15th Annual Symposium
Trends in Clinical Informatics: A Nursing Perspective
May 12, 2017

The Conference Center at Waltham Woods
Waltham, MA

Exhibit & Sponsor Prospectus
Dear Exhibitor:

We are pleased to invite you to exhibit during our Fifteenth Annual Symposium to be held on May 12, 2017 at The Conference Center at Waltham Woods in Waltham, MA. We are once again expecting nearly 200 nursing and healthcare information technology professionals.

We have assembled an impressive group of local and national experts who will describe these innovations in the context of Nursing Informatics. There will be time for participants to interact with the speakers and network with colleagues to share insights and experiences throughout the day. In addition, dedicated time will be set aside for poster presentations.

We have assembled a slate of local and national leaders to speak on topics that are timely and will help shape the future of nursing informatics and patient care

Keynote Speaker:

Jane Englebright PhD, RN, CENP, FAAN

Dr. Englebright provides professional leadership for facility chief nursing officers and approximately 80,000 nurses working in HCA hospitals, ambulatory surgery centers and other sites of care. She leads HCA’s CNO Council in driving excellence in nursing operations and outcomes, professional practice and innovative leadership.

Dr. Englebright founded HCA’s industry-leading patient safety program in 2000. She has been a proponent of safety technology, leading several large-scale deployments across HCA. In 2014, Dr. Englebright chartered and implemented an AHRQ-listed Patient Safety Organization to further accelerate HCA's patient safety programs.

Dr. Englebright serves as the At-Large Nursing Representative to The Joint Commission’s Board of Commissioners and is a member of the Board of Advisors of the National Patient Safety Foundation. Dr. Englebright chairs the Expert Panel on Informatics and Technology for the American Academy of Nursing and is an adjunct faculty member at the Vanderbilt University School of Nursing.
Exhibit Opportunities

As an exhibitor or sponsor, you will have an outstanding opportunity to present your important sales and marketing or recruiting message to program participants. For your convenience we have enclosed additional information regarding exhibiting or sponsoring opportunities.

Exhibits will remain open all day. There will be scheduled refreshment breaks and lunch. Additionally, meeting facilitators will encourage participants to attend exhibits on all scheduled breaks.

The Exhibit fee of $1200.00 includes the following:

* One five foot table and two chairs
  • Registration for two exhibitors
  • Free Wi Fi

* Complimentary continental breakfast daily
* Complimentary lunch daily
* Participant contact list (MS Excel)

Suggested Hotel Accommodations:

Waltham Westin Hotel
70 Third Avenue
Waltham, MA
781-290-5600

For more information Contact:

Sandy McPherson DNP, RN-BC, CPHIMS
NENIC Planning Committee – Exhibit Coordinator
smcperson@lmhosp.org

or

Mary Kennedy MS, RN-BC
NENIC Dir., Education and Development
program@nenic.org
May 12, 2017
The Conference Center at Waltham Woods ★ Waltham, MA

Additional Sponsorship Opportunities

On behalf of the New England Nursing Informatics Consortium (NENIC), we are pleased to welcome you to our Fifteenth Annual Symposium taking place in Waltham, MA.

In addition to exhibiting with us in Waltham, you are also invited to increase your regional support of nursing informatics professionals by participating as a sponsor.

Your support of educational programs and other approved functions increases your corporate exposure while supporting the educational goals of the conference. As you may know our organization awards nursing Continuing Education Units recognized through the American Nurses Credentialing Center. Sponsorship allows us to put together world-class programs at a reasonable cost to participants.

Sponsors will be recognized in all promotional and program materials. In addition, meeting facilitators will verbally acknowledge and recognize sponsors throughout the program. The following Sponsoring Opportunities are available for corporate support.

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<thead>
<tr>
<th>Sponsor</th>
<th>Estimated Cost</th>
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<tbody>
<tr>
<td>Lunch</td>
<td>$5000</td>
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<tr>
<td>Audio Visual Recording</td>
<td>$3000</td>
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<tr>
<td>Continental Breakfast</td>
<td>$2500</td>
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<tr>
<td>Breaks (AM or PM)</td>
<td>$1800 (2)</td>
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<td>Keynote Addresses</td>
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<td>General Program Support</td>
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<tr>
<td>Literature/Kiosk/Registration Stuffer</td>
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<td>Other</td>
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