

# SINI 2017

27th Summer Institute  
in Nursing Informatics

## Clinical Practice, Health, and the Internet of Things

**July 11-14, 2017**

University of Maryland School of Nursing, Baltimore, MD



## Sponsorship Opportunities

an internationally recognized venue with opportunities to learn from and network with leaders in the field of nursing informatics and health IT (HIT)

### **SINI attendees represent an array of professions and institutions:**

- federal agencies, including the Defense Health Agency, the Veterans Health Administration, the U.S. Food and Drug Administration, the National Institutes of Health, and the Office of the National Coordinator for Health IT
- academic medical centers and community hospitals such as Beth Israel-Deaconess, MedStar, and Kaiser Permanente
- universities such as Johns Hopkins, Stanford, and Wisconsin-Madison
- health IT vendors and consultants such as IBM, Siemens, and Zynx



### **Sponsorship Opportunities**

Sponsors support the overall mission of SINI and receive special recognition, including their organization's logo and website listed on the conference webpage and on signage at the entrance to the conference venue.

### **New for SINI 2017:**

#### **Sponsor and host a Lunch & Learn**

As a Lunch & Learn sponsor and host, your organization will be able to present information, new technology, or the latest products to clinical and informatics health care professionals in an informal lunch setting. See Page 2 for more information on this exciting new sponsorship opportunity at SINI 2017.



UNIVERSITY of MARYLAND  
SCHOOL OF NURSING

## 27th Summer Institute in Nursing Informatics

### Sponsorship Opportunities

#### SINI Sponsor: \$5,000

- half-page, color ad inside front cover of program
- two free registrations for entire SINI conference
- signage at Wednesday welcome luncheon and roundtable discussions
- promotional materials

#### SINI Sustaining Donor: \$2,500

- quarter-page, color ad in program
- one free registration for entire SINI conference
- signage at Thursday buffet luncheon
- promotional materials

#### Other Opportunities

Support popular features of SINI through signage with your organization's logo at the sponsored events and printed in the conference program.

#### **\$1,500** Choose from the following:

- keynote speaker
- distinguished lectures
- continental breakfast (Wednesday, Thursday, or Friday)

#### **\$750** Choose from the following:

- poster session
- Outstanding Abstract Awards (five sponsorships available)
- commemorative bag with sponsor logo
- lanyards and badges with sponsor logo
- pens with sponsor logo

#### **\$250**

- promotional materials - have your promotional materials inserted into the attendee registration bag (must provide all promotional materials)

#### Lunch & Learn Opportunities: \$1,500

Sponsor and host a Lunch & Learn at SINI 2017! This exclusive event places you in front of clinical and informatics health care professionals including nurses, nurse practitioners, physicians, and pharmacists from across the country. Each event accommodates as many as 80 participants.

SINI Lunch & Learn is an opportunity for your company or institution to present information related to HIT, conduct a demonstration, and/or distribute printed materials on new and exciting products over lunch. We set up the room and provide the food; you arrange the presentation and/or speaker. These events are also great networking opportunities for your company/institution to meet health care providers and decision-makers from across the country.

Lunch & Learn events will be held Thursday, July 13, 2017.

Lunch & Learn opportunities include:

- **New Product Showcase:** Showcase new and improved versions of your products. This keeps participants up to date on the latest products and new technologies that are being developed in your company.
- **Vendor-Specific Applications:** Teach participants how to use one of your products or services.
- **Non-Vendor-Specific Education:** Teach about a topic related to HIT in which your company/institution has a vested interest or expertise or is a stakeholder, for example, trends in HIT, policy development, or sponsored research.

Lunch & Learn sponsorship includes:

- your company logo in program
- one free registration for entire SINI conference
- recognition from the podium.

SINI will also:

- market and promote your Lunch & Learn through email blasts, SINI webpage placement, program announcements, and conference flyers
- provide a presentation room, podium, projector, screen, and on-site technical support
- make arrangements for lunch.

#### APPLICATION SUBMISSION INFORMATION

1. Choose your level of sponsorship.
2. Complete the application on Page 3.
3. Submit the form and payment for your sponsorship contribution.



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### APPLICATION TO SPONSOR

**PLEASE SUBMIT BY MARCH 31, 2017**

Lunch & Learn Location:  
Southern Management Corporation Campus Center, 621 W. Lombard St., Baltimore, MD 21201  
Thursday, July 13, 2017 • noon-1:30 p.m.

Name of Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

If you would like to be a sponsor of SINI 2017, please see the important payment information below.

#### SPONSORS

<input type="checkbox"/> SINI Sponsor	\$5,000	<input type="checkbox"/> Continental Breakfast (Friday)	\$1,500
<input type="checkbox"/> SINI Sustaining Donor	\$2,500	<input type="checkbox"/> Poster Session	\$ 750
<input type="checkbox"/> Lunch & Learn	\$1,500	<input type="checkbox"/> Outstanding Abstract Award	\$ 750
<input type="checkbox"/> Keynote	\$1,500	<input type="checkbox"/> Registration Bag with Logo	\$ 750
<input type="checkbox"/> Distinguished Lecture	\$1,500	<input type="checkbox"/> Lanyards with Logo	\$ 750
<input type="checkbox"/> Continental Breakfast (Wednesday)	\$1,500	<input type="checkbox"/> Pens with Logo	\$ 750
<input type="checkbox"/> Continental Breakfast (Thursday)	\$1,500	<input type="checkbox"/> Promotional Materials	\$ 250

*(Please provide names and contact information for Lunch & Learn representatives, if known at this time.)*

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

#### PAYMENT

**IMPORTANT NOTE:** Sponsorship funds for SINI are charitable contributions (above the fair market value of benefits) and are payable to and administered by the University of Maryland Baltimore Foundation.

*Select your method of payment:*

Check (Make checks payable to University of Maryland School of Nursing.)

Visa     MasterCard     American Express

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

*Please send payment directly to:*

Sonia Smith  
University of Maryland School of Nursing  
655 W. Lombard St., Suite 311G  
Baltimore, MD 21201  
Phone: 410-706-3767 Fax: 410-706-5560  
ssmith@son.umaryland.edu