SINI 2019

29th Summer Institute in Nursing Informatics

Healthcare Informatics: A Catalyst for Value-Driven Care Transitions

July 17-19, 2019

University of Maryland School of Nursing, Baltimore, MD

Sponsor & Exhibitor Opportunities

An internationally recognized venue with opportunities to learn from and network with leaders in the field of nursing informatics and health IT

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 the University of Maryland Medical System, 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.

Sponsor and host a Lunch & Learn:

As a Lunch & Learn sponsor and host, your organization will be 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 sponsorship opportunity for SINI 2019.

Showcase your products and services to:

- senior-level nursing informaticians who are seeking effective information technologies and influencing decisions on health IT products and services

- chief medical information officers and chief nursing information officers

- health care executives

UNIVERSITY of MARYLAND
SCHOOL OF NURSING

Sponsorship Opportunities

SINI Gold Sponsor: $10,000
• program advertising
• three free registrations for entire SINI conference
• promotional materials and signage at events

SINI Silver Sponsor: $5,000
• program advertising
• two free registrations for entire SINI conference
• promotional materials and signage at events

SINI Bronze Sponsor: $2,500
• program advertising
• one free registration for entire SINI conference
• promotional materials and signage at events

Other Opportunities
Support popular features of SINI through signage with your organization's logo at sponsored events.

$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 inserted into the attendee registration bag (must provide all promotional materials)

Lunch & Learn Opportunities: $1,800
Sponsor and host a Lunch & Learn at SINI 2019. 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.

Lunch & Learn events will be held Thursday, July 18, 2019.

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 health IT (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.

SINI will:
• 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
• provide one free registration to the entire SINI conference.

Exhibiting Opportunities

Benefits of exhibiting include:
• showcasing your products and services to decision-makers who need what you offer

• listing on the SINI website, with an active link to your organization's website and relevant email address(es)

• a comprehensive Excel spreadsheet of participants containing full registration information (name, title, organization, mailing address, contact email, and phone number)
• two free registrations for entire SINI conference.

Exhibiting hours are Thursday, July 18, 11 a.m.-4 p.m.

A single booth consists of a skirted display table (5' x 3') with two chairs.

Exhibitor Booth Rates	
Single Booth	$650
Double Booth	$800

Application Submission Information

1. Choose your level of sponsorship and/or exhibitor package.
2. Complete the application on Page 3.
3. Submit the form and payment.

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APPLICATION TO SPONSOR AND EXHIBIT

PLEASE SUBMIT BY MAY 1, 2019

Lunch & Learn • July 18 • 11:45 a.m.-12:45 p.m.
Southern Management Corporation Campus Center • 621 W. Lombard St., Baltimore, MD 21201
Exhibits • July 18 • 11 a.m.-4 p.m.
University of Maryland School of Nursing • 655 W. Lombard St., Baltimore, MD 21201

Name of Organization _____

Contact Person _____

Address _____ City _____ State _____ ZIP _____

Telephone _____ Fax _____

Email _____

If you would like to be a sponsor or exhibitor of SINI 2019, please see the important payment information below.

SPONSORS

❑ SINI Gold Sponsor	$10,000	❑ Continental Breakfast (Friday)	$1,500
❑ SINI Silver Sponsor	$5,000	❑ Poster Session	$ 750
❑ SINI Bronze Sponsor	$2,500	❑ Outstanding Abstract Award	$ 750
❑ Lunch & Learn	$1,800	❑ Registration Bag with Logo	$ 750
❑ Keynote or Distinguished Lecture	$1,500	❑ Lanyards with Logo	$ 750
❑ Continental Breakfast (Wednesday)	$1,500	❑ Pens with Logo	$ 750
❑ Continental Breakfast (Thursday)	$1,500	❑ Promotional Materials	$ 250

EXHIBITORS

Exhibitor Package

❑ Single booth: $650
❑ Double booth: $800

Optional Extras for Exhibitors:

❑ Electrical outlet — $50
❑ Wi-Fi access (MUST request with application) — $0
❑ Additional reps for your booth (2 included) _____ @ $99 ea.

Total for Exhibiting:

Exhibit package $ _____
Optional extras $ _____
Total   **$ _____**

(Please provide names and contact information for Lunch & Learn and exhibitor 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.

SEND SEPARATE PAYMENT FOR SPONSORSHIP & EXHIBITING FEES.

Make SPONSOR checks payable to: University of Maryland Baltimore Foundation.
Make EXHIBITOR checks payable to: University of Maryland School of Nursing.

Select your method of payment:

❑ Check   ❑ Visa   ❑ MasterCard   ❑ American Express

Account Number _____ Exp. Date _____

Authorized Signature _____

Please send payment directly to:
University of Maryland School of Nursing
655 W. Lombard St., Suite 311G
Baltimore, MD 21201
Phone: 410-706-3767   Fax: 410-706-5560
sonia.smith@umaryland.edu