MARKETING ENGAGEMENT PROSPECTUS

PUBLIC HEALTH NURSING SUMMIT

April 19–21, 2027
Atlanta

Preparing for What's Next:

Engaging the Power of Public Health Nurses





The 2027 Public Health Nursing Summit brings together public health nurses, leaders, educators, students, and partners to strengthen community health. Presented by NACCHO and the Association of Public Health Nurses, it highlights nursing's vital role in prevention, preparedness, resilience, and population health.

The theme, Preparing for What's Next: Engaging the Power of Public Health Nurses, celebrates nursing expertise, leadership, and trusted relationships in addressing emerging challenges. Attendees will gain practical strategies to strengthen practice, the workforce, and health outcomes.

Track	Focus	Suggested Session Topics
1. Future-Ready Public Health Nursing Workforce	Building a skilled, adaptable, supported, and sustainable Nursing workforce prepared to meet evolving Community health needs.	Recruitment and retention; workforce pipelines; competency development; succession planning; well-being and resilience; continuing education; career pathways.
2. Leading Change and Strengthening Public Health Systems	Advancing Nursing leadership, policy influence, partnerships, and organizational strategies that strengthen public health systems and improve performance.	Change leadership; policy and advocacy; systems thinking; cross-sector partnerships; quality improvement; workforce culture; accreditation; strategic communication.
3. Innovation, Technology, and Evidence-Based Practice	Using evidence, data, technology, and innovative practice models to improve nursing services, decision-making, and population health outcomes.	Evidence translation; data-informed practice; AI and digital tools; informatics; program evaluation; quality improvement; telehealth; scalable practice innovations.
4. Advancing Health Access and Community Power	Centering Community voice, shared decision-making, culturally responsive practice, and inclusive access to improve health and strengthen community power.	Community-led solutions; rural and Tribal health; social drivers of health; trusted messengers; disability inclusion; maternal and family health access; authentic engagement.
5. Preparing Communities for Emerging Health Challenges	Strengthening the readiness, resilience, and response capacity of nurses and communities facing emerging, complex, and interconnected health threats.	Emergency Preparedness and response; infectious disease; climate and environmental health; behavioral health; risk communication; continuity planning; recovery and resilience.

Bring your experience. Expand your network. Help shape what's next for public health nursing.
Join public health nurses and partners in Atlanta to exchange practical solutions, strengthen professional connections, and advance healthier, more resilient communities.

Visit the Public Health Nursing Summit website for registration and program updates.

NACCHO Exhibits & Sponsorships | **Email**: ExhSpon@naccho.org | Phone: (202) 753-6080

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WHY THE PUBLIC HEALTH NURSING SUMMIT?

Who Will You Reach?

The Public Health Nursing Summit brings together nursing leaders, workforce decision-makers, educators, practitioners, and public health professionals working to strengthen nursing practice, workforce development, health equity, preparedness, and population health outcomes.

Nursing Decision-Makers

- Public Health Nursing Directors
- Nurse Leaders and Executives
- Workforce Development Leaders
- Local Health Department Executives
- Public Health Program Directors & Managers

Community & Healthcare Partners

- Federally Qualified Health Centers (FQHCs)
- Behavioral Health Organizations
- Tribal Health Organizations
- Community-Based Organizations
- Healthcare and Community Health Partner

Nursing Practice & Community Health

- Public Health Nurses
- Community Health Nurses
- Maternal and Child Health Professionals
- Population Health Practitioners
- Preparedness & Response Professionals
- Health and Community Engagement Leaders

Education, Research & Workforce

- Nurse Educators and Schools of Nursing Faculty
- Researchers & Academic-Practice Partners
- Students & Emerging PH Nursing Professionals

Who Should Exhibit/Advertise?

Connect with public health nurses, nursing leaders, health department executives, educators, policymakers, and community health partners nationwide. Showcase solutions that strengthen the workforce, improve care, and help communities thrive.

Technology & Data

EHR, analytics, care coordination, telehealth, AI, and engagement platforms

Education & Workforce

Universities, nursing programs, continuing education, recruitment, credentialing, leadership development

Health & Community Care

Health systems, FQHCs, managed care, home & school health, behavioral health, social service providers

Public Health & Mission-Driven Organizations

Government agencies, associations, nonprofits, foundations, maternal and child health initiatives

Products & Professional Services:

Vaccines, diagnostics, preparedness & infection prevention, emergency response resources, consulting communications, grant management, staffing agencies

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WHY SPONSOR THE PUBLIC HEALTH NURSING SUMMIT?

Sponsors receive visibility before, during, and after the conference. A minimum eligible sponsorship investment of $6,000 is required for sponsor-level recognition. Exhibit booth and registration fees are not included in calculating sponsorship level.

Limited **Diamond Sponsorship** opportunities are available for the Nursing Summit.
The qualifying spend is $30,000+. Includes 5 Summit conference registrations.

Limited **Platinum Sponsorship** opportunities are available for the Nursing Summit.
The qualifying spend is $25,000-$29,999. Includes 4 Summit conference registrations.

Limited **Gold Sponsorship** opportunities are available for the Nursing Summit.
The qualifying spend is $15,000-$24,999. Includes 3 Summit conference registrations.

Silver Sponsorship opportunities are available for the Nursing Summit.
The qualifying spend is $10,000-$14,999. Includes 2 Summit conference registrations.

Bronze Sponsorship opportunities are available for the Nursing Summit.
The qualifying spend is $6,000-$9,999. Includes 1 Summit conference registration.

All Sponsor Levels

- Company name & logo on sponsor recognition signage, website and mobile app
- Sponsor ribbons for on-site representatives
- One or more complimentary registration(s)

Build your own level sponsorship package
Here's an example of what a gold level sponsorship:

- *60-minute Learning Session: $10,000*
- *Sponsored E-Blast: $4,000*
- *Newsletter Banner Ad :$2,500*

TOTAL GOLD SPONSORSHIP: $16,500



Availability

Opportunities are limited and subject to agenda fit, production timelines, inventory availability, and final NACCHO approval. Final benefits, deliverables, deadlines, and recognition details will be confirmed in the final agreement.

EXHIBIT | SPONSOR | ENGAGE | LEAD

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EXHIBIT OPPORTUNITIES

Choose the footprint and visibility level that fits your goals

Exhibit Option	Early Ends 11/30	Regular Start 12/1	Included / Best For
Public Health Nursing	$1,500	$1,650	Focused presence; includes one exhibit hall registration. Non-profit organization only.
PHN Marketplace 6-foot display table	$2,000	$2,200	Focused presence; includes one exhibit hall registration.
10x10' Galleria Booth	$3,500	$3,750	Expanded presence; includes two exhibit hall registrations

Exhibit Hall Engagement

Opportunity	Investment
PHN Marketplace Quest	$500 + provide gift
Commercial Meeting Room	$5,000/day + applicable A/V
Nonprofit Meeting Room	$2,500/day + applicable A/V

The Public Health Nursing PHN Marketplace Quest encourages attendees to visit your display to collect scans for prize eligibility.

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PRE-CONFERENCE WORKSHOPS

Extended learning and direct engagement

Position your organization as a trusted thought leader by hosting an in-depth workshop before the conference begins. Workshops may be educational, training-oriented, solution-focused, or skills-based and subject to NACCHO and APHN content review and approval.

Workshop Window – April 18, 2027, from 2 – 6 PM

Final timing, room assignment, capacity, and agenda placement are subject to NACCHO approval.

Length	Up to 50 attendees	Each Additional 25	Includes
2 Hours	$12,000	+$2,000	Room, agenda listing, recognition, & standard A/V.
4 Hours	$17,500	+$3,000	Plus hot and cold beverages.

Suggested Public Health Nursing Summit Topics

- Public health nursing leadership
- Workforce development and retention
- Upstream drivers of health
- Maternal and child health
- Community health assessment and population health management
- Public health nursing competencies and community-based practice

Workshop Sponsor Benefits

- Official agenda, website, mobile app, and attendee communication recognition
- Opportunity to develop curriculum, learning objectives, tools, and resources
- Company logo on workshop signage and registration materials
- Approved educational material distribution and participant follow-up resources
- Extended direct engagement, facilitated discussion, Q&A, and hands-on activities

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EXCLUSIVE AND EDUCATIONAL OPPORTUNITIES

Create a high-impact presence at the Nursing Summit

NACCHO's Affiliate Business Partner (ABP) Program increases your organization's visibility and provides member engagement and networking opportunities for partners interested in public health. The new "Affiliate Organization" category enables organizations of all types to explore the ABP Program from the ground level. The following opportunities are exclusive to new or current ABP partners in good standing unless otherwise approved by NACCHO. **Learn more about the Affiliate Business Partner program here.**

Exclusive Opportunity	Investment	Sponsor Value
Keynote Session	$25,000	High-profile session recognition and approved opening remarks.
Welcome Reception	$25,000	Brand presence at a major attendee networking experience.
Private VIP Event	$15,000	Invitation-only engagement with Public Health Nursing Summit leaders and invited guests.
90-Minute Learning Session	$15,000	Moderated, topic-driven engagement with nursing and workforce stakeholders.
90-Minute Focus Group	$15,000	Direct feedback and discussion with a target attendee audience.

Educational Opportunity	Investment	Sponsor Value
60-Minute Learning Session	$10,000	Expanded educational visibility with Nursing Summit attendees.
30-Minute Learning Session	$6,000	Focused educational visibility with Nursing Summit attendees.

Sponsored educational content, presenters, learning objectives, and session descriptions are subject to NACCHO review and approval. Scheduling is based on agenda and space availability.

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BRANDING & VISIBILITY

Keep your organization visible throughout the attendee journey

Opportunity	Investment
Exclusive Wi-Fi Sponsor	$25,000
Wi-Fi Co-Sponsor	$12,500
Hotel Key Cards	$15,000
Conference Tote Bags	$15,000
Lanyards	$10,000
Instagram Backdrop	$15,000
Headshot Lounge	$15,000
Charging Station	$5,000
Directional Signage	$2,000
General Session Seat Drop	$2,500
Conference Bag Insert	$1,500
Column Wraps*	request quote
Escalator Clings*	request quote

*Printing and installation are not included. Venue approval and production specifications apply.

Examples of Sponsor Recognition

- Logo placement on selected event signage and materials
- Recognition in the conference website and mobile app
- Brand presence at the sponsored feature or attendee touchpoint
- Approved sponsor-provided creative, collateral, or giveaway placement if applicable

Production Planning

Creative deadlines, quantities, dimensions, shipping, installation, venue requirements confirmed post selection.

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WELLNESS & ATTENDEE EXPERIENCE

Support meaningful moments beyond the session rooms

Opportunity	Investment	Experience
Somatic Breathwork	$8,000	Guided wellness sessions focused on breathing and physical well-being.
Relaxation and Quiet Room	$7,500	A low-stimulation space for rest, reading, and recovery.
Refreshment Break Sponsor	$5,000	Brand recognition alongside a scheduled attendee break.

Why Sponsor Attendee Experience?

- Create positive, high-touch brand associations
- Reach attendees during natural networking and transition periods
- Complement exhibit or educational sponsorship with another visible touchpoint
- Demonstrate support for attendee well-being and connection

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DIGITAL MARKETING

Extend visibility before, during, and after the conference

Opportunity	Investment	Placement
Sponsored E-Blast	$4,000	Dedicated sponsor message to the Nursing Summit audience.
Newsletter Banner Ad	$2,500	Banner placement in a Nursing Summit e-newsletter.
Mobile App Banner Ad	$3,500	Rotating banner placement in the mobile app.
Online Platform Banner Ad	$3,500	Rotating banner placement on the online platform.
Online Platform Tile Ad	$3,500	Tile placement on the online platform.
Push Notification	$1,500	Approved message delivered through the event app.
Mobile App Splash Screen	$10,000	Premium visibility when attendees open the app.

Digital Content Requirements

- All copy, images, links, and creative are subject to NACCHO and APHN review and approval
- Placement and distribution dates depend on inventory and production schedules
- Sponsors responsible for providing final creative in requested formats by deadlines

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HOW TO PARTICIPATE

Select the opportunities that best support your goals

Define Your Objectives

- Audience reach and relationship development
- Thought leadership and education
- Brand awareness and premium visibility
- Lead generation and exhibit engagement
- Attendee experience and wellness

Build Your Package

Combine eligible exhibit, sponsorship, educational, digital, branding, and attendee experience opportunities. NACCHO may tailor benefits based on sponsor goals, target audience, timing, and inventory availability.

Confirm Availability

Contact us to review available inventory, audience fit, deliverables, deadlines, and approval requirements. Opportunities are reserved after required agreements and payments are completed.

Call or Email

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Important Notes

- All opportunities are subject to availability and final NACCHO and APHN approval and benefits may be adjusted based on agenda, venue, production, or inventory requirements
- Food and beverage, A/V, printing, installation, shipping, internet, electrical, and other direct costs are included only when specifically stated
- All benefits, deadlines, and specifications to be documented in the final agreement

LET'S BUILD YOUR 2027 PUBLIC HEALTH NURSING SUMMIT PRESENCE

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