be prepared with a credit card to which the first night’s room and tax will be charged at the time the reservation is made. All guaranteed reservations will be held until 11:59 pm on the day of the confirmed arrival date. We strongly suggest that you do NOT use a debit card to guarantee your room or incidentals at check-in.

CANCELLATIONS: Refunds will be issued at the time of cancellation of individual attendee’s reservations only if canceled at least seventy-two (72) hours in advance of the confirmed arrival date. If you cancel your reservation after the deadline, your credit card will be charged for one night’s stay. When you cancel, please note the canceled reservation number.

HOTEL AMENITIES & FEATURES
Hilton Atlanta is a pet-friendly hotel allowing pets up to 75 pounds. The Hilton Atlanta is proud of its AAA 4-Diamond hotel status, which recognizes its commitment to quality, comfort, and service.

FOR MORE ON HOTEL AMENITIES: CLICK HERE

FEDEX BUSINESS CENTER
The Hilton Atlanta offers safety deposit boxes and a full business center. A FedEx Office Print & Ship Center is located on-site. Open Monday – Saturday, 8:00 am – 7:00 pm and Sunday, 11:00 am - 5:00 pm. Phone number: 404-223-0836.

FOR MORE ON FEDEX BUSINESS CENTER: CLICK HERE

TO PRINT YOUR SHIPPING LABEL: CLICK HERE

DINING OPTIONS
Trader Vic’s serves island-inspired cuisine, and Trader Vic’s Mai Tai Bar is the birthplace of the famous cocktail. Nikolai’s Roof and Lounge offers award-winning wines, a seasonal menu, and extensive cocktails with Atlanta skyline views. Southern Elements plates up traditional Southern cuisine with a twist, and room service is available.

HOTEL ACCOMMODATIONS
Guestrooms feature refrigerators and MP3 docking stations. 37-inch LCD televisions with premium TV channels provide entertainment, with complimentary in-room wireless internet for all hotel guests. The pillowtop bed comes with premium bedding. For your convenience, the hotel offers the following services, Wi-Fi throughout the property and a FedEx Business Center which is open seven days a week.

AIRPORT & SHUTTLE INFORMATION
The Hilton Atlanta hotel is approximately a 20-minute ride from Atlanta Hartsfield International Airport.

GROUND TRANSPORTATION: CLICK HERE

Scoot-a-Round Rentals. Do not delay making your reservation!

TO RESERVE A SCOOTER: CLICK HERE

HILTON ATLANTA PARKING
SELF PARKING for overnight guests at the discounted rate of $35 per night. PARKING RATES: $6 for 1 hour, $8 for 2 hours, $14 for 4 hours, $22 for over 4 hours. SELF-PARKING for overnight guests is $30 per night.
CONFERENCE REGISTRATION

REGISTRATION AT SECOND FLOOR LOBBY

Registration for all attendees will begin on **TUESDAY, AUGUST 1 FROM 3:00 PM TO 7:00 PM**. Attendees who registered in advance may check in at the registration desk and pick up all meeting materials. Your packet will also include the GALA and Brunch Tickets.

ONSITE REGISTRATION

If you plan to register onsite, go directly to the ONSITE REGISTRATION COUNTER. Complete the registration form and pay by VISA or MasterCard.

**NOTE:** "GUESTS" are defined as non-nurses. An RN/LPN/LVN cannot register as a guest. Guest registration includes sessions open to the public, conference institutes and workshops, refreshment breaks, exhibits, special activities, scheduled receptions, President’s Gala, and Sunday Brunch. Guests are considered FULL conference attendees. Ticket purchases are available to all interested parties and are restricted to the event indicated.

NBNA PAYMENT & CANCELLATION POLICY

Payment by CHECK must be received in the NBNA office by **FRIDAY, JULY 14**. After this date, payment may be made ONLY by money order or credit card (MasterCard or VISA). Should it become necessary for you to cancel your registration, **WRITTEN** notification must be **EMAILLED TO ADMIN@NBNA.ORG BY MONDAY, JULY 24**. Refunds will be made 90 days following the conclusion of the NBNA Conference. A $75 administrative fee will be deducted from the total amount refunded. No request for funds will be granted after **FRIDAY, JULY 28, 2023**.

ATTENDEE TIPS / WHAT TO WEAR

**DRESS FOR SUCCESS!** Business attire is suggested when attending educational sessions, the business meeting and opening ceremony. Bring a sweater or wrap as meeting rooms can be chilly. Although Atlanta can be hot, the hotel and meeting rooms will be air conditioned. Wear comfortable shoes. We all love the glam shoes, but they are just not comfortable for visiting the exhibit hall and moving about the hotel.

**BRING SNACKS!** Bring a few power bars, nuts, or dried fruit to keep your energy level high.

**WEAR RED!** Show solidarity with women and heart health by wearing a red item of clothing or a red accessory on **FRIDAY, AUGUST 4**.

**WEAR BLUE!** The Fourth Annual Men’s Bow Tie Institute will be held on **SATURDAY, AUGUST 5**. Please wear something blue in recognition of Men’s Health Awareness and your best bow tie!

PRESIDENT’S GALA & BRUNCH SEATING PROCEDURES

- **All members**, guest, VIPs, honorees, awardees, exhibitors, speakers, sponsors, spouses, and children MUST have a ticket with a table assignment number to attend the Gala.

- **TICKET SALES** for the Gala and Closing Brunch Session will end at **2:00 PM, THURSDAY, AUGUST 3**. Tickets for the Fund Development Event will end at **4:00 PM, FRIDAY, AUGUST 4**.

- **PRESIDENT’S GALA SEATING – CHAPTER TABLES** are designated based on the number of ADVANCED registered members and guests. Purchase ticket(s) by **JULY 14** to guarantee seating with your chapter. Gala and Brunch tickets will be available on **TUESDAY, AUGUST 1** after 3:00 pm. If you purchase Gala tickets onsite, NBNA cannot guarantee you will be placed with your chapter. You will be assigned to the next available open seat.

- Tickets must be shown at the door on the night of the GALA. The hostesses will help you locate your table by the assigned table number.

- Reserved seating for Lifetime Members only; open seating for all other attendees at the Sunday Brunch. Tickets must be shown at the door.

- **CLOSING BRUNCH SEATING PROCEDURES**. Reserved seating for Lifetime Members ONLY at the Closing Brunch; open seating for all other attendees on Sunday. Tickets must be shown at the door.
MORE ABOUT THE CONFERENCE

BREAKFAST SESSIONS: Sponsored by a corporation, association, or company to educate the attendee about a new product, program or innovation the organization is promoting. Only 125 people may attend. Pre-registration is suggested. May be a CE or a Non-CE session.

WORKSHOPS AND INSTITUTES: Workshops are generally 2 hours long, and institutes are 4 hours long. You must stay for the entire session to receive CEs.

PLENARY SESSIONS: There will be a 1- and a 2-hour Plenary Session. The presentations are on one central theme from different perspectives.

INNOVATION THEATER SESSIONS: An opportunity for organizations to present a 1-hour program on their latest innovations. CEs may be awarded.

THE EMERGING LEADERS FORUM: This program is for non-licensed attendees. Students who have not yet become a registered nurse. (CEs are not awarded for this program.)

THE BUSINESS MEETING: NBNA members and delegates hear presentations from the leadership; vote on resolutions and bylaw changes; and celebrate the chartering of new chapters.

THE NBNA PRESIDENTS LEADERSHIP INSTITUTE: Only the chapter president, vice president, and a member appointed by the chapter president may attend the meeting. Chapter leaders hear presentations on leadership and programs that can be implemented on the chapter level.

THE UNDER FORTY FORUM: This is a sponsored event and an opportunity to be motivated and inspired by your peers, leaders in nursing, and have some fun. Students and nurses at all levels who are under 40 years old may attend.

HILTON ATLANTA HOTEL SAFETY PROTOCOLS

The hotel does not have a mandate for masking or vaccinations at this time. You may wear a mask if you wish, and they will provide hand sanitizer stations throughout our event space. Protocols may change if the situation warrants. Should the health and safety of all attendees require that we move to a hybrid or virtual conference, you will be notified immediately. At that time, you may reconsider how or if you wish to participate. Cancellation options will be provided at that time.

GEORGIA COVID-19 CDC RECOMMENDATIONS

For your health and safety, as well as your colleagues, we are asking you to adhere to the recommendation below from the CDC.

KEY INFORMATION FOR TRAVELERS TO GEORGIA

- Get up to date with your COVID-19 vaccines before traveling to Georgia. If you are not up to date with your COVID-19 vaccines and may have difficulty accessing health care during travel, avoid travel to Georgia.
- Even if you are up to date with your COVID-19 vaccines, you may still be at risk for getting and spreading COVID-19. Anyone 2 years or older should properly wear a high-quality mask in all indoor public spaces.
- If you have a weakened immune system or are at increased risk for severe disease, even if you are up to date with your COVID-19 vaccines, talk with your clinician about your risk, and consider delaying travel to Georgia.
- Follow all requirements and recommendations in Georgia.

SEE ALL COVID-19 TRAVEL NOTICES: CLICK HERE
Jump Starting Your Future in Nursing
The National Black Nurses Association’s 13th Annual Career and Educational Fair – Friday, August 4, 2023

The National Black Nurses Association’s Annual Institute and Conference provides its conference attendees with a unique opportunity to network and explore career and educational advancement opportunities with over 120 of the most prestigious hospitals and the finest schools of nursing in the country. We want to thank you for making this possible by letting you know we have heard you and want to enhance your experience at the NBNA conference.

We are pleased to announce that we have expanded the exhibit hall hours on FRIDAY, AUGUST 4 to make way for the 13th Annual NBNA Career and Educational Fair which will be marketed to nurses in the Atlanta area and surrounding counties prior to the conference. We know you want to connect with nurses who are on the move, ready to move and want to hear what you may have to offer. We realize that it is important for you to connect with the seasoned RN as well as the first year RN who is eager to grow in their nursing career. We also know you want to meet the RN or MSN who is ready to take the next step in their nursing education. Our goal is to continue to be the meeting of choice, the nurses conference where you will continue to meet the best and the brightest nurses from across the country and from the local markets. Attendees are asked to come prepared to interview with resumes in hand!

The future of nursing is changing and NBNA will continue to be at the forefront of that change by providing our members and conference attendees the latest and best practices in nursing leadership, research, information technology, health care management, as well as educational and employment opportunities.

We hope you will join us!
BOOTH RESERVATIONS DEADLINE: MAY 15, 2023

Booth Cost: 8’ X 10’: $1,500  8’ X 20’: $3,000  10’ x 16’: $3,000
(US dollars)

GES EXPO
GES is the official Expo Company for NBNA. You will be sent the link to the GES Service Kit in upon completing your booth registration during scheduled exhibitor move-in times.

SHIPMENTS TO SHOW SITE
GES will receive and unload shipments at show site only during scheduled exhibitor move-in times. If you are shipping material to the Hilton Atlanta by FedEx or UPS packages that arrive earlier than 5 calendar days before they are retrieved, will be subject to a $5.00 a day storage fee.

FEDEX SHIPPING LABEL ➡️ CLICK HERE

PLEASE NOTE
All requested information must be provided in order to ensure that you receive confirmation for your exhibit space, receipts and event updates. GES is the official show decorator, please contact them regarding your shipping questions. The hotel will charge for shipping and receiving and delivery of all Exhibitor materials to the show floor.

EXCLUSIVE EXHIBIT HOURS
Dedicated exhibit hours allow participants ample opportunity to meet with you to learn about your products and services.

SECURITY AND LIABILITY
Security will be on duty at all times.
EXHIBITOR hereby assumes entire responsibility and hereby agrees to indemnify and hold harmless the NATIONAL BLACK NURSES ASSOCIATION and Hilton Worldwide, Inc. and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use of the exhibition premises. Additional Insured The Hilton Worldwide Inc. and its owners, subsidiaries and affiliates (including their respective directors, officers and employees) now or Hereafter existing and the Hilton Atlanta.

In order to protect NATIONAL BLACK NURSES ASSOCIATION and The Hilton Worldwide, Inc. and Owner and each of such entity’s owners, parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than $1,000,000 Combined Single Limit for personal injury and property damage. The Hilton Management LLC as agent for Hilton Atlanta Partners III, LLC, d/b/the Hilton Atlanta, its owners, its operator, and the Hilton Worldwide, Inc. shall be included in such policies as additional named insured's. In addition, EXHIBITOR acknowledges that neither the Hotel, its owners, or its operator, maintain insurance covering exhibitor’s property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR. Certificate should be received at least 30 days in advance of the event.
**BOOTH ASSIGNMENT**

Assignments will be made upon receipt of the Exhibitor Registration Form and your payment in the order of which they are received. Every effort will be made to accommodate your preferred location. NBNA may, at its discretion, accept or reject any application for space and reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the conference.

*EXHIBIT BOOTHS ARE REQUIRED TO REMAIN OPEN AND STAFFED DURING THE SCHEDULED HOURS.* If you anticipate an early departure, please advise the NBNA National Office Exhibit Coordinator as soon as possible.

**FOR EXHIBITOR ONLINE REGISTRATION** ☛ CLICK HERE

**FOR BOOTH STAFF REGISTRATION** ☛ CLICK HERE

You will receive an email, confirming your booth number and payment if made. Submit exhibit contract and payment by May 30. Make checks payable to NBNA, and mailed to:

Dianne Mance, Exhibitor Services  
National Black Nurses Association  
8630 Fenton Street, Suite 910  
Silver Spring, MD 20910

**NBNA PAYMENT & CANCELLATION POLICY**

Payment by CHECK must be received in the NBNA office by **FRIDAY, JUNE 9.** After this date, payment may be made by money order or credit card (MasterCard or VISA) ONLY. Should it become necessary for you to cancel your registration, WRITTEN notification must be received (not postmarked) by **MONDAY, JULY 3.** Refunds will be made 90 days following the conclusion of the NBNA Conference. A $250 administrative fee will be deducted from the total amount refunded.

**NBNA’S COVID-19 CANCELLATION POLICY**

Should NBNA be unable to host a live conference **AUGUST 1 - 6, 2023** due to COVID-19, all registrants will be notified immediately. The following options will be offered to everyone who has paid their booth registration fee or sponsorship fee. Your confirmation of which option you are requesting must be confirmed within 7 days of the receipt of the official email canceling the conference.

- You may request a full refund of your booth registration fee.
- You may request that your booth registration fee be used to pay for the Virtual booth fee and the balance of your original payment will be returned to you.
- If you are the sponsor of a session, where food is not served, you may still present your session virtually.
- If you are sponsoring a session or event were food is to be served, we will work with you to refund the unused funds.
### Conference at-a-Glance

#### Sunday, July 30
1:00 pm - 4:00 pm  
Bag Stuffing

#### Tuesday, August 1
9:00 am - 5:00 pm  
NBNA Office
9:00 am - 5:00 pm  
NBNA Registration Office
10:00 am - 2:00 pm  
Local Chapter Health Fair
12:30 pm - 3:30 pm  
Board of Directors Meeting
3:00 pm - 7:00 pm  
NBNA Conference Registration Opens
3:00 pm - 7:00 pm  
Conference Buddy Café
5:00 pm - 7:00 pm  
Speaker Ready Room

#### Wednesday, August 2
7:00 am - 6:00 pm  
NBNA Office
7:00 am - 5:00 pm  
NBNA Conference Registration
7:00 am - 5:00 pm  
NBNA Buddy Café
7:30 am - 4:30 pm  
NBNA Leadership Institute (Chapter Presidents and Vice Presidents)
8:00 am - 5:00 pm  
Speaker Ready Room
8:00 am - 5:00 pm  
NBNA Founders Leadership Institute (Invitation only)
9:00 am - 11:00 am  
VITAS Master Class / Sponsored by: VITAS Healthcare
9:00 am - 12:00 pm  
American Red Cross Workshop / Sponsored by: The American Red Cross
10:00 am - 4:00 pm  
AMERICAN RED CROSS BLOOD DRIVE / All are invited to give!
1:00 pm - 5:00 pm  
Professional Writing Workshop / Bring a working manuscript and a laptop or tablet.
2:00 pm - 4:00 pm  
Workshop

#### Thursday, August 3
Last Day to Purchase Event Tickets. No tickets will be sold after 2 pm.

6:00 am - 7:00 am  
Fitness Session
6:30 am - 7:45 am  
CEU Breakfast (2 sessions)
7:00 am - 4:00 pm  
NBNA Registration
7:30 am - 10:00 am  
NBNA Business Meeting / Charting of New Chapters
8:00 am - 5:00 pm  
NBNA Office
8:00 am - 5:00 pm  
Speaker Ready Room
10:30 am - 12:30 pm  
Plenary Session
12:30 pm - 3:00 pm  
VITAS Master Class
1:00 pm - 5:00 pm  
Exhibit Hall Grand Opening
2:00 pm - 3:00 pm  
NBNA Nursing Innovation Theater
2:00 pm - 4:00 pm  
LPN / LVN Forum
3:00 pm - 5:00 pm  
Uniformed Services Forum, Federal Service Nursing Council
4:00 pm - 5:00 pm  
NBNA Choir Rehearsal
5:00 pm - 6:00 pm  
NBNA Chapter Line-up
6:00 pm - 8:00 pm  
Opening Ceremony
FRIDAY, AUGUST 4

**RED DRESS DAY!**

6:00 am - 7:00 am  Exercise Session  
6:30 am - 7:45 am  Breakfast Session  
6:30 am - 7:45 am  Breakfast Session  
7:00 am - 4:00 pm  NBNA Conference Registration  
7:30 am - 4:00 pm  NBNA Summer Youth Enrichment Institute  
8:00 am - 5:00 pm  NBNA Office  
8:00 am - 5:00 pm  Speaker Ready Room  
8:00 am - 12:00 pm  Future Nurses Forum  
8:00 am - 12:00 pm  Institutes (6 TBD)  
8:30 am - 10:30 am  VITAS Master Class / Sponsored by: VITAS Healthcare  
11:00 am - 12:00 pm  Innovation Theater  
11:00 am - 4:00 pm  NBNA Career and Educational Fair  
12:30 pm - 2:30 pm  NBNA Luncheon  
2:30 pm - 3:30 pm  Innovation Theater  
3:30 pm - 4:30 pm  Plenary II  
4:30 pm - 6:30 pm  NBNA Choir Rehearsal  
6:00 pm - TBD  Fund Development Event

SUNDAY, AUGUST 6

7:30 am - 9:30 am  Ecumenical Service  
10:00 am - 12:00 pm  Installation of Officers, New Board Members and Nominating Committee  
12:00 pm - 1:00 pm  Post Conference Board of Directors Meeting

SATURDAY, AUGUST 5

**WEAR BLUE DAY!**

6:00 am - 7:00 am  Exercise Session  
6:30 am - 7:45 am  CEU - NON CEU Breakfast  
6:30 am - 7:45 am  CEU - NON CEU Breakfast  
8:00 am - 4:00 pm  NBNA Registration Office  
8:00 am - 4:00 pm  NBNA Office  
8:00 am - 1:00 pm  Speaker Ready Room  
8:00 am - 10:00 am  Men’s Bow Tie Breakfast  
8:00 am - 11:00 am  Innovation Theater  
10:00 am - 1:00 pm  Exhibit Hall  
12:30 pm - 1:00 pm  Grand Raffle  
1:30 pm - 4:00 pm  Awards Ceremony Nurse of the Year Awards, Community Service Awards, Scholarship Awards, Membership Campaign Awards  
3:30 pm - 4:30 pm  NBNA Choir Rehearsal  
6:00 pm - 7:00 pm  Lifetime Member Photo  
7:00 pm - 11:00 pm  President’s Gala  

NBNA Choir Rehearsal

Presentation of the NBNA Presidential Awards
**EXHIBITOR SCHEDULE**

**EXHIBIT HOURS MAY CHANGE WITHOUT PRIOR NOTICE**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>TUESDAY, August 1</td>
<td>3:00 pm -7:00 pm</td>
<td>Registration</td>
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<tr>
<td>WEDNESDAY, August 2</td>
<td>12:30 pm - 5:00 pm</td>
<td>Exhibit Set-Up</td>
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<tr>
<td>THURSDAY, August 3</td>
<td>8:00 am - 12:00 pm</td>
<td>Exhibit Set-Up</td>
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<td></td>
<td>1:00 pm - 5:00 pm</td>
<td>Exhibit Hall Grand Opening</td>
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<td>6:00 pm – 8:00 pm</td>
<td>NBNA Opening Ceremony</td>
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<td>FRIDAY, August 4</td>
<td>10:00 am - 5:00 pm</td>
<td>Local Career Fair &amp; Exhibits</td>
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<td>Open for NBNA Members &amp; Local Nurses</td>
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<tr>
<td>SATURDAY, August 5</td>
<td>10:00 am - 1:00 pm</td>
<td>Exhibits Hall Open</td>
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<tr>
<td></td>
<td>12:00 pm - 12:30 pm</td>
<td>Grand Raffle</td>
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<td>1:00 pm - 3:00 pm</td>
<td>Exhibits Dismantled</td>
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**TOTAL EXHIBIT HOURS: 14**

**EVENT SPONSORSHIP OPPORTUNITIES**

**EDUCATE: CEU OR NON-CEU BREAKFAST SESSIONS:** Get the word out about a hot trend or your latest innovation across the health care industries. This 60-minute breakfast presentation will be attended by 130 nurses eager to hear what your company is doing to improve patient care. Your sponsorship includes a hot plated breakfast for 130 people, the standard AV package which includes a screen, power point projector, sound, and a laptop computer. If you require additional AV, our provider will work directly with you to make those arrangements. Your event will be promoted in all the pre-conference communications that will go out to the attendees. Session signage is also provided. The sponsorship does not include expenses for your speaker.

**COST: $14,000 – SIX (6) SESSIONS ARE AVAILABLE. ITEM #2**

**NURSING INNOVATION THEATER CEU OR NON-CEU PRESENTATION:** Get the word out about a hot trend or your latest innovation across the health care industries. This 60-minute presentation will be attended by 130 nurses eager to hear what your company is doing to improve patient care. Your sponsorship includes the standard AV package which includes a screen, power point projector, sound, and a laptop computer. If you require additional AV, our provider will work directly with you to make those arrangements. Your event will be promoted in all the pre-conference communications that will go out to the attendees. Session signage is also provided. If you wish to offer snacks for the attendees, you will be introduced to our convention manager at the Hilton Atlanta to make those arrangements. The sponsorship does not include expenses for your speaker.

**COST: $5,000 – FIVE (5) THEATER TIMES ARE AVAILABLE. ITEM #7**

**EMAIL BLAST:** Promote products, services, or an upcoming program through an e-mail advertisement. Highlight a program that you are sponsoring during the NBNA conference. NBNA will send your one-page digital flyer to registered attendees. You may include the link to a designated webpage. Select a date between June 1 and September 30.

**COST TO ADVERTISE: $1,000**

To confirm your advertisement, please see page 22. Digital ad file type (jpeg or png) at 800 pixels wide by any length will be sent via ConstantContact.
CONFERENCE SPONSORSHIP FORM

Exhibiting Company Information: Confirmed BOOTH No.

COMPANY NAME: ____________________________________________

CONTACT NAME: ___________________________ TITLE: ________________

ADDRESS: __________________________________________________________________________________________________________

CITY: ______________________________________ STATE: ___________ ZIP: ____________________________

PHONE: __________________________________________________________________ FAX: __________________________

E-MAIL: ________________________________________________

SPONSORSHIP LEVEL: □ Diamond $50,000 + □ Platinum $49,999 - $20,000
□ Gold $19,999 - $10,000 □ Silver $9,999 - $5,000 □ Bronze $4,999 - $1,000

SPONSORSHIP OPPORTUNITIES (see pages 17 - 19 of prospectus):

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>DESCRIPTION</th>
<th>YOUR INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>__________________</td>
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<tr>
<td></td>
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<td>__________________</td>
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<td></td>
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<td>__________________</td>
</tr>
</tbody>
</table>

ALL LOGOS FOR PRINTING MUST BE AN EPS, ILLUSTRATOR OR HIGH QUALITY PDF FORMAT.

PAYMENT INFORMATION
(NBNA accepts only MasterCard and Visa Credit Cards)

PAYMENT TYPE: □ Check (Payable to NBNA) □ MasterCard □ Visa Amt. Enclosed: ____________________________

Credit Card #: ________________________________________________ Exp. Date: ____________________________

Cardholder Name (please type or print): ____________________________________________________________ Security code: ____________________________

Billing Address __________________________________________________________________________________________________

Signature ______________________________________________________________________________________

AS IT APPEARS ON THE CARD

ALLOW 10 DAYS PROCESSING TIME IF PAYING BY CHECK.

EMAIL, MAIL OR FAX COMPLETED FORM TO:
NBNA Exhibitor Coordinator • 8630 Fenton Street, Suite 910 • Silver Spring, MD 20910
Fax: 301-589-3223 • dmance@nbna.org

TO COMPLETE SPONSORSHIP FORM ONLINE ➔ CLICK HERE
**SPONSORSHIP LEVELS AND BENEFITS**

**SPONSORSHIP LEVELS:** NBNA sponsorships are designed to increase brand recognition by engaging and networking with our annual meeting attendees. The chart below outlines the additional benefits your company will receive with each sponsorship level. **ALL LOGOS FOR PRINTING MUST BE AN EPS, ILLUSTRATOR OR HIGH QUALITY PDF FORMAT.**

<table>
<thead>
<tr>
<th>Sponsorship Levels and Benefits</th>
<th>DIAMOND $50,000+</th>
<th>PLATINUM $49,999-$20,000</th>
<th>GOLD $19,999-$10,000</th>
<th>SILVER $9,999-$5,000</th>
<th>BRONZE $4,999-$1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Recognition on supporter signage prominently displayed in select common areas</td>
<td>• • • • • • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
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<tr>
<td>2 Recognition in public relations materials</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>3 Post conference edition of the NBNA Online Newsletter</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>4 Recognition in Conference up-dates on the website</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>5 Corporate identification on event tickets as appropriate</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>6 Recognition by NBNA Leadership at the Opening Ceremony</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
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<tr>
<td>7 Verbal recognition at the sponsored event</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
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<tr>
<td>8 Company recognition on exhibit hall entrance unit</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>9 Recognition in Conference Souvenir Program Book</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
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</tr>
<tr>
<td>10 VIP Seating at the Opening Ceremony</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>11 Sponsor Ribbon at your exhibit booth</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
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<tr>
<td>12 Additional two tickets to the President’s Gala ($330 value)</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
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</tr>
<tr>
<td>13 Two tickets for the Closing Session and Brunch ($258 value)</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>14 Company logo on NBNA Conference website</td>
<td>• • • • • •</td>
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<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>15 Complimentary full page ad in Conference Souvenir Program Book AND Complimentary exhibit booth ($3,000 value)</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>16 A VIP table for 10 at the President’s Gala ($1,650 value)</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>17 Complimentary Literature/Product inserting in conference bag ($500 value) Send NBNA he artwork.</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>18 Complimentary conference registration for five individuals (early bird non-member value at $640 per registration)</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>19 Complimentary full page ad in Conference Souvenir Program Book OR Complimentary Exhibit Booth ($1,500 value)</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>20 Complimentary conference registration for two individuals (early bird non-member value at $640 per registration)</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
</tr>
<tr>
<td>21 Complimentary 1 hour webinar may be scheduled between September and December 2023</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
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<tr>
<td>22 Complimentary Article in the Winter NBNA Newsletter</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • •</td>
<td>• • • • •</td>
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<tr>
<td>23 Prime-time News Hour</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
<td>• • • • • •</td>
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</tr>
</tbody>
</table>
## EVENT SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NBNA Board of Directors and Non-Member Local Nurses Meet &amp; Greet. Tuesday, August 1, 5:00 pm – 6:00 pm</td>
<td>Event signage, speaking opportunity, promotional materials. Meet with NBNA Board, Members and first time attendees and potential local members, 100 guests</td>
<td>$15,000</td>
<td>sole sponsor</td>
</tr>
<tr>
<td>2</td>
<td>CEU or NON-CEU Breakfast Session (60 minutes) Thursday, August 3 (2); Friday, August 4 (2); and Saturday, August 5 (2). Reach a target audience to receive specialized information on your latest product or program.</td>
<td>Event signage. Includes one complimentary E-Blast between June 1 and Sept. 30 and inclusion of 1 piece of literature (printed by you) or product in the conference bag</td>
<td>$14,000</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Continental Breakfast before the Business Meeting Thursday, August 3</td>
<td>Welcome attendees at the buffet and foyer entrance; promotional materials displayed on tables</td>
<td>$30,000</td>
<td>2 at $15,000</td>
</tr>
<tr>
<td>4</td>
<td>Exhibit Hall Lunch, Thursday, August 3</td>
<td>Event signage, table tents, logo on the lunch box</td>
<td>$75,000</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>NBNA Summer Youth Leadership Institute Friday, August 4</td>
<td>Event signage during the program, opportunity to host the children at your School of Nursing or Health Facility</td>
<td>$15,000</td>
<td>sole sponsor</td>
</tr>
<tr>
<td>6</td>
<td>NBNA Under Forty Forum Wednesday, August 2</td>
<td>Event signage, network with some of the brightest emerging leaders in nursing. Engage in “speed mentoring” with NBNA Under 40 attendees</td>
<td>$15,000</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>NBNA Innovations Theater Thursday, August 3: 2:00 – 3:00 pm Friday, August 4: 11:00 am – 12:00 pm &amp; 2:30 – 3:30 pm Saturday, August 5: 10:30 – 11:30 am</td>
<td>An exciting venue to promote nursing innovations across the industries. Showcase your companies hottest trends and newest innovations. Event signage</td>
<td>$5,000</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>Product Theater Lunch and Learn, for all attendees Friday, August 4</td>
<td>Event Signage. Sponsorship includes complimentary E-Blast between June 1 and Sept. 30 and inclusion of 1 piece of literature (printed by you) or product in the conference bag</td>
<td>$75,000</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Mentoring in the Moment / Conference Buddy Networking Reception</td>
<td>Meet with a group of new and potential nurse leaders, who are charting their next steps in nursing career</td>
<td>$20,000</td>
<td>sole sponsor</td>
</tr>
<tr>
<td>10</td>
<td>NBNA President’s Leadership Institute Wednesday, August 2</td>
<td>Event signage, sponsored speaker, promotional materials (250 people)</td>
<td>$21,000</td>
<td>breakfast sponsor</td>
</tr>
<tr>
<td>11</td>
<td>NBNA CEU Institutes. 4 hour program</td>
<td>Event signage, 1 hour sponsored speak(s)</td>
<td>$10,000</td>
<td>multiple</td>
</tr>
<tr>
<td>12</td>
<td>Career Fair for Local Students and Non-Member Nurses Friday, August 4, 10:00 am – 3:00 pm</td>
<td>Recruitment opportunity for local potential hires; logo and company name on bag and neck wallet</td>
<td>$1,000</td>
<td>Neck Wallet Badge Holder</td>
</tr>
<tr>
<td>13</td>
<td>Career Fair for Local Students and Non-Member Nurses Friday, August 4, 10:00 am – 3:00 pm</td>
<td>Recruitment opportunity for local potential hires; logo and company name on bag and neck wallet</td>
<td>$3,000</td>
<td>Tote Bag</td>
</tr>
<tr>
<td>14</td>
<td>Men’s Health Bowtie Brunch, Saturday, August 5 Third Annual event for men and about men’s health. Hosted by the NBNA Ad Hoc Committee on Men’s Health</td>
<td>Sponsorship a speaker for the program, opportunity to promote your brand, and your program in the area of men’s health</td>
<td>$20,000</td>
<td>sole sponsor</td>
</tr>
<tr>
<td>15</td>
<td>Career Fair Innovation Theater Friday, August 4, 11:00 am -12:00 pm</td>
<td>Event signage, an exciting venue to promote nursing innovations across the industries. Showcase your companies hottest trends and newest innovations</td>
<td>$5,000</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>NBNA Awards Ceremony Saturday, August 5, 2:00 pm – 4:00pm</td>
<td>Greet and meet the best and the brightest NBNA Members as they receive their honors. Photo op is included and mention in the program book as a sponsor</td>
<td>$25,000</td>
<td>sole sponsor</td>
</tr>
<tr>
<td>17</td>
<td>Corporate Table for The President’s Banquet</td>
<td>Invite your companies employees or colleagues to celebrate and honor NBNA’s outstanding leaders</td>
<td>$2,500 / Table for 10</td>
<td>multiple</td>
</tr>
<tr>
<td>Item</td>
<td>Opportunity</td>
<td>Key Benefits</td>
<td>Investment</td>
<td>Quantity Available</td>
</tr>
<tr>
<td>------</td>
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<td>--------------</td>
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</tr>
<tr>
<td>18</td>
<td>Conference Bags</td>
<td>Company name and logo on 1200 NBNA bags</td>
<td>$12,000</td>
<td>1</td>
</tr>
<tr>
<td>19</td>
<td>Conference neck wallet style badge holder</td>
<td>Company Name and logo on 1200 NBNA badge holders</td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>Conference Bag Insert, Literature/Product</td>
<td>1200 attendees will receive your product</td>
<td>$500 per item</td>
<td>multiple</td>
</tr>
<tr>
<td>21</td>
<td>Water Bottles</td>
<td>Company logo on 1200 water bottles</td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>CEU Computer Evaluation Kiosk: Thursday through Sunday</td>
<td>Kiosk will have company name and logo, and screen saver on the computer for 4 days</td>
<td>$2,000</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Directional Signage</td>
<td>Signage with your company logo and name will guide attendees throughout the conference</td>
<td>$1,000</td>
<td>One meter / one sided</td>
</tr>
<tr>
<td>24</td>
<td>Directional Signage</td>
<td>Signage with your company logo and name will guide attendees throughout the conference</td>
<td>$1,500</td>
<td>One meter / two sided</td>
</tr>
</tbody>
</table>

### ADDITIONAL UNRESTRICTED EDUCATIONAL GRANT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Plenary Session, Thursday, August 3 and Friday, August 4</td>
<td>Feature your own speaker or presentation</td>
<td>$10,000</td>
<td>2</td>
</tr>
<tr>
<td>26</td>
<td>Institutes, Friday, August 4</td>
<td>Feature your own speaker or presentation</td>
<td>$5,000</td>
<td>6</td>
</tr>
<tr>
<td>27</td>
<td>Workshops, Saturday, August 5</td>
<td>Feature your own speaker or presentation</td>
<td>$3,500</td>
<td>4</td>
</tr>
</tbody>
</table>

### NBNA AWARDS

<table>
<thead>
<tr>
<th>Item</th>
<th>Opportunity</th>
<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>NBNA Lifetime Achievement Awards (8)</td>
<td>Special recognition in program, photo-op with awardees</td>
<td>$4,000</td>
<td>1</td>
</tr>
<tr>
<td>29</td>
<td>NBNA Trailblazer Awards (8)</td>
<td>Special recognition in program, photo-op with awardees</td>
<td>$4,000</td>
<td>1</td>
</tr>
<tr>
<td>30</td>
<td>NBNA Nurse of the Year Awards (10)</td>
<td>Special recognition in program, photo-op with awardees</td>
<td>$5,000</td>
<td>1</td>
</tr>
<tr>
<td>31</td>
<td>Under 40 Awards (up to 20 awards)</td>
<td>Special recognition in program, photo-op with awardees</td>
<td>$3,000</td>
<td>1</td>
</tr>
</tbody>
</table>

### DR. LAURANNE SAMS SCHOLARSHIP

<table>
<thead>
<tr>
<th>Item</th>
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<th>Key Benefits</th>
<th>Investment</th>
<th>Quantity Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>Your donation will provide tuition assistance to a deserving NBNA student member</td>
<td>A special recognition in program, may present scholarship to winner, tax deductible</td>
<td>$1,000 increments</td>
<td>Multiple</td>
</tr>
<tr>
<td>33</td>
<td>Create a scholarship in the name of your organization or in honor of a nursing icon</td>
<td>A special recognition in program, may present scholarship to winner, tax deductible</td>
<td>$5,000 minimum</td>
<td>Multiple</td>
</tr>
</tbody>
</table>

All logos for printing must be an EPS, Illustrator or high quality PDF format.
The Desegregation of Grady Memorial Hospital and the Changing South

Grady Memorial Hospital is a pillar of public medical and surgical care in the Southeast. The evolution of this institution, both in its physical structure as well as its approach to patient care, mirrors the cultural and social changes that have occurred in the American South. Grady Memorial Hospital opened its doors in 1892 built in the heart of Atlanta’s black community. With its separate and unequal facilities and services for black and white patients, the concept of “the Gradies” was born. Virtually, every aspect of care at Grady continued to be segregated by race until the mid-20th century. In 1958, the opening of the “New Grady” further cemented this legacy of the separate “Gradies,” with patients segregated by hospital wing. By the 1960s, civil rights activists brought change to Atlanta. The Atlanta Student Movement, with the support of Dr. Martin Luther King Jr., led protests outside of Grady, and a series of judicial and legislative rulings integrated medical boards and public hospitals. Eventually, the desegregation of Grady occurred with a quiet memo that belied years of struggle: on June 1, 1965, a memo from hospital superintendent Bill Pinkston read “All phases of the hospital are on a non-racial basis, effective today.” The future of Grady is deeply rooted in its past, and Grady’s mission is unchanged from its inception in 1892: “It will nurse the poor and rich alike and will be an asylum for black and white.”

**SPONSOR BENEFITS**

- Seating for 130 attendees, 8’ x 12’ stage, seating for 2 presenters on stage, corporate signage, stage décor
- Audio visual equipment includes: screen, LCD projector, podium microphone
- Pre-conference promotion by NBNA on website and Facebook
- Pre-conference registration for attendees
- Marquis Listing in Program Book

NBNA will provide a drawing for one complimentary conference registration for the 2023 Conference for each of the theater presentations. Sponsors are free to provide an approved incentive to attendees. Sponsoring organization may wish to add on snacks or other refreshments. Your choices are:

- Book for one hour at $5,000 per hour
- Book multiple hours at $4,000 per hour
- Provide CEUs for those attending your show. (You must complete the Call for Abstracts form.)
SOLD OUT

Thursday, August 3 • Grady Memorial Hospital Innovation Theater
1 hour Show  ❑ 2:00 pm - 3:00 pm $5,000 TOTAL HOURS _____ TOTAL AMOUNT $__________

Friday, August 4 • Grady Memorial Hospital Innovation Theater
1 hour Show  ❑ 11:00 am - 12:00 pm $5,000 TOTAL HOURS _____ TOTAL AMOUNT $__________
1 hour Show  ❑ 2:30 am - 3:30 pm $5,000 TOTAL HOURS _____ TOTAL AMOUNT $__________

Saturday, August 5 • Grady Memorial Hospital Innovation Theater
1 hour Show  ❑ 10:30 am - 11:30 am $5,000 TOTAL HOURS _____ TOTAL AMOUNT $__________

PAYMENT INFORMATION (NBNA accepts only MasterCard and Visa Credit Cards)

NAME: ___________________________________ COMPANY: ____________________________________________

ADDRESS: ____________________________________________________________

CITY: ___________________________ STATE: __ ZIP: ___________________________

PHONE: ___________________________ FAX : ___________________________

E-MAIL: ______________________________________________________________

PAYMENT TYPE:  ❑ Check (Payable to NBNA)  ❑ MasterCard  ❑ Visa  Amt. Enclosed: ____________________________

Credit Card #: ___________________________________________________________ Exp. Date: ___________________________

Cardholder Name (please type or print): ___________________________________________ Security code: ___________________________

Billing Address ____________________________________________________________

__________________________________________________________

Signature ________________________________________________________________

AS IT APPEARS ON THE CARD

ALLOW 10 DAYS PROCESSING TIME IF PAYING BY CHECK.

RETURN TO:
DIANNE MANCE / phone 301-589-3200 • fax 301-589-3223 • email: dmance@nbna.org
National Black Nurses Association • 8630 Fenton Street, Suite 910 • Silver Spring, MD 20910
PROGRAM BOOK ADVERTISEMENT

NBNA Conference Souvenir Program

This book is every attendee’s invaluable companion for the duration of the meeting. All meeting activities are listed by times, room numbers. Exhibitors are listed alphabetically with booth number, product description and the floor plan. The full color, guide is distributed to all attendees when they pick up their registration materials.

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DEADLINES FOR AD SPACE RESERVATIONS:

APRIL 14, 2023 by fax or email • Ad copy — MAY 31, 2023 by email only

ALL ADS PRINT IN COLOR.

Provide high resolution: 300 DPI / PDF preferred / JPG accepted.

All logos for PRINTING must be EPS, AI or high quality PDF format.

DIGITAL AD EBLAST files must be jpg or png, 800 pixels wide by any length.

PROGRAM BOOK ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES FORM CLICK HERE

Complete ad submission via the Jotform link above. Complete form below for your records.

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**IMPORTANT INFORMATION**

All of the NBNA Continuing Nursing Education Program will be approved by the Ohio Nurses Association Approver Unit, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

Express Evaluations will provide access to the web-based evaluation process through the NBNA website. To access the evaluation, you will use your email address as your username and nbna2023 as the password.

1. All Sessions start on time.
2. If you arrive more than 15 minutes AFTER the start of the session, you WILL NOT be able to receive the log-in code that you will need to complete your evaluation form. You CAN receive a CERTIFICATE OF ATTENDANCE.
3. You must stay in the room during the entire session in order to receive your CEU or CERTIFICATE OF ATTENDANCE.
4. You cannot switch sessions.
5. You cannot receive the session codes, if you do not attend the entire session.
6. You may log into Express Evaluations on the NBNA website to update your evaluation on a daily basis. When you have attended all of the sessions you wish to attend, you may complete the evaluation form and claim your certificate. This may be done on a computer, cellphone or tablet.
7. Treat NBNA staff, paid support staff, volunteers, sponsors, exhibitors and hotel staff with respect.
8. Bring your business card and resume to share with sponsors, your mentor, exhibitors and speakers.
9. The attire is business casual.
10. If you are an exhibitor and also a member of NBNA, you must pay the conference registration fee if you wish to attend the NBNA Business Meeting.
11. If you are a speaker and also a member of NBNA, you must pay the full speaker registration fee if you wish to attend the NBNA Business Meeting.

You may log into EXPRESS EVALUATIONS on the NBNA website to update your evaluation on a daily basis.
ATLANTA ATTRACTIONS

Off I-75, the hotel is connected via skywalk to Peachtree Center mall and the MARTA Station, linking to Atlanta Airport. Hilton Atlanta is six blocks from the heart of downtown, Centennial Olympic Park, and Mercedes-Benz Stadium and the Georgia Aquarium. Hotel amenities include a fitness center, jogging tracks, and tennis and basketball courts.

FOR MORE ON ATLANTA: CLICK HERE