SINI 2020
30th Summer Institute in Nursing Informatics

Real-World Evidence and the Changing Landscape of Health Informatics

Preconference: July 15, 2020
Conference: July 16-17, 2020
University of Maryland School of Nursing, Baltimore, MD

Sponsor and Exhibitor Opportunities
An internationally recognized venue with opportunities to learn from and network with leaders in the field of healthcare and nursing informatics.

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 Information Technology (HIT)
- academic medical centers and community hospitals such as the University of Maryland Medical System, MedStar, and Kaiser Permanente
- universities such as Johns Hopkins, Stanford, Wisconsin-Madison, and Vanderbilt
- HIT vendors and consultants

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 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 about this exciting sponsorship opportunity for SINI 2020.

Showcase your products and services to:
- senior-level nursing informaticians who are seeking effective information technologies and influencing decisions on HIT products and services
- chief information officers, chief nursing officers, healthcare executives

nursing.umaryland.edu/sini
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Sponsorship Opportunities

Conference Sponsor
All sponsorships include program advertising, free registration for the entire conference, promotional materials, and signage at events.

SINI Gold Sponsor: $10,000
SINI Silver Sponsor: $5,000
SINI Bronze Sponsor: $2,500
Preconference Sponsor: $2,500

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 (Thursday or Friday)
• round table luncheon (Thursday)

$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 2020. 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 Friday, July 17, 2020.

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.

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 16, 11 a.m.-4:30 p.m.
A single booth consists of a skirted display table (5’ x 3’) with two chairs.

Exhibitor Booth Rates

<table>
<thead>
<tr>
<th>Single Booth</th>
<th>$650</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Booth</td>
<td>$800</td>
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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.
APPLICATION TO SPONSOR AND EXHIBIT

PLEASE SUBMIT BY MAY 1, 2020

Lunch & Learn • July 17 • 11:45 a.m.-12:45 p.m.
Southern Management Corporation Campus Center • 621 W. Lombard St., Baltimore, MD 21201
Exhibits • July 16 • 11 a.m.-4:30 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 2020, 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
☐ Preconference Sponsor $2,500 ☐ Registration Bag with Logo $750
☐ Lunch & Learn $1,800 ☐ Lanyards with Logo $750
☐ Keynote or Distinguished Lecture $1,500 ☐ Pens with Logo $750
☐ Round Table Lunch (Thursday) $1,500 ☐ Promotional Materials $250
☐ Continental Breakfast (Thursday) $1,500

EXHIBITORS

Exhibitor Package  Optional Extras for Exhibitors:  Total for Exhibiting:
☐ Single booth: $650  ☐ Electrical outlet $50  Exhibit package $______
☐ Double booth: $800  ☐ Wi-Fi access (MUST request with application) $0  Optional extras $______
☐ Additional reps for your booth (2 included) ________ @ $99 ea. Total $______

(Please provide names and contact information for Lunch and 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